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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 skills, knowledge, and values to help them excel in a diverse, globally-competitive environment.

Mission

The McCoy College of Business Administration is a learning community dedicated to pursuing and sharing values, knowledge, and skills that enable students to compete in a dynamic business environment. Serving primarily students from Texas, the College uses an applied approach focusing on creating a learning environment that places primary importance on teaching excellence complemented by intellectual contributions and supported by service.

Vision

The McCoy College of Business Administration will be recognized as a top public college of business in Texas and a national model for excellence in applied business education and research. We will be known for providing a learner-centered environment, valuing research and scholarly activity, and emphasizing the central importance of teaching and learning.

Values

The mission reflects the responsibility of the 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, the McCoy College of Business Administration 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. The Certified Financial Planner, Latin American Business, and Computer Information Systems certificate programs also are offered. 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 the McCoy College of Business Administration places primary importance on teaching excellence supported by an appropriate blend of research and 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.

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

The Texas State University-San Marcos McCoy College of Business Administration 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 1998. In the business school, the top 7% 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.

Freshmen and Students with Fewer Than 30 Semester Hours. The competitive admission index is based on a student's high school academic record, standardized test score (SAT or ACT), or a combination of the two. Students are automatically admitted if the SAT score is 1200 or greater, if the ACT score is 27 or greater, or if the student graduated in the top 25% of a Texas high school graduating class. All other applicants will be considered for the remaining openings through a review process. 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 undeclared.

Students with 30 Semester Hours Who Have Not Been Admitted to the College. Students, who have not been admitted to the McCoy College of Business Administration 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 (may require prerequisite of Math 1319 or 1315, or equivalents), 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. All other applicants will be considered for the remaining openings through a review process.

Applications are currently available in the McCoy College Advising Center, Derrick Hall 110, or online at www.business.txstate.edu/advising. The deadline for application is October 15 for the spring semester and March 15 for the summer and fall semesters.

All business and non-business majors, to be eligible to enroll in selected upper-division McCoy College of Business Administration courses, must satisfy stated course prerequisites, be in good academic standing (not on probation and Texas State GPA greater than or equal to 2.0), and have completed at least 60 semester hours.

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 the 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 McCoy College will be voided. Students may regain admission to the McCoy College by going through the re-application process and competing with other applicants for openings.

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 the McCoy College of Business Administration, (3) courses in the major program area specified by the appropriate academic department, and (4) a combination of free electives and restricted upper-division business electives to complement the degree program and achieve a minimum total of 128 semester hours. To ensure compliance with the course requirements for a BBA degree, freshmen and sophomores should follow the general sequence of courses specified for the business curriculum in this section of the catalog. Juniors and seniors should follow the sequence outlined in the section of the catalog for their major academic department.

Students are reminded that it may be necessary to select free electives and advanced business electives that are designated as “writing intensive” (WI) to meet Texas State’s writing intensive course work. 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 as part of the general education core curriculum.

Fifty Percent Requirement

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.

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:

Lower-Division Courses (21 semester hours) include ACC 2361, ACC 2362, CIS 1323, ECO 2314, ECO 2315, BLAW 2361, QMST 2333.

Upper-Division Courses (18 semester hours) include MGT 3303, MKT 3343, CIS 3380, FIN 3312, MGT 3353, MGT 4335.

Community/Junior College Transfers

Community/junior college students who plan to transfer to the McCoy College of Business Administration are advised to pursue the business curriculum outlined in this section. The appropriate course equivalency 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 66 hours from an accredited community/junior college may be applied to a business degree. This policy is consistent with the transfer curriculum for business administration adopted January 30, 1981, and found in Transfer of Credit and Curricula Policies of the Texas Higher Education Coordinating Board, January, 1988.

Grade-Point Average for Graduation

Students majoring in the McCoy College of Business Administration, once admitted to the college, must achieve the following minimum grade-point averages: (1) 2.00 on all credit course work completed at Texas State and (2) 2.25 in the major (common business core, department major courses and restricted advanced business electives). Students seeking teacher certification may be subject to additional GPA requirements as determined by the College of Education.

Business Curriculum

The following business curriculum applies to all BBA degree majors except CIS majors (see that departmental section), and management majors seeking teacher certification (see that departmental section). For course options that satisfy the science and literature components, please see the University College section of the catalog.

