

Minimum required: 120 semester credit hours

Admission Requirements

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, information systems and analytics, 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 as a Pre-Business 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.

General Requirements

The program can be completed at the San Marcos Campus (M), Dallas College Partnership (DCP), and Round Rock Campus (RRC).

- For the B.B.A. degree, any McCoy College student whose Texas State GPA drops below a 2.0 is placed on restricted status by McCoy College. Students on restricted status must increase their Texas State GPA to at least 2.0 in the subsequent semester (summer included) or their admission to McCoy College will be voided. Students are required to meet with a representative of the McCoy College Academic Advising Center to remove the restricted status hold; otherwise, the hold will prevent registration or schedule changes. A student whose admission is voided may regain admission to McCoy College by going through the internal application process available on the CenturyLink Academic Advising Center website. Students with a Texas State GPA below a 2.0 are also subject to the University academic probation and suspension policies..
- All students seeking the B.B.A. must complete the following general education core curriculum courses as required by McCoy College. The general education core curriculum courses are listed in the degree plan below along with the statewide component code number. See the General Education Core Curriculum (<http://mycatalog.txstate.edu/undergraduate/general-education-core-curriculum/>) section of this catalog for other information about the general education core curriculum.

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- 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 1310	Introduction to Business	3
ISAN 1323	Introduction to Microcomputer Applications	3
ECO 2314	Principles of Microeconomics	3
ECO 2315	Principles of Macroeconomics	3
ANLY 2333	Business Statistics	3
ACC 2361	Introduction to Financial Accounting	3
ACC 2362	Introduction to Managerial Accounting	3
B A 3110	Professional Development I	1
B A 3120	Professional Development II	1
BLAW 3301	Legal Environment of Business	3
MGT 3303	Management of Organizations	3
FIN 3312	Business Finance	3
MKT 3343	Principles of Marketing	3
MGT 3353	Business Communication	3
ISAN 3380	Enterprise Information Technology and Business Intelligence	3
MGT 4335	Strategic Management and Business Policy	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.
- 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, students should follow the general sequence of courses specified for the curriculum in this section of the catalog.
- First time in college students who went to a private, out-of-state, or home school institution will be required to demonstrate foreign language proficiency. This can be demonstrated by the successful completion of two years of the same foreign language in high school or two semesters of the same foreign language in college. However, first time in college students who went to a public high school in Texas (and therefore earned a Foundation or higher diploma) will automatically be considered as having satisfied the foreign language proficiency requirement. In addition, transfer students are not required to satisfy foreign language proficiency through high school or college-level coursework.
- Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
- 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 the B.B.A. major in Marketing at Texas State University. More information about the Field of Study (<http://mycatalog.txstate.edu/undergraduate/general-information/academic-policies/texas-legislative-requirements/>) is available in the Academic Policies section of this catalog. If transferring additional business courses, please contact the McCoy College of Business CenturyLink Academic

Advising Center for assistance. The transferable Texas Common Course Number (TCCN) is listed below the Texas State University course number in the following course list. Students who complete MATH 1319 (TCCN:MATH 1324) in the FOS will receive 3 semester credit hours towards free electives.

Code	Title	Hours
ISAN 1323	Introduction to Microcomputer Applications (Directed Elective)	3
TCCN: BCIS 1305		
B A 1310	Introduction to Business	3
TCCN: BUSI 1301		
ECO 2314	Principles of Microeconomics	3
TCCN: ECON 2302		
ECO 2315	Principles of Macroeconomics	3
TCCN: ECON 2301		
ACC 2361	Introduction to Financial Accounting	3
TCCN: ACCT 2301		
ACC 2362	Introduction to Managerial Accounting	3
TCCN: ACCT 2302		
ANLY 2333	Business Statistics (Directed Elective)	3
TCCN: BUSI 2305		
Elective		3
TCCN: MATH 1324		
Total Hours		24

9. Students must achieve the following minimum grade-point averages for graduation:

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

Course Requirements

		Freshman	
	First Semester Hours	Second Semester Hours	
ENG 1310 (Communication Component Code 010 [TCCN ENGL 1301])	3	ENG 1320 (Communication Component Code 010 [TCCN ENGL 1302])	3
MATH 1329 (Mathematics Component 020 [TCCN MATH 1325])	3	PHIL 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 2306])	3
POSI 2310 (Government/Political Science Component Code 070 [TCCN GOVT 2306])	3	Life and Physical Sciences Component Code 030	3
COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311])	3	American History Component Code 060	3
B A 1310 (TCCN: BUSI 1301)	3	ISAN 1323 (TCCN BCIS 1305) ¹	3
US 1100	1		
	16		15

		Sophomore	
	First Semester Hours	Second Semester Hours	
ACC 2361 (TCCN ACCT 2301)	3	ACC 2362 (TCCN ACCT 2302)	3
ECO 2314 (Social and Behavioral Sciences Component Code 080 [TCCN ECON 2302])	3	ECO 2315 (TCCN ECON 2301)	3
Life and Physical Sciences Component Code 030	3	Creative Arts Component Code 050	3
ANLY 2333 (TCCN BUSI 2305)	3	BLAW 3301 (TCCN BUSI 2301)	3
American History Component Code 060	3	POSI 2320 (Government/Political Science Component Code 070 [TCCN GOVT 2305])	3
		B A 3110	1
	15		16

		Junior	
	First Semester Hours	Second Semester Hours	
ISAN 3380	3	FIN 3312	3
MGT 3303	3	MKT 3350	3
MKT 3343	3	MGT 3353	3
Component Area Option 090	3	MKT 3370	3
Free Elective	3	Free Elective	3
B A 3120	1		
	16		15

		Senior	
	First Semester Hours	Second Semester Hours	
MKT 3358	3	MGT 4335	3
MKT 4330	3	MKT 4337	3
Business, Advanced Elective ²	6	MKT Advanced Electives	6
Free Elective	3		
	15		12

Total Hours: 120

¹ Credit can be earned by successfully passing a test. Students must pay a fee to take the test.

² The advanced electives in business may be chosen from any 3000-4000 level business course (ACC/B_A/BLAW/ISAN/ECO/FIN/MGT/MKT/ANLY) not already required in the degree, for which the student meet prerequisites, and available to any business major.

MKT Advanced Electives

Code	Title	Hours
MKT 3340	Entrepreneurial Marketing	3
MKT 3355	Retailing	3
MKT 3360	Sales Management	3
MKT 3362	Studies in Free Enterprises	3
MKT 3365	Services Marketing	3
MKT 3375	Marketing for Social Change	3
MKT 3380	Sports Marketing	3
MKT 3385	Ethnic and Niche Marketing	3

MKT 3387	Digital Marketing	3
MKT 3390	Marketing Health Care	3
MKT 4315	Service Design	3
MKT 4325	Advanced Topics in Service Marketing	3
MKT 4340	Marketing Analytics Foundations	3
MKT 4341	Marketing Data Visualization	3
MKT 4395	Independent Study in Marketing	3
MKT 4397	Directed Study in Marketing	3
MKT 4399	Marketing Internship	3