

# McCoy College of Business Administration

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## DEAN

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## DEPARTMENT CHAIRS

Accounting—Ann L. Watkins, Ph.D.  
Computer Information Systems and Quantitative  
Methods—David Wierschem, Ph.D.  
Finance and Economics—William Chittenden, Ph.D.  
Management—Paula Rechner, Ph.D.  
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Named on February 27, 2004 in honor of the generous support of Mr. and Mrs. Emmett McCoy, Texas State's Emmett & 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 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 McCoy College of Business Administration will be recognized as a leading student-centered public college of business and a model for excellence in applied business education and research.

## Values

The mission reflects the responsibility of McCoy College to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students' educational experiences through relevance and quality. The foundation of the College is an enthusiastic, student-oriented faculty knowledgeable in their discipline through the pursuit of intellectual contributions, professional development, and business experience. They are active in academic, professional, and civic service, and they also mentor students and support student organizations. The following values are widely shared within the College and are fundamental to its success:

- Excellence in all endeavors through reliance on self-study and continuous improvement;
- Integrity and adherence to professional and ethical standards;
- Commitment to the personal and professional development of faculty, staff, and students;
- Responsiveness, accountability, and contribution to the community and region;
- Respect for individuals and a diverse culture that creates community among faculty, staff, and students.

## Background

Established in 1958, McCoy College offers the Bachelor of Business Administration (BBA) 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 (BA) degree with a major in economics. The BBA 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% of juniors, top 10% of seniors, and top 20% of graduate students are invited to join.

## McCOY COLLEGE OF BUSINESS ADMINISTRATION

### Admission Policy

Admission to the College is competitive, and a student must be admitted to the College to pursue a BBA 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 English 1310, English 1320, and Math 1329 will be considered for admission based upon

a competitive index using the grades from English 1310, English 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 English 1310, English 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 BBA Degree

All students seeking the BBA must complete (1) the general education core curriculum prescribed by Texas State, (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 BBA 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 BBA are required to complete the following courses or their equivalents:

ACC 2361, ACC 2362, CIS 1323, ECO 2314, ECO 2315, BLAW 2361, QMST 2333, MGT 3303, MKT 3343, CIS 3380, FIN 3312, MGT 3353, and MGT 4335.

### 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

BBA 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).

BA 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).

### Academic Advising Center

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/about/syllabus.html>. Students are required to show their Texas State ID to speak with an advisor about specific academic information.

### Certificate in Computer Information Systems

The Department of Computer Information Systems and Quantitative Methods offers an intensive program leading to a Certificate in Computer Information Systems (CIS). The program

is directed at students who wish to gain information technology (IT) exposure without having to pursue a full degree program in computer information systems. The primary objective of the program is to offer an option to non-IT professionals and non-CIS majors to gain an initial expertise in the use of information technology to develop computer-based business information systems. The students seeking a Certificate must apply for admission in the Department of Computer Information Systems and Quantitative Methods prior to taking any courses and successfully complete 18 semester hours of course work in information technology (IT). These include 12 semester credit hours of required core CIS courses and 6 semester credit hours of CIS advanced elective courses. Required courses include CIS 2324, 3325, 3374, and 3382. Elective courses may be selected from CIS 3360, 3375, 3389, 3390, 4318, 4322, 4332, 4348, 4349, 4350, 4358, 4360, 4373, 4395, and 4399. Students interested in pursuing the certificate program should contact the Chair of Computer Information Systems and Quantitative Methods, McCoy Hall 404 or visit the Department website at [www.cis.txstate.edu](http://www.cis.txstate.edu).

### Minor in Business Administration

An undergraduate major of your choice combined with a business administration minor can be beneficial. The minor requires the completion of 18 semester credit hours including ACC 2301 (or both ACC 2361 and 2362); ECO 2301 (or both ECO 2314 and 2315); and 12 hours chosen from BLAW 2361, CIS 3317, FIN 3325, MGT 3303, or MKT 3343. Students seeking a BBA degree are not eligible to declare a business minor.

### Minor in International Business

Obtaining an International Business minor will give you an understanding of the economic and financial differences across countries. It can also provide a broad background in international management and marketing.

The minor requires 18 semester hours, which includes a 12 hour core: ECO 3353; MGT 3375; MKT 4310; BA 4315 and 6 hours of advanced electives. The advanced electives may be selected from an approved list that is available online at [http://www.mccoy.txstate.edu/Undergraduate/majors\\_programs/intlbusinessminor.html](http://www.mccoy.txstate.edu/Undergraduate/majors_programs/intlbusinessminor.html).

### Certificate in Latin American Business

A certificate in Latin American Business requires 21 hours, which include: MKT 3373, MGT 3375, ECO 3320, SPAN 3311, SPAN 3312 and 6 hours chosen from ECO 3317, FIN 4331, BLAW 3363, HIST 3324, or POSI 4358.

Applicants to the program are required to be a Texas State University Undergraduate degree seeking or post-baccalaureate student in good standing.

### 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.

### Courses in Business Administration (B A)

4300 Independent Study in Global Business. (3-0) 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.

- 4312 International Business Internship. (3-0) 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, credit is pass/fail or grade at IB minor program election.
- 4315 International Trade Operations. (3-0) 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 intermediaries. Prerequisites: MGT 3375, MKT 4310.

## Department of Accounting

McCoy Hall 431

T: 512.245.2566 F: 512.245.7973

[www.accounting.mccoy.txstate.edu](http://www.accounting.mccoy.txstate.edu)

### DEGREE PROGRAM OFFERED

Bachelor of Business Administration (BBA), major in Accounting

Our mission is to offer quality, student-centered accounting programs for undergraduate and graduate students. Our primary goal is to prepare students for careers in public accounting, industry, government, nonprofit, and other organizations. We strive to:

- Provide quality instruction and curricula that offer strong conceptual foundations and technical skills in accounting. Our programs emphasize critical thinking, ethical decision-making, technology usage, and communication skills. Our graduate programs augment the undergraduate degree and prepare graduates for professional careers in accounting including eligibility for licensure by State Boards of Public Accountancy.
- Engage in intellectual contributions in the areas of discipline-based scholarship, contributions to practice and learning and pedagogical research.
- Provide service to our department, college, university, and other academic organizations. This includes support of the accounting profession and accounting student organizations.
- Build and maintain professional relationships among students, alumni, the accounting profession, and other stakeholders.

The accounting curriculum provides a broad education in theory, ethics and practice. Students completing the four year prescribed program of study earn the Bachelor of Business Administration degree with a major in accounting. Career options include accounting for corporations, industry, governmental, and other not-for-profit organizations.

Current law requires 150 semester credit hours, including 30 hours

of upper-division accounting (including a research course), 24 hours of upper-division related business courses (including business communications), and 3 hours of an approved ethics course to take the Uniform CPA Examination in Texas. Students may contact the Texas State Board of Public Accountancy at (512) 305-7870 or at <http://www.tsbpa.state.tx.us>. Although these hours may be satisfied with undergraduate courses, the Department provides a 33 hour Master of Accountancy (MAcy) program and a 36 hour Master of Science in Accounting and Information Technology (MSAIT) program which provide upper level accounting coursework for students with a BBA. Students completing the BBA and one of these graduate programs should experience greater opportunities for initial employment and career success. Career options include positions in public accounting such as auditing, tax, and management consulting, in addition to those available to four-year graduates.

To make the transition from undergraduate to graduate easier, Texas State undergraduate students who are within 6 hours of completing their undergraduate program may apply for admission to any graduate business program. This allows a student to take graduate courses as appropriate in their last undergraduate semester with graduate courses as appropriate. Students must complete their undergraduate program at the end of that semester. For more information about graduate program requirements and the admission process, please consult the graduate catalog at <http://www.gradcollege.txstate.edu>. To talk with a graduate academic advisor, students should contact the Graduate School of Business, (512) 245.3591, or go to McCoy Hall 530.