Freshman Year - 1st Semester	Hours
ENG 1310	3
US 1100	1
HIST 1310	3
MATH 1329*	3
Natural Science Component.....	3-4
PFW one course	1

Total **14-15**

Sophomore Year - 1st Semester	Hours
ACC 2361	3
ECO 2314	3
ENG Literature	3
POSI 2310.....	3
QMST 2333	3

Total **15**

Freshman Year - 2nd Semester	Hours
ENG 1320	3
HIST 1320.....	3
Social Science Component (ANTH 1312, GEO 1310, PSY 1300, or SOCI 1310).....	3
Natural Science Component	4
PFW one course	1
CIS 1323	3

Total **17**

Sophomore - 2nd Semester	Hours
ACC 2362	3
BLAW 2361	3
ECO 2315.....	3
POSI 2320.....	3
COMM 1310.....	3

Total **15**

*May require pre-requisite of MATH 1319.

Academic Advising Center

The mission of the McCoy College of Business Administration Advising Center is to provide accurate and specific academic information to facilitate successful completion of an undergraduate degree. The services available for students include information sheets for schedules, peer advising for walk-in questions, one-on-one advising sessions by appointment, registration-advising sessions at the beginning of early registration, and the certification of undergraduate graduation applicants.

Latin American Business Certificate Program

The Latin American Business (LAB) Certificate Program is an innovative undergraduate program offered by the McCoy College of Business Administration. Both interdisciplinary and Latin American in its orientation, the LAB Certificate Program offers Texas State students the opportunity to acquire a multi-discipline knowledge base in international business, Latin American studies, and the Spanish language. This program recognizes the accomplishments of students who have successfully completed a program of study designed to meet the challenges of doing business in Latin America.

Requirements for the LAB Certificate Program include 21 hours of course work (15 hours of required courses, and 6 hours of elective courses) that may be accommodated within the 128 hours required in the undergraduate curriculum for most majors. Although enrollment may take place any time during an undergraduate program, students are encouraged to enroll while a freshman in order to facilitate integration of the certificate requirements within the regular undergraduate program. Required courses include: MKT 3377; MGT 3375; ECO 3320; SPAN 3311, 3312; and elective courses including: BLAW 3363; ECO 3317; FIN 4331; ECO 4390; GEO 3308; HIST 3324; POSI 4358; or SPAN 3371.

Enrollment in the LAB Certificate Program is open to business majors, non-business majors, and post-baccalaureate students who satisfy individual course prerequisites, and who are in good academic standing (not on probation) at Texas State. Post-baccalaureate students are encouraged to obtain information on the Master of Business Administration degree with a Latin American Business Emphasis. More information is available in the McCoy College of Business Administration Advising Center.

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 develop an initial expertise in the use of information technology in the development of computer-based business information systems. The program should be of interest to students who wish to consider the use of information technology in the development of information systems in their own professional disciplines as well as those seeking a change in their professional careers towards the growing field of computer-based management information systems.

Students seeking a Certificate in Computer Information Systems must successfully complete eighteen (18) semester hours of course work in information technology (IT). These include twelve (12) semester credit hours of required core CIS courses and six (6) semester credit hours of IT-related elective courses. Required courses include CIS 3374, 3382, 3389, and 4373. Elective courses may be selected from CIS 3325, 3372, 3375, 4318, 4322, 4348, 4358, and 4360.

Students interested in pursuing the certificate program should contact the Chair of Computer Information Systems and Quantitative Methods or the McCoy College of Business Administration Advising Center for information.

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, and MKT 3343.

Department of Accounting

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Chair and Professor-Hindi. Professors-Eikner, Flaherty, Humphrey, Meixner, Montondon, Oliver. Associate Professors-Morris, Rutledge, Smith, Thompson. Assistant Professors- Butler, Lecturers-Ellison, Ross, Severance, Thoede.

Degrees Programs Offered

- BBA, major in Accounting
- BBA/MACy, major in Accounting

The mission of the Department of Accounting is to prepare students for a successful career in the accounting profession. Serving primarily students from Texas, the Department offers high-quality undergraduate and graduate programs. The Department seeks to excel in teaching, supported by intellectual contributions and service.

