Emmett and Miriam McCoy College of Business Administration

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Associate Dean
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Assistant Dean
Eugene E. Payne, Ph.D.

Department Chairs
Accounting–Ann L. Watkins, Ph.D.
Computer Information Systems and Quantitative Methods–Ricki G. Ingalls, Ph.D.
Finance and Economics–R. Todd Jewell, Ph.D.
Management–Paula L. Rechner, Ph.D.
Marketing–Raymond P. Fisk, 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 masters-level educational programs that produce graduates with the values, knowledge, and skills to help them excel in a diverse, globally-competitive environment.

Mission
The Emmett and Miriam McCoy College of Business Administration is a student-centered learning community dedicated to sharing values, knowledge, and skills that enable students to compete responsibly and successfully in a global business environment. The College serves a diverse population of undergraduate and graduate students primarily from Texas. Emphasizing an applied orientation, we value teaching excellence and intellectual contributions, complemented by service.

Vision
The Emmett and Miriam McCoy College of Business Administration strives to be a leader in experiential business education and business relevant, socially significant research.

Values
Committed to supporting the mission of Texas State University as a Hispanic Serving Institution and designated emerging research institution for the state of Texas, we embrace:

• A unique combination of experiential learning, excellent faculty instruction, and a student-centered culture.
• Responsiveness, accountability, and on-going contributions through research and service to Texas and beyond.
• Excellence in all endeavors through self-study, innovation, and continuous improvement.
• Integrity and adherence to professional and ethical standards.
• Respect for individuals and a diverse culture that promotes a globally engaged community of students, staff, and faculty.
• Student engagement and development through active involvement in student organizations.
• Life-long learning and professional development of students, staff, and faculty.

Background
Established in 1958, McCoy College offers the Bachelor of Business Administration (B.B.A.) degree with majors in accounting, computer information systems, economics, finance, management, and marketing. The management major offers a teacher certification option. Computer Information Systems offers a certificate program. Additionally, the College cooperates with the College of Liberal Arts in offering the Bachelor of Arts (B.A.) degree with a major in economics. The B.B.A. degree does not require a minor. Non-business majors may choose business administration as their minor.

The learning environment of McCoy College places primary importance on teaching excellence and intellectual contributions complemented by service. This environment prepares students for careers in both the private and public sectors. The curriculum addresses the economic, legal, political, social, technological, and demographically diverse environment in which modern business is conducted. This environment emphasizes comprehensive learning that combines general education and professional studies in business. The core requirements cover the main functional areas of business, and specialized study in one of six traditional business majors provides knowledge upon which to build a career.

McCoy College, accredited by AACSB-International, The Association to Advance Collegiate Schools of Business, serves over 3,500 undergraduate and graduate business students and has five academic departments: Accounting, Computer Information Systems and Quantitative Methods, Finance and Economics, Management, and Marketing.

McCoy College is entitled by its designation as an AACSB-International accredited school to have Beta Gamma Sigma as its honorary business society. The university chapter has been in existence since 1997. In the College, the top 10 percent of undergraduate business students in their respective classes are eligible to join the society as early as the last semester of their second year of study. Graduate students ranked in the top 20% of their class may join the society after completing one year of study.

Academic Advising Center
McCoy Hall Room 115
T: 512.245.1993 F: 512.245.1996
www.advising.mccoy.txstate.edu

The McCoy College Academic Advising Center is an accessible, student-centered support service that provides official and accurate academic information, encourages students to develop educational goals, and enables students to identify strategies for success. The services available for students include information sheets for schedule-building and degree requirements, an on-call advisor to address frequently asked questions, one-on-one advising sessions by appointment, information on student professional development opportunities in the College, and the certification of undergraduate graduation applicants. For a complete
description of advising services and student responsibilities refer to
the McCoy College Academic Advising Syllabus which is available for
download at http://advising.mccoy.txstate.edu/resources/syllabus.html.
Students are required to show their Texas State ID to speak with an
advisor about specific academic information.

Admission Policy

Admission to the College is competitive, and a student must be admitted
to the College to pursue a B.B.A. degree. Consideration for admission
to McCoy College undergraduate programs is based on specific
admission criteria and is conducted as a rolling admission process. For
current Texas State students, applications are available online at http://
advising.mccoy.txstate.edu/apply. For students not yet admitted to the
University, applications are available online at www.applytexas.org (http://
www.applytexas.org). Students should list a business major as their first
major choice.

Priority dates are March 1 for summer/fall semester and October 15 for
the spring semester. Applications received after the priority date will be
considered for admission on a space-available basis. Students not yet
admitted to Texas State must meet Texas State admission deadlines.
Students attending Texas State who are currently on academic probation
are not eligible for admission to McCoy College.

Freshmen and Students with fewer than 30
Semester Hours

Students are automatically admitted if their SAT I score is 1200 (Critical
Reasoning + Math) or greater, if their ACT score is 27 or greater, or if
the student graduated in the top 25% of their high school class. All other
applicants will be considered for the remaining openings through a review
process. The competitive admission index is based on a combination of
a student’s high school academic record and standardized test score
(SAT I or ACT). Students who are admitted to the University but denied
admission to a business degree program will be considered for admission
to their second choice major or as an undeclared major.

Students with 30 or more Semester Hours

Students who have not been admitted to McCoy College and have
completed at least 30 semester hours either at Texas State or another
college or university including ENG 1310, ENG 1320, and MATH 1329
will be considered for admission based upon a competitive index using
the grades from ENG 1310, ENG 1320, MATH 1329, and the overall GPA
from all colleges and universities attended. Students will be automatically
admitted if they have a cumulative GPA of 3.0 or higher and have
completed ENG 1310, ENG 1320 and MATH 1329.

