

Minimum required: 120 semester credit hours

Admission Requirements

Admission to the McCoy College of Business Administration (McCoy College) is competitive, and a student must be admitted to the McCoy 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> (<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 Credit Hours

Students with fewer than 30 semester credit hours will be automatically admitted to the McCoy College if they receive assured admission (<http://www.admissions.txstate.edu/future/freshman/admissions-requirements.html>) to Texas State and select a first-choice major in the McCoy College of Business Administration. Students who are admitted to the University but denied admission to McCoy College will be considered for admission to their second choice major or as an exploratory professional major.

Students with 30 or more Semester Credit Hours

Students who have completed at least 30 semester credit hours, including ENG 1310, ENG 1320, and MATH 1329, either at Texas State or another college or university and who have a minimum 2.5 overall GPA 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 3.25 or higher and have completed ENG 1310, ENG 1320 and MATH 1329.

General Requirements

1. For the B.B.A. degree, any McCoy College student whose Texas State GPA drops below a 2.0 is placed on probation by Texas State and 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 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 probation holds; 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 application process and competing with other applicants for openings. Students with a Texas State GPA below a 2.0 are also subject to the University academic probation and suspension policies.
2. 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.

3. 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 |

4. 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.
5. 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.
6. 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 in college.
7. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
8. 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 |

| | | 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 4395 | Independent Study in Marketing | 3 |
| MKT 4397 | Directed Study in Marketing | 3 |
| MKT 4399 | Marketing Internship | 3 |