The accounting curriculum provides a broad education in theory, ethics and practice. The curriculum exposes students to the Internet and computer software (e.g. word processing, spreadsheet, accounting and tax applications). 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 and governmental and other not-for-profit organizations.

Current law requires 150 semester credit hours, including 36 hours of accounting and 21 hours of upper-division related business courses 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 151 hour 5-Year Integrated Bachelor of Business Administration/Master of Accountancy Program with majors in Accounting (BBA/MACY). This program offers 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.

For the BBA/MACY, each student is required to take the Graduate Management Admission Test (GMAT) and apply for admission to the Texas State Graduate College and be accepted into the Graduate College of Business Administration before taking graduate courses. The official results of the GMAT must be on file in the Graduate College before your application for admission will be considered. Please note that it takes two to four weeks for the official scores to reach the Texas State Graduate College. If you have taken the GMAT some years ago and the Educational Testing Service can no longer report your official GMAT score, you must retake the GMAT so that you can have a current valid score submitted. GMAT score reports, which bear the designation of the applicant's copy, are not considered official scores for admission purposes. Information bulletins and test application forms may be obtained from the Educational Testing Service, P.O. Box 6103, Princeton, New Jersey 08541-6103, U.S.A., or from the Internet at www.gmat.org. Application materials must be submitted to the Texas State Graduate College no later than the following deadline dates to ensure processing for the desired semester. Deadline dates are subject to change. First graduate courses are normally taken the second semester of the senior year. For advising, students should contact the McCoy College of Business Administration Advising Center, (512) 245-1993, or Derrick Hall 110.

Fall Semester.....June 1
 Spring Semester.....October 1
 Summer Session I.....April 1

Applications received after the published deadline dates will be processed on a time-available basis only. Please refer to the Texas State graduate catalog for additional information.

**Bachelor of Business Administration
Major in Accounting
(Minimum required: 128 semester hours)**

General Requirements:

1. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
2. ACC advanced electives are to be chosen from ACC 3327, 3363, 4314, 4316, 4388, 4398 (internship), or 4399 (directed studies).

Junior Year - 1st Semester	Hours
ACC 3313, 3365	6
CIS 3380	3
FIN 3312	3
MGT 3303	3
Total	15

Senior Year - 1st Semester	Hours
ACC 4313	3
CIS 3317 or 4348	3
Free elective	3
ACC 4328	3
MKT 3343	3
Total	15

Junior Year - 2nd Semester	Hours
ACC 3314, 3385	6
PHIL 1305	3
ACC 3301 (WI)	3
ART, DAN, MU, or TH 2313	3
MGT 3353 (WI)	3
Total	18

Senior Year - 2nd Semester	Hours
ACC advanced electives	6
Free elective	6-7
MGT 4335 (WI) (Capstone)	3
Advanced Business elective	3
Total	18-19

**Bachelor of Business Administration/
Master of Accountancy Program
Major in Accounting (5-Year Integrated)
(Minimum required: 151 semester hours)**

General Requirements:

- Some graduate level accounting electives are offered only in the summer (ACC 5363). Other graduate level accounting electives are offered only one semester a year. Please see a graduate accounting advisor for scheduling assistance.
- ACC electives are to be chosen from: ACC 5362 (prereq. 3313), ACC 5363 (prereq. 3314), ACC 5365 (prereq. 3313), ACC 5366 (prereq. 3327), ACC 5367 (prereq. 4313), ACC 5371 (prereq. 3385), or ACC 5372 (coreq. 5366).

Junior Year - 1st Semester	Hours
ACC 3313, 3365	6
CIS 3380	3
FIN 3312	3
MGT 3303	3
ACC 3301 (WI)	3
Total	18

Senior Year - 1st Semester	Hours
ACC 4316	3
BLAW 3362	3
ACC 3327	3
Free elective	3
MKT 3343	3
Total	15

Graduate Year - 1st Semester	Hours
Business elective (graduate-level)	3
ACC 5366	3
ACC elective	3
ACC elective	3
Total	12

Junior Year - 2nd Semester	Hours
ACC 3314, 3385	6
Advanced Business Elective	3
ART, DAN, MU, or TH 2313	3
MGT 3353 (WI)	3
PHIL 1305	3
Total	18

Senior Year - 2nd Semester	Hours
ACC 4313	3
ACC 5360	3
Business elective (graduate-level)	3
MGT 4335 (Capstone) (WI)	3
Total	12

Graduate Year - 2nd Semester	Hours
ACC 5368	3
ACC 5367	3
Business elective (graduate-level)	3
ACC or Business elective	3
Total	12

Courses in Accounting (ACC)

To enroll in upper-division accounting courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

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) An introduction to 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 1319 or equivalent.