Bachelor of Business Administration (BBA)							
Major in Accounting							
Minimum required: 120 semester hours							
Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ACC 3313	3	ACC 3314	3	ACC 3363	3	ACC 4313 (WI)	3
ACC 3365	3	ACC 3385	3	ACC 4328	3	Free Electives	7-8
CIS 3380	3	Free Elective	3	Free Electives	6	MGT 4335 (WI) (Capstone)	3
FIN 3312	3	ART, DAN, MU, or TH 2313	3	MKT 3343	3		
MGT 3303	3	MGT 3353	3				
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

### Courses in Accounting (ACC)

2301 Accounting in Organizations and Society. (3-0) Introductory accounting course for non-business majors. Describes the role of accounting as an information system essential for the operation of today's organizations. Focus is on (1) how data is captured and processed to provide information for decision-making, and (2) how the information provided can be used for decision-making.

2361 (ACCT 2301) Introduction to Financial Accounting. (3-0) **This course introduces financial accounting concepts and their application in the accounting process for business organizations, including financial statement preparation, analysis and communication of financial information and related ethical responsibilities.** Prerequisite: MATH 1315, 1319, 1329, 2417, 2321, 2471, HON 3391 (or equivalent of any of these courses) or SAT Mathematics score of 580 to 800 or ACT Math (MP) score of at least 27.

2362 (ACCT 2302) Introduction to Managerial Accounting. (3-0) An introduction to the use of accounting information as an aid to management decision making, budgeting, and the control process, including accounting reports, and related ethical responsibilities. Prerequisite: ACC 2361 and MATH 1315, 1319, 1329, 2417, 2321, 2471 or HON 3391 (or equivalent of any of these courses).

3313 Intermediate Accounting I. (3-0) An in-depth study of accounting concepts and standards with emphasis on current theory and practices relating to corporate financial statements particularly stressing asset measurement and presentation. Prerequisites: ACC 2361 and 2362 with a grade of "C" or higher.

3314 Intermediate Accounting II. (3-0) A study of accounting

problems related to liability measurement, determination of stockholders' equity, earnings per share, leases, and revenue recognition. Also, coverage of intangibles and investments. Prerequisite: ACC 3313 with a grade of "C" or higher.

3363 Governmental Accounting. (3-0) A study of concepts and techniques of fund accounting, and financial reporting for governmental and not-for-profit organizations including state and local government, universities, hospitals, and other public sector entities. Prerequisite: ACC 3313 with a grade of "C" or higher.

3365 Cost/Managerial Accounting. (3-0) The study of cost/management accounting within the manufacturing and merchandising environment. Includes the analysis of cost accumulation, planning, and control within the organization. Specific topics emphasized are job order and process costing; standard costing, standard costing and variance analysis; absorption and direct costing; budgetary procedures; cost/volume profit analysis; and capital budgeting techniques. Prerequisites: QMST 2333; ACC 2362 with a grade of "C" or higher, and completion or concurrent enrollment in ACC 3313.

3385 Accounting Systems. (3-0) A study of elements of theory, procedures, and practice relating to system design and implementation for manual and computerized accounting information systems. Emphasis placed on system selection, data entry, file structure, internal control implementation, and report generation for various information end-users. Prerequisites: ACC 3313 with a grade of "C" or higher; CIS 3380.

4313 Internal Audit and Controls. (3-0) A study of the theory and practices relating to internal auditing. The course

emphasizes the procedures used to evaluate and improve the effectiveness of risk management and control processes, including prevention and detection of fraud. Pre-requisites: ACC 3314 and 3385 with a grade of “C” or higher

4328 Survey of Income Tax. (3-0) An introduction to Federal income tax provisions, concepts and issues concerning individuals, business and property transactions. The coursework focuses on income and expense recognition as well as tax planning opportunities. Prerequisite: ACC 3313.

# Department of Computer Information Systems and Quantitative Methods

McCoy Hall 404

T: 512.245.2291 F: 512.245.1452

[www.cis.txstate.edu](http://www.cis.txstate.edu)

## DEGREE PROGRAM OFFERED

Bachelor of Business Administration (BBA), major in Computer Information Systems

## CERTIFICATES OFFERED

Computer Information Systems

The mission of the Department of Computer Information Systems and Quantitative Methods is to provide optimal educational opportunities to students wishing to pursue professional careers related to information systems and information technology. The department strives to create an environment for preparing individuals for a lifetime of learning and growth by producing graduates who understand the concepts and uses of information technology and are capable of applying these concepts to business and government.

The computer information systems curriculum provides a strong foundation in the concepts and applications of information systems and technology in organizations. It gives CIS majors the opportunity to study enterprise design, business intelligence, database development, network and security administration, programming languages, and the integration of hardware and software systems with management practices. Students completing the prescribed program of study earn the Bachelor of Business Administration degree with a major in Computer Information Systems. CIS graduates pursue careers as IT integrators, global enterprise system architects, database administrators, network administrators, information security analysts, business systems analysts, application developers, digital-business solution developers, and information systems managers. Graduates work for technology companies, government agencies, accounting firms, oil companies, financial and insurance institutions, retail firms, manufacturing concerns, and consulting companies. Many of these are global enterprises.



Bachelor of Business Administration (BBA) Major in Computer Information Systems Minimum required: 120 semester hours							
General Requirements:							
1. CIS advanced electives may be chosen from: CIS 3360, 3375, 3389, 3390, 4318, 4322, 4332, 4348, 4349, 4350, 4358, 4373A, 4373B, 4373C, 4360, <b>4395 and 4399.</b>							
2. Restricted advanced business electives: ACC 3313, BLAW 3360, ECO 3335, FIN 3313, MGT 3360, 4375, MKT 3370, 3387, and 4310.							
Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	CIS 2324	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	<b>COMM 1310</b>	3	<b>QMST 2333</b>	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
BLAW 2361	3	QMST 3334	3	Restricted Business Elective	3	CIS Advanced Electives	9
CIS 3325	3	CIS 3382	3	CIS Advanced Electives	6	MGT 4335 (WI at Texas State)	
CIS 3374 (WI at Texas State)	3	FIN 3312	3	ART, DAN, MU, or TH 2313	3	(Capstone)	3
CIS 3380	3	MGT 3353 (WI at Texas State)	3	Free Elective	3	Free Elective	1-2
MGT 3303	3	MKT 3343	3				
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

### Certificate in Computer Information Systems

Students who wish to pursue the Computer Information Systems Certificate are required to be a Texas State University Undergraduate degree seeking or post-baccalaureate student.

The certificate requires 18 hours. Students must complete CIS 3315, 3325, 3374, 3382, and 6 hours of electives from CIS 3317, 3319, 4323, 4348, or a 3000/4000 level IT course from the student's discipline.

### Courses in Computer Information Systems (CIS)

- 1323 (COSC 1301) Introduction to Microcomputer Applications. (3-0) This course develops advanced information technology skills, focusing on office productivity software. Primary emphasis is placed on spreadsheet, database, and presentation software. Advanced techniques are presented for use in data analysis and decision-making. Students will be expected to demonstrate mastery of these techniques in a hands-on environment.
- 2324 (BCIS 2316) Visual Programming I. (3-0) An introduction to application program development to include requirement analysis, design, implementation, and testing. A blend of structured and object-oriented concepts is used to form solutions to business problems using a visual programming language. Prerequisite: CIS 1323.
- 3317 E-Business. (3-0) Explores the constantly changing world of e-Business from an international perspective. This course will emphasize e-Business challenges and opportunities in the worldwide marketplace, while focusing on global issues

of management, implementation, and integration of IT resources. Does not count for CIS advanced elective credit. (MC/MP)

- 3325 Visual Programming II. (3-0) An advanced visual programming course covering topics related to the design and implementation of user interface, business logic and data access in a tiered architecture. The emphasis is on techniques that take advantage of a development framework through the use of forms, classes, and objects. Prerequisite: CIS 2324.
- 3360 e-Business Applications Design and Development. (3-0) The course focuses on designing effective e-business applications to support the e-business strategy of a company. It covers e-business models, business solution delivery strategy, web required architectures, and development and deployment of dynamic, multi-tiered, transaction-oriented, e-business applications in a business-to-business environment. Prerequisite: CIS 3325 and ACC 2362.
- 3374 System Analysis & Design. (3-0) The analysis and general design phases of the system development life cycle are reviewed. Emphasis on techniques and tools for determining systems requirements that lead to the development of logical design models using structured and object-oriented methodologies. (WI)
- 3375 Enterprise Computing Skills using COBOL. (3-0) Basic features of the COBOL language. Emphasis is on structured program development and file processing. Topics include file processing, sort feature, and subprograms. Prerequisite: CIS 3325.