Restricted Status

Any business student whose Texas State GPA drops below a 2.0 is
placed on probation by Texas State and on restricted status by McCoy
College. Business majors on restricted status must increase their Texas
State GPA to at least 2.0 in the subsequent semester or their admission
to the College will be voided. Students are required to meet with a
representative of the McCoy College Academic Advising Center to
remove probation holds; otherwise, the hold will prevent registration or
schedule changes. A student whose admission is voided may regain
admission to the College by going through the application process and
competing with other applicants for openings. Business students with a
Texas State GPA below a 2.0 are also subject to the University academic
probation and suspension policies.

General Requirements for the B.B.A. Degree

All students seeking the B.B.A. must complete

1. The general education core curriculum prescribed by Texas State
   including the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1310</td>
<td>Fundamentals of Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1310</td>
<td>College Writing I</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1320</td>
<td>College Writing II</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1329</td>
<td>Mathematics for Business and Economics II</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 1320</td>
<td>Ethics and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

2. A common core of business courses outlined by McCoy College,
3. A combination of courses in the major program area specified by
   the appropriate academic department and restricted upper-division
   business electives to complement the major, and
4. Free electives to achieve a minimum total of 120 semester hours.
To ensure compliance with the course requirements for a B.B.A.
degree, business students should follow the general sequence of
courses specified for the business curriculum in this section of the
catalog. Also, students who did not complete satisfactorily at least
two years of the same foreign language in high school must complete
two semesters (6-8 hours) of a single foreign language.

Enrollment in Upper-Division Business
Courses

Upper-division McCoy College courses (3000- and 4000-level) are
restricted to business majors or to students who require the courses for
their declared program of study. To be eligible to enroll in these courses,
all students must satisfy stated course prerequisites, maintain an overall
GPA of 2.00 or greater, and have completed at least 60 semester hours.
Students should note that not all courses are taught each semester. If a
specific course is needed, students should verify the prospective course
offering with the department.

Common Business Core

To provide a common body of knowledge in business, all students
seeking the B.B.A. are required to complete the following courses or their
equivalents:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2361</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2362</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>CIS 1323</td>
<td>Introduction to Microcomputer Applications</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2314</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2315</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 2361</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>OMST 2333</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3303</td>
<td>Management of Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3343</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>CIS 3380</td>
<td>Enterprise Information Technology and Business Intelligence</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3312</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3453</td>
<td>Business Communication and Professional Development</td>
<td>4</td>
</tr>
<tr>
<td>MGT 4335</td>
<td>Strategic Management and Business Policy</td>
<td>3</td>
</tr>
</tbody>
</table>
Students in the 2014 and subsequent catalog years cannot receive credit for MGT 3353.

Transfer Credit

Business transfer students must meet residency requirements for all Texas State programs outlined in the academic policies section of this catalog. Additionally at least 50% of the semester hours in business required for the College’s various degree programs must be completed in residence at Texas State.

Undergraduate transfer students who received elective credit rather than course-specific credit from the Texas State admissions office may appeal this designation to the McCoy College department in which the course is offered.

Community/junior college students who plan to transfer to McCoy College are advised to pursue the business curriculum outlined in this section. The appropriate course equivalency guide and/or transfer planning guide should be consulted to resolve questions of course transferability.

Courses acceptable for transfer by Texas State will transfer at the level at which the courses were taken (i.e., acceptable courses from a community/junior college transfer as freshman or sophomore courses and cannot be used to satisfy junior/senior-level requirements). A maximum of 72 hours from an accredited community/junior college may be applied to a business degree.

Writing Intensive Hour Requirement

Nine hours of designated “writing intensive” (WI) courses must be completed at Texas State to satisfy degree requirements.

Grade-Point Average for Graduation

B.B.A. students must achieve the following minimum grade-point averages:

1. A Texas State GPA of 2.00
2. A Business GPA of 2.25 (includes common business core, major(s), and restrictive/advanced electives); and
3. A GPA of 2.0 in the minor(s).

B.B.A. Accounting students must achieve the following grade point averages:

1. A Texas State GPA of 2.00
2. A Business GPA of 2.25 (includes common business core, major(s), and restrictive/advanced electives)
3. A GPA of 2.0 in the minor(s); and
4. A Major GPA of 2.50

B.A. students must achieve the following minimum grade point averages:

1. A Texas State GPA of 2.00
2. A major(s) GPA of 2.25 (includes major courses and restricted/advanced electives); and
3. A GPA of 2.0 in the minor(s).

Double Majors Within Bachelor of Business Administration Programs

Students must fulfill the specified requirements for both majors in full and restricted/advanced electives may not double count.

Minors

- Business Administration (http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/business-administration-minor)
- International Business (http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/international-business-minor)

Courses in Business Administration (B A)

This study abroad course introduces students to the international business environment. Topics include cultural, political, social, and economic factors affecting international business, and the regulatory and ethical environment of global businesses.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

B A 4312. International Business Internship.
Integration of professional and academic experience through internship in an international business related activity with an external employer.
Prerequisites: International Business Minors only, junior or senior classification, enrollment subject to availability and approval.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

B A 4315. International Trade Operations.
This course examines the basics of international trade operations, focusing on the procedures, documentation, and regulation pertaining to export and import operations from the perspectives of exporters, importers, and various intermediaries.
Prerequisites: MGT 3375 and MKT 4310.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter