

Dean

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David Wierschem, Ph.D.

Department Chairs

Accounting—Wilhelmina J. Pizzini, Ph.D.
 Finance and Economics—Haiyong Liu, Ph.D.
 Information Systems and Analytics—Sam Lee, Ph.D.
 Management—William C. McDowell, Ph.D.
 Marketing—Anna Turri, Ph.D.

Named on February 27, 2004 in honor of the generous support of Mr. and Mrs. Emmett McCoy, Texas State's Emmett and Miriam McCoy College of Business provides broad-based undergraduate and master's-level educational programs that produce graduates with the values, knowledge, and skills to help them excel in a diverse, globally-competitive environment.

The McCoy College of Business fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The McCoy College complements these efforts with research that adds to knowledge, provides solutions to business challenges, and contributes to pedagogical advances.

The McCoy College of Business offers five (5) graduate degree programs, all of which are fully accredited by AACSB.

The Master of Business Administration (M.B.A.) degree emphasizes the knowledge, soft skills and analytical mindset needed for professional success and is designed for those individuals who expect to pursue careers focused on the management and leadership of organizations. Students in the M.B.A. program may choose an optional concentration in one of six areas: Computer Information Systems, Engineering Technology, International Business, Health Administration, Human Resource Management, or Supply Chain Management.

The Master of Accountancy (M.Acy.) degree is designed to broaden the educational experience of individuals preparing for a career in the public accounting profession. Students explore the social, ethical, and environmental effects of accounting information on those who rely on it for their decision-making needs. The M.Acy. program can be used to satisfy the 150-hour education requirement for the Certified Public Accountant (CPA) exam in Texas. An undergraduate degree in Accounting is not required.

The Master of Science major in Data Analytics and Information Systems (MSDAIS) program produces graduates with the skills required to be proficient in data analytics and information systems. The MSDAIS program is designed to prepare students to use information systems and quantitative skills to conduct data analysis. Graduates of this program will be capable of transforming organizational data into actionable information using data analytics and information systems skills.

The Master of Science major in Marketing Research and Analysis (MSMRA) program readies graduates for positions in marketing that will be involved in creating, analyzing, interpreting, and utilizing data. These positions include marketing managers, market research analysts and survey researchers. Typical job titles include Strategic Data Insights Analysts, Senior Director Marketing, Marketing Analytics Manager, Consumer Insights Manager, Digital Marketing Analyst, and Consumer Researcher.

The Master of Science in Quantitative Finance and Economics (MSQFE) prepares students with advanced skills in financial and economic analysis using large data sets. Graduates from this program have the quantitative and methodological skills and knowledge needed in the marketplace, becoming capable of transforming financial and economic problems into business solutions through statistical analysis, computation and simulation methods, and numerical modeling.

Master of Business Administration

- Major in Business Administration (Flex Computer Information Systems Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-computerinfosystems-mba/>)
- Major in Business Administration (Flex Engineering Technology Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-engineeringtech-mba/>)
- Major in Business Administration (Flex Healthcare Administration Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-healthadmin-mba/>)
- Major in Business Administration (Flex Human Resource Management Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-humanresourcemgmt-mba/>)
- Major in Business Administration (Flex International Business Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-international-business-mba/>)
- Major in Business Administration (Flex Supply Chain Management Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-supplychainmgt-mba/>)
- Major in Business Administration (Full-Time Cohort) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/mba/>)
- Major in Business Administration (General Flex Non-thesis Option) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-genflex-nonthesis-mba/>)
- Major in Business Administration (General Flex Thesis Option) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-genflex-thesis-mba/>)