- 3380 Enterprise Information Technology and Business Intelligence. (3-0) Students will extend their ability to effectively use integrated software applications to identify and provide access to various information sources. The course will focus on applying information and Internet Technologies that span normal business functions for the development and implementation of solutions to managerial problems. Prerequisites: CIS 1323, MATH 1329, and QMST 2333. (MC)
- 3382 Computer Data Base Systems. (3-0) Concepts and methodology of planning, design, development, and management of the computerized data base. The emphasis is on logical database design and a study of relational implementation. A relational DBMS with a relational query language is used for the development of a business application system. Prerequisites: CIS 3374 and completion of or concurrent enrollment in CIS 3380.
- 3389 Business Application Programming III. (3-0) This course will continue the study of business-oriented software development using an object-oriented programming language. Topics covered will include client/server object relationships, inheritance, polymorphism, encapsulation, inner classes, threads, GUI design, and the use of event models. Prerequisite: CIS 3325.
- 3390 Project Management for Business Professionals. (3-0) An introduction to project management body of knowledge as applied to Information Technology with emphasis on the management of scope, costs, schedules, quality and risks. Program management, system methodologies, material procurement, human, and international issues will be examined from the perspective of their impact on functional disciplines in the organization.
- 4318 Enterprise System Development and Application Security. (3-0) Advanced use of information technology in the design and implementation of business applications to support electronic commerce. Concepts, methodology, and toolsets for designing, implementing, and management of applications in Business-to-Business paradigm. Prerequisites: CIS 3382 and CIS 3325 or 3389.
- 4322 Computer System Development and Design. (3-0) A course that integrates systems development with analysis, design, project management, and the systems development life cycle. Object-oriented methods and UML models will be used to develop a project for a client. Students will select methodology, platform, and development technology based on client requirements. Prerequisites: CIS 3325 and 3382.
- 4332 Enterprise Resource Planning Systems. (3-0) The use of advanced information technology for integrating business functions in an enterprise through distributed databases is emphasized. Methodology and tools for the selection and implementation of Enterprise Resource Planning (ERP) systems are discussed. Students will use available ERP software to create, track and communicate enterprise information. Prerequisite: CIS 3380.
- 4348 Fundamentals of Data Communications. (3-0) A course oriented to the technical concepts of data communications and network designs and how they relate to contemporary computer end-user environments. It incorporates the systems approach for understanding, designing, managing, securing, and implementing data communication networks. Students will analyze and design data communication networks for various business situations.
- 4349 Advanced Database Management Systems. (3-0) This course introduces advanced concepts and database processes to support applications for Business Intelligence. Multi-dimensional modeling along with database, reporting, and analysis capabilities of a modern database environment will be used to design and develop stored procedures, views, user-defined functions, reports and multi-dimensional information cubes. Prerequisite: CIS 3382.
- 4350 Information Systems Security. (3-0) This course focuses on the technology and managerial issues related to information systems security. Topics include: Attack methods, access control, authentication, firewalls, incident and disaster response, disaster recovery, security function management, and cryptography. Prerequisite: CIS 4348.
- 4358 Network Administration. (3-0) This course provides students with an understanding of the responsibilities assigned to network administrators. Students will acquire a working knowledge of these responsibilities and skills using tools and technologies for administering enterprise networks via network operating systems commonly used in modern business enterprises.
- 4360 Developing Business Solutions for the Enterprise. (3-0) An introduction to the concepts, methodology, and toolsets for the architecture, design, implementation, and deployment of business solutions for the enterprise in a services-oriented computing environment. Topics include services-oriented architecture, "Software as a Service" framework, n-tier development of business and data services, and application security. Prerequisites: CIS 3325 and 3382.
- 4373 Special Topics in Computer Information Systems. (3-0) The study of advanced concepts and techniques of computer information systems. Content will vary according to the needs and interests of the students, and according to the latest state-of-the-art in computing. Prerequisite: Consent of the chair of the department.
- 4373A Mobile Application Development for Windows. (3-0) An introduction to the concepts, methodology, and toolset for designing business applications. Students will learn the MVC development framework and Objective-C programming environment for Windows to create interactive business applications. Prerequisite: CIS 3325.
- 4373B Mobile Application Development for Apple-iOS. (3-0) This course introduces the concepts, methodologies, and toolset for designing business applications for mobile devices such as iPhone and iPad. Students will learn the MVC development framework and Objective-C programming environment for Apple-iOS to create interactive business applications using Interface Builder, XCode IDE, and Cocoa Touch frameworks. Prerequisite: CIS 3325.
- 4373C Mobile Application Development for Android. (3-0) This course introduces the concepts, methodology, and toolset for designing business applications for mobile devices. Students will learn the MVC development framework and Objective-C programming environment for Android to create interactive business applications. Prerequisite: CIS 3325.



# Department of Finance and Economics

McCoy Hall 504

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[www.fin-eco.mccoy.txstate.edu](http://www.fin-eco.mccoy.txstate.edu)

## DEGREE PROGRAMS OFFERED

Bachelor of Business Administration (BBA), major in Finance

Bachelor of Business Administration (BBA), major in Economics

Bachelor of Arts (BA), major in Economics

## MINOR OFFERED

Economics

The mission of the Department of Finance and Economics is to provide students involved in its educational programs an opportunity to recognize the importance of the life-long pursuit of truth, acceptance of individual responsibility, and contribution to the common good of society. Departmental programs seek to develop informed, critically thinking citizens capable of functioning in a highly complex, interdependent, global society. Majors are prepared for service, technical analysis, and management positions found in corporate, financial and public institutions. Majors also are prepared for financial planning services, teaching, and various graduate school programs.

The Department includes two closely related disciplines—finance and economics. Economics studies the use of scarce resources to satisfy unlimited wants. The department's introductory courses meet the need for basic economic and legal understanding in a complex modern society. Upper-division economics and business law courses build upon this foundation. Finance addresses the behavior and determinants of securities prices, portfolio management, and the management of corporate and public funds. In addition, the relationships among monetary policy, the banking system, and financial markets are analyzed.

Students completing one of the three curricula offered by the department earn a Bachelor of Business Administration with a major in either economics or finance, or they may earn a Bachelor of Arts with a major in economics. Finance graduates pursue careers in financial management, banking and other financial institutions, the securities industry, financial planning, and real estate. Economics graduates follow career paths similar to finance majors. Those with the BA degree often enter graduate or law school.

4395 Independent Study in Computer Information Systems. (3-0) An in-depth study of a single topic or related problem solved through computer information systems research. May be repeated once for credit with a different emphasis. Prerequisite: Consent of instructor and department chair.

4399 Computer Information Systems Internship. (0-15) A one-semester course involving an internship in business information systems. Emphasis is on the application of computer information systems theory to business problems in the area of computer based management information systems. Prerequisite: Specified by employer with consent of instructor and department chair; Junior or senior standing.

## Courses in Quantitative Methods (QMST)

2333 Business Statistics. (3-0) A basic introductory course covering descriptive and inferential statistical techniques for business and economic decision making. Topics include measures of central tendency and dispersion, probability distributions, sampling distributions, confidence intervals, hypothesis testing, simple linear regression, and correlation analysis. Prerequisites: CIS 1323; MATH 1329. (MC)

3334 **Statistical Modeling**. (3-0) Students will learn to apply a broad range of statistical analysis techniques using statistical software in business decision-making. Topics include applied modeling techniques, such as regression modeling, time-series modeling and analysis of variance; non-parametric methods; quality control; and simulation. Prerequisite: QMST 2333.

**Bachelor of Business Administration (BBA)**  
**Major in Finance**  
 Minimum required: 120 semester hours

**General Requirements:**  
 1. FIN advanced electives may be chosen from: FIN 4317 (WI), 4318, 4320, 4321, 4322, 4325, 4326, 4331, 4340, 4380, 4380A or 4380F.  
 2. ACC advanced electives may be chosen from: ACC 3314, 3365, 3385, or 4328.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
MKT 3343	3	ACC Advanced Elective	3	Free Elective	3	Free Electives	4-5
ECO 3311	3	ECO Advanced Elective	3	CIS 3380	3	FIN Advanced Elective	6
ACC 3313	3	FIN 3313	3	FIN 4319	3	MGT 4335 (WI at Texas State) (Capstone)	3
FIN 3312	3	FIN 3316	3	MGT 3353 (WI at Texas State)	3		
MGT 3303	3	FIN 3318	3	ART, DAN, MU, or TH 2313	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

**Bachelor of Business Administration (BBA)**  
**Major in Economics**  
 Minimum required: 120 semester hours

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	ECO 3315	3	Business, Advanced Elective	3	Free Electives	1-2
ECO 3314	3	ECO Advanced Elective	3	ECO Advanced Elective	3	Business, Advanced Electives	6
ECO Advanced Elective	3	Free Elective	3	MGT 4330 or FIN 3316 or QMST 3334	3	ECO Advanced Elective	3
Free Elective	3	FIN 3312	3	MKT 3343	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3303	3	MGT 3353 (WI at Texas State)	3	ART, DAN, MU, or TH 2313	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

**Bachelor of Arts (BA)**  
**Major in Economics**  
**Minimum required: 120 semester hours**

The following requirements apply to all Bachelor of Arts programs:

**GPA Requirement** - To be eligible to declare the BA in Economics students must be in good academic standing.

**Minor Requirement** - A minor is required and may be selected from any of the Texas State approved minors (excluding the economics minor).

**Science Requirement** - In addition to completing the mathematics and natural science requirements of the general education core curriculum, students must complete one additional science course (3-4 hours) from anthropology (biological anthropology only), biology, chemistry, computer science, geography (physical geography only), mathematics, philosophy (logic only), and physics.

**Modern Language Requirement** - A proficiency level of successful completion of American Sign Language, Arabic, Chinese, French, German, Italian, Japanese, Latin, or Spanish 2310 and 2320. Most students will need to complete 1410 and 1420 as prerequisites before attempting 2310.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ECO 2314	3	ECO 2315	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ENG Literature	3	BA Science Requirement	3
MATH 1329	3	PHIL 1320 (WI)	3	Minor as required	3	Minor as required	3
Natural Science Component	3-4	Natural Science Component	4	Modern Language (2310)	3	Modern Language (2320)	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	POSI 2320	3
US 1100	1	Free Elective	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ECO 3314	3	ECO 3315	3	ECO Advanced Elective	3	ECO Advanced Electives	6
Free Elective	3	ECO Advanced Elective	3	Free Electives	6	Free Electives	7-8
Minor as required	6	ENG LIT BA Requirement	3	Minor (as required) or free elective	3		
COMM 1310	3	Minor (as required) or Free Elective	6	ART, DAN, MU, or TH 2313	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

## Minor in Economics

A minor in Economics requires 18 hours, including ECO 2314, 2315, and at least 12 hours of advanced ECO electives. **Economics majors are not eligible to select the economics minor.**

## Courses in Business Law (BLAW)

- 2361 (BUSI 2301) Legal Environment of Business. (3-0) A survey of basic features of the American legal system and legal aspects of business transactions. Topics include the nature and sources of law, court systems and procedures, agency, torts, contracts, ethics, and government regulation of business.
- 3360 Business Organizations and Government Regulations. (3-0) A study of corporations, partnerships, limited liability companies, securities law, law for small business, administrative law, consumer law, environmental law, antitrust law, and insurance. Prerequisites: BLAW 2361, junior standing, and good academic standing.
- 3363 International Business Law. (3-0) A study of the principles of international business law which emphasizes the commercial activities of the multinational firm conducting business in global economic, political, social and cultural environments. Prerequisites: Junior standing and good academic standing. (MC/MP)
- 3364 Commercial Law. (3-0) A study of sales law, negotiable instruments, secured transactions, suretyship, bankruptcy, personal property and bailments, real property, and creditors' rights and remedies. Prerequisites: BLAW 2361, Junior standing, and good academic standing.
- 3367 Employment Law. (3-0) **This course studies the legal developments in the workplace, with emphasis on attempts to maintain a proper balance between employees' interest in earning a livelihood and employers' interest in operating their business efficiently and profitably. Prerequisites: PHIL 1320. Junior standing and good academic standing.** (MC)
- 4395 Independent Study in Business Law. (3-0) An in-depth study of a single topic or related problem solved through business law research. May be repeated once for credit with different emphasis. Prerequisite: Consent of instructor and department chair.

## Courses in Economics (ECO)

- 2301 (ECON 1301) Principles of Economics. (3-0) A non-technical study of micro- and macroeconomic principles, including demand and supply, production and cost, market structures, aggregate output and performance of the economy, the business cycle and growth, unemployment and inflation, money and banking, fiscal policy, monetary policy, and international trade and finance. Not for business or economics majors.
- 2314 (ECON 2302) Principles of Microeconomics. (3-0) An introduction to the microeconomics of a modern industrial society. Emphasis is on supply and demand, cost and price concepts, market structures, income distribution, and similar issues. Prerequisite: MATH 1319 or equivalent. (MC)
- 2315 (ECON 2301) Principles of Macroeconomics. (3-0) An introduction to the macroeconomics of a modern industrial society. Emphasis is on the analysis of national income, economic stability, fiscal policy, money and banking, economic growth, and international trade. Prerequisites: ECO 2314; MATH 1319 or equivalent. (MC)

- 3301 Economics of Sports. (3-0) This course focuses on the business and economics aspects of professional and intercollegiate sports. Topics include the role of sports leagues, the demand for sports, the structure of labor markets in the four major sports, salaries of professional athletes, antitrust legislation, and intercollegiate athletics. Prerequisite: ECO 2301 or ECO 2314.
- 3304 Environmental Economics for Decision Makers. (3-0) Economic analytical tools and concepts are used to understand how the environment, economy, and businesses interact and the importance of public policy in shaping this interaction. Natural resources as inputs to production are explored. Current policy issues and environmental problems provide illustration and application. Prerequisite: ECO 2301 or ECO 2314.
- 3305 Law and Economics. (3-0) An analysis of the role of economics in the examination of law. Considers the influence that economics theories have had on legal theory, including contracts, property torts, business regulation, and crime. Prerequisites: ECO 2301 or ECO 2314, BLAW 2361 or equivalent.
- 3311 Money and Banking. (3-0) A study of money and credit in the modern economy. Examines the development of modern money and banking systems, the structure of the Federal Reserve System, and monetary theory. Prerequisites: ECO 2314 and 2315.
- 3313 Labor Economics. (3-0) A study of the application to labor markets of supply and demand principles. Topics include the work/leisure decision, time allocation in the household, the demand for education and training, the firm's use of labor inputs, the impact of unions, and discrimination in labor markets based on race and gender. Prerequisite: ECO 2314.
- 3314 Intermediate Microeconomics. (3-0) A study of theories of supply and demand; consumer and producer decision-making; firm pricing policies; product and resource markets under conditions of perfect and imperfect competition; and imperfect and asymmetric information. Prerequisites: ECO 2314 and 2315.
- 3315 Intermediate Macroeconomics. (3-0) An analysis of the traditional and modern theories of inflation, unemployment, long-run economic growth, and stabilization policies for promoting economic stability. Prerequisites: ECO 2314 and 2315.
- 3317 International Economics. (3-0) A study of the basis for trade among nations and the means of its financing, customs unions, balance-of-payments problems, and similar issues. Prerequisites: ECO 2301 or both ECO 2314 and 2315. (MC)
- 3320 **Emerging Market Economies. (3-0) The course focuses on the structural characteristics of the emerging market economies, with an emphasis on analyzing the salient economic challenges and opportunities facing contemporary emerging market economies. Prerequisites: ECO 2301 or both ECO 2314 and 2315.** (WI)
- 3327 Public Finance. (3-0) A study of the growth of the revenue and debt of the United States, taxation and tax incidence theory, and the effect of public expenditures and taxes on economic growth. Prerequisites: ECO 2301 or both ECO 2314 and 2315. (WI)
- 3334 Business Enterprise and Public Policy. (3-0) A survey of the development and structure of American industry and of governmental

- regulation of business. Prerequisite: ECO 2314. (WI)
- 3335 Managerial Economics. (3-0) A study of the application of economic analysis in the formulation of business policies. Includes demand analysis and pricing policies. Prerequisite: ECO 2314.
- 3353 Comparative Economic Systems. (3-0) An analysis of the theory and practice of capitalism, socialism, and communism. Prerequisites: ECO 2301 or both ECO 2314 and 2315. (WI)
- 4305 Urban and Regional Economics. (3-0) A study of urban and regional economic issues including regional growth, crime, transportation, and the urban-rural interface. A focus on sources and uses of models and data unique to regional science and urban economics. Prerequisites: ECO 2314 and ECO 2315. (WI)
- 4313 Econometrics. (3-0) A study of statistical estimation, inference and forecasting methods used in economic research. A focus on models and methods unique to economics. Prerequisites: ECO 2314 and ECO 2315, QMST 2333, MATH 1315, and/or 1319, or equivalent courses. (WI)
- 4381 Special Topics in Economics. (3-0) Directed study in selected topics in economics. Course can be repeated for credit only with department chair approval.
- 4390 Internship in Economics. (0-10) Integration of professional and academic experience through an internship with an external employer. Prerequisites: Open to Economics majors only, students must have completed at least nine hours of major courses, enrollment subject to availability and approval, and credit awarded as pass/fail or grade at departmental election.
- 4395 Independent Study in Economics. (3-0) An in-depth study of a single topic or related problem solved through economic research. May be repeated once for credit with different emphasis. Prerequisite: Consent of instructor and department chair. (WI)

### Courses in Finance (FIN)

- 3301 Real Estate. (3-0) A study of basic real estate principles. Topics include legal instruments and processes, property management, valuations, planning, development and sales, financing, and private and public interests.
- 3312 Business Finance. (3-0) This course is an introduction to the finance function and to problems confronting financial managers. Topics covered include ratio analysis, time value of money, asset valuation, and risk and return. Prerequisites: ACC 2362; CIS 1323; ECO 2314; 2315; MATH 1329 or 2471; and completion of, or concurrent enrollment in, QMST 2333.
- 3313 Financial Management. (3-0) This course is an advanced study of intermediate and long-term financing alternatives, the incorporation of risk analyses in capital budgeting and the determination of capital costs, capital structure, and dividend policies. Prerequisites: FIN 3312 with a grade of "C" or higher and QMST 2333.
- 3316 Financial Information Technologies. (3-0) The course introduces students to technology supporting financial modeling and decision making. Students use computers to apply concepts and theories learned in the introductory Finance course. Course relies on quantitative analysis and use of the internet. Prerequisites: FIN 3312 with a grade of "C" or higher and QMST 2333. (MP)
- 3318 Investment Analysis. (3-0) This course studies the principles governing the investment of personal and institutional funds. Also examined are information sources, exchanges, and regulations. Prerequisites: FIN 3312 with a grade of "C" or higher.
- 3325 Personal Financial Management. (3-0) A study of modern money management, including budgeting, banking, real estate, insurance, consumer credit, and retirement and estate planning. Not for Business majors.
- 3326 Financial Planning and Insurance. (3-0) An introduction to the steps in the financial planning process. Topics include assessing financial objectives, financial planning, and personal financial management. Insurance planning is emphasized. Prerequisites: FIN 3312. For Business majors only.
- 3335 Retirement Planning and Employee Benefits. (3-0) Planning for individual and family retirement using models, software, and the analysis of federal regulations. Employee benefits are described and analyzed based on current practices and federal regulations. Prerequisites: FIN 3318, 3326.
- 4317 Case Problems in Finance. (3-0) An application of investment and financial management techniques and concepts to finance cases. Issues and alternatives are identified and evaluated. Prerequisites: FIN 3312, 3313, 3316. (WI)
- 4318 Portfolio Management & Derivatives. (3-0) An advanced investments course which includes the following topics: portfolio analysis and management, derivatives theory and pricing, and applications of derivatives in portfolio management. Prerequisites: FIN 3313, 3316, 3318.
- 4319 Financial Markets and Institutions. (3-0) A study of financial assets, money and capital markets, institutional intermediaries, and the impact of interest rates. Affords a thorough examination of the financial system facilitating economic growth and development. Prerequisites: ECO 3311; FIN 3313, 3316. Prerequisite or co-requisite: FIN 3318.
- 4320 Treasury and Working Capital Management. (3-0) A study of working capital and short-term financial management. Major topics include cash collections, cash concentration, disbursement management, forecasting cash flows, management of receivables and inventory, banking relationships, and short-term investment and borrow strategies. Prerequisites: FIN 3313, 3316.
- 4321 Real Estate Finance. (3-0) An analysis of problems involved in selecting and financing real estate investment opportunities. Prerequisite: FIN 3312.
- 4322 Student Managed Investment Fund Practicum. (3-0) The course examines the issues involved in the management and investment strategies of an endowment. It focuses on investment analysis, asset allocation, portfolio monitoring, evaluation, and rebalancing. May be repeated one time for credit with different emphasis. Prerequisites: FIN 3318 and consent of the instructor.
- 4325 Advanced Financial Planning. (3-0) Advanced course for finance majors interested in financial planning. Topics include ethics in the financial services industry, retirement planning and employee benefits, and estate planning. Prerequisites: FIN 3318, FIN 3326.
- 4326 Financial Plan Development. (3-0) Capstone course in personal financial planning. Integration of the financial



# Department of Management

McCoy Hall 524

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## DEGREE PROGRAMS OFFERED

Bachelor of Business Administration (BBA), major in Management

Bachelor of Business Administration (BBA), major in Management  
(Entrepreneurial Studies Concentration)

Bachelor of Business Administration (BBA), major in Management  
(Human Resources Management Concentration)

Bachelor of Business Administration (BBA), major in Management  
(Teacher Certification)

The mission of the Department of Management is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty combine effective teaching with scholarship and professional service. Faculty strive for quality in all department course offerings and undertakings to help prepare students for leadership and service in private and public organizations.

The Management program prepares students for challenging careers in a variety of business and governmental organizations, as well as secondary education. Management majors typically pursue careers in human resource management, industrial relations, production management, hospital administration, office management, and sales management. The concentration in Entrepreneurial Studies is designed for students who wish to start, operate, or expand their own businesses or family-owned businesses. It consists of 12 hours of undergraduate coursework including: MGT 3360, 3361, 4350, and 4351. The concentration in Human Resource Management is designed to prepare students for careers in human resource management. It consists of 12 hours of undergraduate coursework, including MGT 4373 and 9 additional hours of restricted advanced business electives. The coursework for both concentrations may be accommodated within the 120 hours required in the undergraduate business curriculum. More information is available in the McCoy College Academic Advising Center. Students choosing teacher certification pursue careers as secondary education teachers or in the private sector.

planning curriculum in the development and presentation of a comprehensive personal financial plan. Prerequisites: FIN 3335, FIN 4325. Prerequisite/Corequisite: ACC 4328.

4331 International Finance. (3-0) A study of international finance principles and their application in a multinational financial management setting. Prerequisites: ECO 3311; FIN 3313, 3316. (MC)

4340 Commercial Bank Management. (3-0) Examines a variety of aspects of managing a commercial bank. Provides students with a conceptual framework for determining the effects of various decisions and environmental factors on a commercial bank's operations. Issues addressed include bank regulations, asset and liability management, analyzing bank performance, and capital management. Prerequisite: FIN 3313, FIN 3316.

4380 Special Topics in Finance. (3-0) Selected topics in Finance. Repeatable for credit with different emphasis. Prerequisites: FIN 3313 and 3316.

4380A Advance Capital Budgeting. (3-0) A study of capital budgeting techniques, analyses (including risk), and strategies, and their implementation in capital assets investment. Prerequisite: FIN 3313 and FIN 3316.

4380F New Venture Finance. (3-0) An advanced study of methodologies to value financial investments; including but not limited to capital expenditures, commercial real estate, public companies, private companies, and start-up companies. Additional studies will include cost of capital, capital structure and funding sources and alternatives. Prerequisite: FIN 3313, FIN 3316.

4380G Financial Modeling and Equity Analysis. (3-0) This course reviews and extends students' ability to perform financial statement analysis and forecasting. The focus of the course is on producing objective, theory-based company valuation research. Students will choose and defend inputs for qualitative analysis, and discover the importance of qualitative factors in firm value and performance. Prerequisites: FIN 3312, FIN 3313, and FIN 3318.

4390 Internship in Finance. (0-10) Integration of professional and academic experience through an internship with an external employer. Prerequisites: Open to Finance majors only, students must have completed at least nine hours of major courses, enrollment subject to availability and approval, credit awarded as pass/fail or grade at departmental election.

4395 Independent Study in Finance. (3-0) An in-depth study of a single topic or related problem solved through finance research. May be repeated once for credit with different emphasis. Prerequisite: Consent of instructor and department chair. (WI)



**Bachelor of Business Administration (BBA)**  
**Major in Management**  
 Minimum required: 120 semester hours

**General Requirements:**

1. MGT advanced electives may be chosen from any 3000-4000 level MGT courses not required for the major (excluding any ELADV course).
2. The advanced electives in business may be chosen from any 3000-4000 level business courses not required for the major.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QNST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
Free Electives	6	Business, Advanced Elective	3	Business, Advanced Electives	6	Business, Advanced Elective	3
MGT 3303	3	CIS 3380	3	MGT 4330	3	Free Electives	1-2
MKT 3343	3	Free Elective	3	MGT 4373	3	MGT Advanced Electives	6
MGT 3353 (WI at Texas State)	3	FIN 3312	3	MGT 4375	3	MGT 4335 (WI at Texas State) (Capstone)	3
		ART, DAN, MU, or TH 2313	3				
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

**Bachelor of Business Administration (BBA)**  
**Major in Management (Entrepreneurial Studies Concentration)**  
 Minimum required: 120 semester hours

**General Requirement:**

- The advanced electives in business may be chosen from any 3000-4000 level business courses not required for the major.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
Free Elective	3	Business, Advanced Elective	3	MGT 4350	3	MGT 4351 (WI at Texas State)	3
MGT 3303	3	CIS 3380	3	Free Elective	3	Business, Advanced Elective	3
MKT 3343	3	FIN 3312	3	MGT 4330	3	Free Electives	4-5
MGT 3353 (WI at Texas State)	3	ART, DAN, MU, or TH 2313	3	MGT 4373	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3360	3	MGT 3361	3	MGT 4375	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

**Bachelor of Business Administration (BBA)**  
**Major in Management (Human Resource Management Concentration)**  
 Minimum required: 120 semester hours

**General Requirements:**

- The restricted advanced electives may be chosen from MGT 4377, 4378, 4379, 4380, 4395, or BLAW 3367.
- The advanced electives in business may be chosen from any 3000-4000 level business courses not required for the major.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
Free Elective	3	CIS 3380	3	MGT 4330	3	Restricted Advanced Business Elective	3
MGT 3303	3	FIN 3312	3	Restricted Advanced Business Elective	6	Advanced Business Elective	3
MKT 3343	3	MGT 4373	3	Advanced Business Elective	3	Free Electives	4-5
MGT 3353 (WI at Texas State)	3	MGT 4375	3	Free Elective	3	MGT 4335 (WI at Texas State) (Capstone)	3
ART, DAN, MU, or TH 2313	3	Advanced Business Elective	3				
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

**Bachelor of Business Administration (BBA)**  
**Major in Management (Teacher Certification)**  
 Minimum required: 127 semester hours

**General Requirements:**

1. Although depicted as a class to be taken in the 2nd semester of the senior year, EDST 4681, Student Teaching, must be taken as the only class during a student's last semester.
2. Restricted Advanced Business Elective – ACC 3313, BLAW 3363, BLAW 3367, CIS 3390, ECO 3311, FIN 3313, MGT 3362, MGT 4370, **MGT 4372**, MGT 4378, MGT 4379, MGT 4380, MGT 4390E, MGT 4390J (Students should choose course in consultation with academic advisor).

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	ART, DAN, MU, or TH 2313	3	ENG 2310, 2320, 2330, 2340,		BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	2359, or 2360	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	QMST 2333	3
US 1100	1	CIS 1323 (Can test out for a fee)	3	COMM 1310	3		
				PHIL 1320 (WI at Texas State)	3		
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>18</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	CI 4332, 3325	6	RDG 3323	3	EDST 4681 (Student Teaching)*	6
MGT 3353 (WI at Texas State)	3	FIN 3325	3	CI 4343	3	MGT 3360	3
MGT 3303	3	MGT 3375, MGT 4390G, MKT		CI 4370	3	MGT 4371	3
MKT 3343	3	4310, or ECO 3317	3	Restricted Advanced Business		MGT 4335 (WI at Texas State) (Capstone)	3
FIN 3312	3	MGT 4373	3	Elective	3		
		MGT 4375	3	MGT 4330 or QMST 3334	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>18</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

\*Although depicted as a class to be taken in this semester, EDST 4681 (Student Teaching) must be taken as the only class for a student's last semester.

