

**Dean**

Sanjay Ramchander, D.B.A.  
 McCoy Hall Room 530  
 Telephone: 512.245.2311  
<https://www.mccoy.txst.edu/>

**Associate Dean**

Diego E. Vacaflares, Ph.D.

**Associate Dean**

Alexis Stokes, J.D.

**Associate Dean**

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 Mr. and Mrs. Emmett McCoy, the Emmett and Miriam McCoy College of Business provides broad-based undergraduate and masters-level educational programs that produce graduates with the values, knowledge, and skills to be successful in a diverse, globally competitive environment.

## Mission

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.

## Vision

The McCoy College of Business 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 Department of Computer Information Systems and Quantitative Methods offers a certificate program in computer information systems. 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, but one may be taken.

Minors offered through McCoy College include business administration (for non-business majors only); international business (which is restricted to business majors); data analytics, economics, and innovation and entrepreneurship.

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, core business requirements that cover the main functional areas of business, and specialized study in one of the six traditional business majors offered.

McCoy College has been accredited by AACSB-International, The Association to Advance Collegiate Schools of Business, since 1997. The college serves over 4,700 undergraduate and graduate business students through 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 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 40% of their respective program.

## CenturyLink Academic Advising Center

McCoy Hall Room 115  
 Telephone: 512-245-1993 Fax: 512-245-1996  
<https://advising.mccoy.txst.edu> (<https://advising.mccoy.txst.edu/>)

The McCoy College of Business CenturyLink Academic Advising Center is an accessible, student-centered support service that encourages students to develop educational goals and identify strategies for success, provides official and accurate academic information, and guides students to the successful completion of an undergraduate degree. Services available for students include, but are not limited to:

- assistance with selection of educational programs;
- interpretation of policies and procedures;
- information on course sequencing, and degree requirements;
- referral to other university resources; and
- verification of graduation requirements.

## 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.

To be considered for admission to McCoy College, students should list a business major as their first-choice major, (accounting, computer information systems, economics, finance, management, or marketing) and apply to Texas State by the stated deadlines on the Undergraduate Admissions website.

Students who are admitted to the University but denied admission to McCoy College will be considered for admission to their second choice major or if one is not listed, students will be declared an Exploratory Professional major.

## Admission Process for Prospective Texas State Students

- Freshman
  - Students admitted to Texas State as a Freshman will be automatically admitted to McCoy College if they meet Assured Admission requirements and select a business major as their first-choice major.
- Transfer
  - Students admitted to Texas State as a Transfer will be automatically admitted to McCoy College if they meet Program Entry requirements based on total semester credit hours earned and select a business major as their first-choice major.

## Admission Process for Current Texas State Students

For current Texas State students, an internal application is available online on the CenturyLink Academic Advising Center website. Students attending Texas State who are currently on academic probation are not eligible for admission to McCoy College.

## Restricted Status

B.B.A. students whose Texas State GPA drops below a 2.0 are placed on academic probation by Texas State, restricted status by McCoy College, and are also subject to University academic probation and suspension policies.

Business majors on restricted status must increase their Texas State GPA to at least 2.0 in the subsequent semester (including summer) or their admission to McCoy College will be voided. Students whose admission has been voided, will be required to change their major.

Students returning to good academic standing, and interested in regaining admission to McCoy College may complete the internal application process.

## General Requirements for the B.B.A. Degree

1. All students seeking the B.B.A. must complete the following General Education Core Curriculum courses or their equivalents as required by McCoy College:

Code	Title	Hours
COMM 1310	Fundamentals of Human Communication	3
ENG 1310	College Writing I	3
ENG 1320	College Writing II	3
MATH 1329	Mathematics for Business and Economics II	3
PHIL 1320	Ethics and Society	3

2. To provide a common body of knowledge in business, all students seeking the B.B.A. must complete the following common core of business courses or their equivalents as required by the McCoy College:

Code	Title	Hours
B A 2310	Introduction to Business in a Global Environment	3
ACC 2361	Introduction to Financial Accounting	3
ACC 2362	Introduction to Managerial Accounting	3
CIS 1323	Introduction to Microcomputer Applications	3
ECO 2314	Principles of Microeconomics	3
ECO 2315	Principles of Macroeconomics	3
QMST 2333	Business Statistics	3
BLAW 3301	Legal Environment of Business	3
MGT 3303	Management of Organizations	3
MKT 3343	Principles of Marketing	3
CIS 3380	Enterprise Information Technology and Business Intelligence	3
FIN 3312	Business Finance	3
MGT 3353	Business Communication	3
MGT 4335	Strategic Management and Business Policy	3

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 are also required for the B.B.A.
4. Free electives to achieve a minimum total of 120 semester hours are also required. 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.
5. Students who did not satisfactorily complete at least two years of the same foreign language in high school must complete two semesters (6-8 hours) of a single foreign language in college.

## Writing Intensive Hour Requirement

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

## Enrollment in Upper-Division Business Courses

Upper-division McCoy College courses (3000- and 4000-level) are restricted to business majors or to students whose declared program of study requires the course(s). 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.

## 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.

For transfer students, 24 semester credit hours in the business core curriculum (or their equivalents) may be transferred from a Texas public institution of higher education for the Business Administration and Management Field of Study and be applied to any of the B.B.A. programs at Texas State University. More information about the Field of Study is available in the Academic Policies section of this catalog.

In addition to the Field of Study, transfer students should consult the The Transfer Course Equivalency Guide and/or appropriate -Transfer Planning Guide for 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). Undergraduate transfer students who receive elective credit (ELNA and/or ELADV) rather than course-specific credit from the Texas State Undergraduate Admissions office may appeal this designation to the McCoy College department in which the course is offered.

A maximum of 72 hours from an accredited community/junior college may be applied to a B.B.A. degree. A maximum of 66 hours from an accredited community/junior college may be applied to a B.A. degree.

## 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)

### B A 2310. Introduction to Business in a Global Environment.

The course introduces the modern business enterprise with an emphasis on the interdependence of the business functions in a global environment. Topics include the cross border impacts of culture, politics, and law on trade, investment, marketing, management, and accounting and financial systems.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Dif Tui- Business Admin

**Grade Mode:** Standard Letter

**TCCN:** BUSI 1301

### B A 4300. Independent Study in Global Business.

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|Dif Tui- Business Admin

**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: Instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Dif Tui- Business Admin

**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 both with grades of "D" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Dif Tui- Business Admin

**Grade Mode:** Standard Letter