EMMETT AND MIRIAM MCCOY COLLEGE OF BUSINESS ADMINISTRATION

Dean
TBN
McCoy Hall Room 530
Telephone: 512.245.2311 Fax: 512.245.8375
http://www.mccoy.txstate.edu/

Associate Dean
William T. Chittenden, Ph.D.

Associate Dean
Todd Jewell, Ph.D.

Associate Dean
David Wierschem, Ph.D.

Assistant Dean
Kent Hamilton

Department Chairs
Accounting—Ann L. Watkins, Ph.D.
Computer Information Systems and Quantitative Methods—Ju Long, Ph.D.
Finance and Economics—Ruby P. Kishan, Ph.D.
Management—Paula L. Rechner, Ph.D.
Marketing—Enrique P. Becerra, 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 Administration 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 Administration 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 six graduate degree programs, all of which are fully accredited by AACSB.

The Master of Science 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.

Master of Business Administration

• 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/)
• 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 Health Administration Concentration) (http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-healthadmin-mba/)
• Major in Business Administration (Flex Human Resources Management Concentration) (http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-humanresourcemang-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/)