## Courses in Management (MGT)

- 3303 Management of Organizations. (3-0) A study of management functions in modern organizations, the internal and external environmental factors affecting organizational efficiency, and the application of quantitative and behavioral science to management study.
- 3353 Business Communication. (3-0) An introduction to the uses of communication in modern organizations. Provides students the opportunity to gain practice in making decisions involving selection and organization of communication content, in choosing an appropriate medium for presentation of information, and developing an effective writing style. Includes the study of the theory of business communication, including communication models, general semantics, and causes of miscommunication. Prerequisites: ENG 1310, 1320; COMM 1310. (WI)
- 3360 Studies in Entrepreneurship. (3-0) Students gain personal insights into entrepreneurship as entrepreneurs describe their contributions, reveal the sources of ideas, and discover ways of growth and success. Includes starting and managing businesses as well as ownership forms, sources of funds, location analysis, facility requirements, management, marketing, and feasibility plans. Prerequisites: Junior or senior classification.
- 3361 Small Business Operations and Financials. (3-0) **This course is a study of funding and financial concepts necessary to effectively operate a successful small business. Students will use software programs to maintain working capital and a complete set of books related to running businesses. Prerequisite or co-requisite: MGT 3360 Prerequisites: ACC 2361 and ACC 2362.**
- 3362 Issues in Family Business. (3-0) Issues affecting the management of family businesses. Topics include the uniqueness of family business, family culture, building competitive advantage, marketing, building trust and commitment, family communication, family business governance, non-family management roles, succession and estate planning, change and adaptation, and the future of family business. Prerequisites: MGT 3303, junior standing.
- 3365 Communication Systems. (3-0) Office information and decision support systems are examined as critical elements in business data and information systems. Emphasis is given to information processing considerations at the systems level, including analysis and management of support activities such as data and records management, electronic filing and retrieval systems, word processing, micro and reprographics, and telecommunications. Includes discussions of current and future technological trends. Prerequisite: MGT 3303. (WI)
- 3375 International Business. (3-0) International business perspectives underlying different business functions. Concepts, processes, and philosophical bases for international operations in selected global markets are emphasized with culture and global dynamic environment as the basis. A project is required. Prerequisites: MGT 3303. (MC)
- 4315 Business Principles, Issues and Trends. (3-0) This course is a review of the fundamentals of business administration as applied to contemporary business problems. Also, a discussion of current business issues and trends. Open to students seeking certification only.
- 4330 Production and Operations Management. (3-0) A study of the various aspects of managing production and operations management functions in manufacturing and service organizations. Methods necessary for analyzing and solving related problems to design, operations, and improvements of the systems that create products and/or services in a global supply chain environment are investigated and emphasized. Prerequisites: MGT 3303; QMST 2333 or IE 3330 or TECH 3364.
- 4335 Strategic Management and Business Policy. (3-0) An integrative course in strategic management and business policy that utilizes the case method of instruction. A capstone course involving the analysis of business through the application of principles of accounting, communications, economics, finance, management, marketing, quantitative methods, and related disciplines. Prerequisites: MGT 3303; MKT 3343; FIN 3312; QMST 2333. Capstone course and open only to seniors in business. (WI)
- 4340 Quality Management and Beyond. (3-0) A conceptual and practical overview of the role of quality as a system for establishing a "world class" competitive position. It explores philosophies and ideas of the leading thinkers in quality management, impact of process improvement methods, quality requirements definition and organizational change as it applies to total quality initiatives. Prerequisites: QMST 2333 or consent of professor. MGT 4330 is recommended. (WI)
- 4350 Business Plan Development. (3-0) Students work in teams to select, create, and write solid business plans for proposed or real businesses. Prerequisite: MGT 3361. (WI)
- 4351 Applied Entrepreneurship. (3-0) Students design, staff, operate, and manage a business or service. Business teams develop financial and operational control systems and procedures for organizational, group, and individual performance evaluations, implement service and business projects, and provide a final public report. Prerequisite: MGT 4350.
- 4370 Business Ethics. (3-0) **This course examines a variety of ethical issues in business from the point of view of practicing manager and corporate leaders. This course is designed to enhance moral awareness and facilitate individual development with respect to making ethical decisions that contribute to effective corporate management and leadership. Prerequisite: PHIL 1320; MGT 3303.**
- 4371 Social Issues in Management. (3-0) An integration of a number of disciplines and value systems which affect and determine the proper role of business in satisfying the needs of customers, creditors, community, government, stockholders, managers, employees, suppliers, and society in general. Prerequisite: MGT 3303.
- 4372 Effective Leadership. (3-0) **This course facilitates the development of leadership capabilities and addresses the complexities, paradoxes, and challenges of leadership. Through self-assessments, readings, lectures, and assignments students gain an appreciation of effective leadership approaches and are provided with opportunities to practice new leadership behaviors. Prerequisites: Junior standing and MGT 3303.**
- 4373 Human Resource Management. (3-0) A study of the principles of human resource management in public and private institutions. Stresses the human resource aspects of recruitment, selection and placement, performance appraisal and

- compensation. Prerequisite: MGT 3303.
- 4375 Organizational Behavior and Human Relations. (3-0) A study of the role of the individual in formal organizations, group dynamics, motivation theory, communication and leadership. Integrates behavioral science concepts. Prerequisite: MGT 3303.
- 4377 Labor Relations and Collective Bargaining. (3-0) A study of unions and their impact on private and public employment. Examines union growth and governance, collective bargaining, contract negotiation and administration, and arbitration and mediation. Prerequisite: MGT 4373. (WI)
- 4378 Training and Development. (3-0) This course is designed to develop theoretical and applied perspective on needs assessment, design, development, delivery and evaluation of training and development in organizational contexts. Prerequisites: MGT 4373.
- 4379 Organizational Staffing. (3-0) A study of current theory and practice in the process of selecting the right employees for positions within the organization, including HR planning, EEO, job analysis, recruitment, and selection procedures. Prerequisite: MGT 4373.
- 4380 Compensation Management. (3-0) A study of the compensation administration in public and private organizations, with stress on the determinants of general wage levels; job analysis and evaluation; incentive, merit, seniority, and executive compensation; fringe benefits, and wage and salary control. Prerequisite: MGT 4373.
- 4390 Special Topics in Management. (3-0) A course based on emerging and major topics in Management. Emphasis will vary and include entrepreneurship, organizational change, organizational communications, management of behavior and strategic management from both an organizational and managerial perspective. Course may be repeated with a different emphasis. Prerequisite: MGT 3303. (WI)
- 4390A Advanced Business Communication. (3-0) An advanced study of the uses of business communication in modern organizations. Students gain experience in making decisions involving selection and organization of communication content, and in choosing an appropriate medium for presentation of information. Emphasis is placed on gaining proficiency in various business communication processes. Prerequisite: MGT 3303 and MGT 3353. (WI)
- 4390B Management of the Digital Enterprise. (3-0) A study of management in the digital age. Course will look at the impact of digital communications and the new economy on traditional and e-commerce businesses. Topics will include changes in both strategic management as well as functional management (marketing, operations, finance, HR, etc.) Prerequisite: MGT 3303. (WI)
- 4390E Management of New Product Development. (3-0) Identifies the requirements and benefits of effective and efficient new product development. Topics include best practices of new-product development management, managing the new product process from idea generation, evaluation and selection; business case development; validation and verification testing; and product launch; and product portfolio management. Prerequisites: MGT 3303.
- 4390G Cross-Cultural Human Relations. (3-0) This course is designed to develop theoretical and applied perspectives on cross-cultural human relations within a variety of international business contexts. Prerequisites: Junior standing and MGT 3303.
- 4390J Organizational Change. (3-0) Presents an overview of the change process and stresses the key issues involved in reengineering and renewing organizations. Problems dealing with stress and conflict during major change will be explored, along with practical ideas on building effective teams to make change possible and sustainable. Prerequisites: MGT 3303, junior standing.
- 4390K Business Creativity and Innovation. (3-0) Focuses on the importance of creativity and innovation to business organizations. Topics include the generation of creative ideas, transformation of ideas into commercially viable products/services, legal protection of new products/services, and environmental factors contributing to innovation success. Course objectives are met primarily through classroom discussion and exercises. Prerequisites: MGT 3303.
- 4390L Managing Projects. (3-0) Intensive coverage of management in a wide range of project application from concept through operations. Planning, scheduling, controlling, economic analysis, quality control and customer satisfaction. Prerequisite: MGT 4330.
- 4390M Integrative Field Project. (3-0) Students work directly with entrepreneurs to research projects and recommend solutions. May involve providing business development assistance to entrepreneurs. Students may work individually or in teams. Projects results are summarized in a comprehensive written report and a formal oral presentation. Prerequisites: MGT 3303; Permission of the instructor and Chair. (WI)
- 4390N Management Thought: Past, Present, and Future. (3-0) This course examines how management thought has developed over time. It discusses how changing political, social, economic, and technological forces have challenged managers to respond in new ways. Significant management ideas will be examined in their contexts to better understand how to successfully manage for the future. Prerequisite: MGT 3303.
- 4390O Leadership Development: Business as Unusual. (3-0) This course is a directed study and practical application of the principles of "Business as Unusual". Students will develop leadership skills for the experience economy through an intensive, highly interactive class format. Students will be paired with upper-level business professionals for one-on-one coaching and mentoring.
- 4392 Human Resource Management Internship. (0-3) This course integrates professional and academic experience through internship with an external employer. Restrictions: Management majors with human resource management concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at departmental election. Prerequisites: MGT 4373, Permission of Instructor.
- 4395 Management Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: Junior or senior classification, enrollment subject to availability and approval, credit is pass/fail or grade at department election.
- 4399 Independent Study in Management. (3-0) Directed research

and extensive written assignment(s) on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research, and/or practical application of research. May be repeated once with different emphasis for credit. Prerequisite: Consent of Instructor and Chair.

Bachelor of Business Administration (BBA), major in Marketing  
(Services Marketing Concentration)

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

This program prepares students for challenging careers in a variety of business, non-profit, and governmental organizations. Marketing majors typically pursue careers in sales and sales management, product and brand management, retail management, physical distribution, marketing research, advertising, or international marketing. Texas State marketing students graduate with a portfolio of skills, projects, and knowledge that enables them to effectively contribute and compete in a dynamic business environment.

# Department of Marketing

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## DEGREE PROGRAM OFFERED

Bachelor of Business Administration (BBA), major in Marketing  
Bachelor of Business Administration (BBA), major in Marketing  
(Professional Sales Concentration)

Bachelor of Business Administration (BBA) Major in Marketing Minimum required: 120 semester hours							
General Requirements: 1. MKT electives may be chosen from MKT 3355, 3360, 3362 (WI), 3365, 3375, 3380, 3385, 3387, 3390, 4325, 4395 (WI), 4396, 4397 or 4399.							
Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340,		BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	2359, or 2360	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3	QMST 2333	3		
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	Free Elective	3	Business, Advanced Elective	3	Business, Advanced Elective	3
Free Elective	3	FIN 3312	3	MKT Advanced Electives	6	Free Elective	1-2
ART, DAN, MU, or TH 2313	3	MGT 3353 (WI at Texas State)	3	MKT 3358	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3303	3	MKT 3350	3	MKT 4330	3	MKT 4310	3
MKT 3343	3	MKT 3370	3			MKT 4337 (WI at Texas State)	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>



**Bachelor of Business Administration (BBA)**  
**Major in Marketing (Professional Sales Concentration)**  
 Minimum required: 120 semester hours

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340,		BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	2359, or 2360	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3	QMST 2333	3		
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	MKT 3358	3	Business, Advanced Elective	3	<b>MKT 4392</b>	3
Free Elective	3	FIN 3312	3	MKT 4310	3	Free Elective	1-2
ART, DAN, MU, or TH 2313	3	MGT 3353 (WI at Texas State)	3	MKT 3360	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3303	3	MKT 3350	3	MKT 4330	3	MKT 4396	3
MKT 3343	3	MKT 3370	3	Free Elective	3	MKT 4337 (WI at Texas State)	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

**Bachelor of Business Administration (BBA)**  
**Major in Marketing**  
**(Services Marketing Concentration)**  
 Minimum required: 120 semester hours

**General Requirements:**

- The restricted advanced business elective may be chosen from MKT 3355, 3380 or 3390.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI at Texas State)	3	ENG 2310, 2320, 2330, 2340,		BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	2359 or 2360	3	POSI 2320	3
Physical Fitness & Wellnes (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3	QMST 2333	3		
<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	MKT 3358	3	Restricted Advanced Business		MKT 4393	3
Free Elective	3	FIN 3312	3	Elective	3	Free Elective	1-2
ART, DAN, MU, TH 2313	3	MGT 3353 (WI at Texas State)	3	MKT 4310	3	MGT 4335 (WI at Texas State)	
MGT 3303	3	MKT 3350	3	MKT 3370	3	(Capstone)	3
MKT 3343	3	MKT 3365	3	MKT 4330	3	MKT 4325	3
				Free Elective	3	MKT 4337 (WI at Texas State)	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13-14</b>

## Courses in Marketing (MKT)

- 3343 Principles of Marketing. (3-0) Study of the strategic marketing process, which creates value for consumers and organizations through integrated production and distribution of products. Examines the marketing process in the context of the global, cultural, economic, legal/regulatory environment. Examines ethical and socially-responsible marketing and the impact of information technology. Prerequisite: Junior standing.
- 3350 Consumer Behavior. (3-0) A study of the role of the consumer in marketing. Considers the motivation, personality, attitudes, perceptions, lifestyle, and decision-making processes of consumers. Prerequisite: MKT 3343.
- 3355 Retailing. (3-0) A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343.
- 3358 Professional Selling. (3-0) A study of the professional selling process including strategically planning sales calls, strengthening communication skills, responding helpfully to objections, obtaining commitment and building partnerships. Examines cultivating committed relationships, strategic alliances, and partnering skills to provide total sales quality to the company, suppliers, and customers. Prerequisite: MKT 3343.
- 3360 Sales Management. (3-0) A study of issues related to planning for, managing, motivating, directing, and controlling a sales force and related sales territories. Both international and domestic perspectives are addressed. Special emphasis is given to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management. Prerequisite: MKT 3358.
- 3362 Studies in Free Enterprises. (3-0) The course will focus on developing goal setting, project identification, project planning and management, marketing, financing, and implementing student directed educational programs within the I-35 corridor. The projects are aimed at increasing citizen awareness and understanding of business and economic issues. Prerequisite: Consent of instructor. (WI)
- 3365 Services Marketing. (3-0) The services sector dominates the U.S. economy and is becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 3343.
- 3370 Marketing Research. (3-0) Comprehensive study of marketing research. Examines the research process, including problem formulation, developing a research plan, sampling, data analysis, and preparing a research report. Prerequisites: MKT 3343; QMST 2333.
- 3375 Social Marketing. (3-0) Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. This course examines the application of social marketing to solve societal problems. Prerequisite: MKT 3343.
- 3380 Sports Marketing. (3-0) Examines four components of sports marketing, including: (1) the foundation of sports marketing, (2) marketing through sports, including sponsorship, endorsement, and licensing strategies, (3) the marketing of sports, including marketing mix strategies, and (4) emerging topics in sports marketing, including relationship marketing, technology, and controversial issues. Prerequisite: MKT 3343.
- 3385 Ethnic and Niche Marketing. (3-0) The course introduces students to marketing approaches used to understand and market products/services to U.S. ethnic and/or subgroups of consumers. The course includes consumer behavior and research techniques as well as implications to the marketing mix. Prerequisites: MKT 3343 and 3350.
- 3387 Technology and Marketing. (3-0) Study of the marketing process using technologies, e.g., the internet and mobile that support and enhance marketing capabilities, such as the distribution of information. The course examines the impact of technology on the marketing of goods and services to satisfy needs and wants of customers and stakeholders. Prerequisite: MKT 3343.
- 3390 Marketing Health Care. (3-0) A study of marketing and its role in health care, including buyer and service provider behavior, relevant marketing principles and strategies, and emerging topics., such as medical tourism, universal health care, and health care regulations. Prerequisite: MKT 3343.
- 4310 International Marketing. (3-0) A study of the international planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. Prerequisite: MKT 3343. (MC)
- 4325 Advanced Topics in Service Marketing. (3-0) This class is a comprehensive study of services marketing theories, concepts, and strategies; it includes an examination of cost controls, research methodologies, branding, customer service, store atmosphere, segmentation, customer relationship management, customer value, service innovation, consumer behavior, and service delivery. Prerequisite: MKT 3343.
- 4330 Promotional Strategy. (3-0) Analysis of promotional methods used in marketing and their relation to other business functions. Examines advertising, selling, and sales promotion. Prerequisite: MKT 3343.
- 4337 Marketing Management. (3-0) An integrative course that applies management concepts and techniques to the solution of marketing problems. Analyzes market segments and product positioning, product and product line price, channels of distribution, and promotion. Prerequisites: QMST 2333; MKT 3343, and six additional hours of marketing courses. (WI)
- 4392 Sales Internship. (0-3) This course integrates of professional and academic experience through internship with an external employer. Restrictions: Marketing majors with sales concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3358. Permission of Instructor.
- 4393 Services Marketing Internship. (0-3) This course integrates of professional and academic experience through internship with an external employer. Restrictions: Marketing majors with services marketing concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at

departmental election. Prerequisites: MKT 3343 and MKT 3365. Permission of Instructor.

- 4395 Independent Study in Marketing. (3-0) Directed research and extensive written assignment on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research. May be repeated once for credit with different emphasis. Prerequisite: Chair/instructor consent. (WI)
- 4396 Directed Study in Professional Sales. (3-0) Directed study and research in selected professional sales topics. May be repeated for credit with a different emphasis. Prerequisites: MKT 3343, 3358 and consent of instructor and/or chair.
- 4397 Directed Study in Marketing. (3-0) Directed study and research in selected marketing topics, including the development of a promotional or marketing plan. Course can be offered as individual instruction or as an organized class. Repeatable for credit with different emphasis. Prerequisite: Consent of instructor and Chair.
- 4399 Marketing Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: MKT majors only, junior or senior status, enrollment subject to availability and Internship Director approval, credit is pass/fail or grade at departmental election.