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 1319.

(WI) **3301 Ethics and Professional Issues in Accounting. (3-0)** Introduction of ethical reasoning, integrity, objectivity, independence, core values and professional issues in accounting. Application of concepts and theories to cases. This course will count toward upper-division business hours but not toward accounting hours for the CPA exam. Prerequisite: ACC 2362.

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. Prerequisite: ACC 2361 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, revenue recognition, the preparation of the Statement of Cash Flows, financial statement analysis, and accounting for changing prices. Prerequisite: ACC 3313 with a grade of "C" or higher.

3327 Income Tax Accounting. (3-0) A study of the tax concepts and issues involved in an individual's employment and personal life, and in sole proprietorships, property transactions, tax administration and tax practice. Regulatory and ethical issues are incorporated into the discussions. Prerequisite: ACC 2362.

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. Students taking ACC 3363 may not take ACC 5365 for graduate credit.

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 Auditing. (3-0) A study of the underlying theory of financial auditing including professional ethics, auditing standards and procedures, and the role of auditors judgment. Prerequisites: QMST 2333; ACC 3314 and 3301 with a grade of "C" or higher in each.

4314 Internal and Governmental Auditing and Fraud Detection. (3-0) A study of the theory and practices relating to internal and governmental auditing. Emphasizes the procedures used to evaluate and improve the effectiveness of risk management and control processes in organizations. Includes the study of the prevention, detection, documenting and prosecuting fraud. Prerequisite: ACC 3314 with a "C" or higher.

4316 Advanced Accounting. (3-0) A study of accounting for business combinations and consolidated financial statements. Additional selected areas may include accounting for multinational operations, interim reporting, SEC reporting, partnership accounting, and governmental and not-for-profit accounting. Prerequisite: ACC 3314 with a grade of "C" or higher.

4328 Federal Income Tax in Corporate Decisions. (3-0) An introduction to Federal income tax provisions affecting business decisions with the emphasis on C and S corporations. Topics include formation and organization of corporations, business property transactions, distributions to shareholders, and the rules for being taxed under Subchapter S. Prerequisite: ACC 3313 or concurrent enrollment.

(WI) **4388 Theory of Financial Accounting. (3-0)** An investigation of underlying theoretical concepts of financial accounting including the historical development of accounting theory, various advanced and special reporting topics, and the impact of academic and professional research. Emphasis on current developments in accounting standard-setting. Prerequisite: ACC 3314 with a grade of "C" or higher.

4398 Internship in Accounting. (0-3) Experiential learning during which the students work in the field of accounting. This work experience may be in public, industry, or governmental accounting units. The student is immersed in a variety of intensive work assignments with ever increasing levels of responsibility. Prerequisite: Specified by employer with consent of instructor and department chair.

(WI) **4399 Directed Studies in Accounting. (3-0)** A one semester course of independent reading, tutorial sessions, individual research projects, or business internship. Open to students of senior rank with consent of the Chair of the Department of Accounting. Repeatable for credit with different emphasis.

Department of Computer Information Systems and Quantitative Methods

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Chair and Professor-Mehta. Professors-Cook, Johnston, Martin, Shah, V., Stephenson. Associate Professors-Davis, Ploeger, Sivitanides. Assistant Professors-Cui, Lee, Long, Shah, J., White. Lecturers-Jetton, Keefe, Plummer.

Degree Program Offered

- BBA, major in Computer Information Systems

The mission of the Department of Computer Information Systems and Quantitative Methods is to provide optimal educational opportunities to students engaged in courses focusing on computer information systems and decision sciences. 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 gives its majors the opportunity to study database development, network administration, enterprise design, 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, enterprise system architects, database administrators, network administrators, information security analysts, systems analysts application developers, digital-business solution developers, or information systems managers. Graduates work for technology companies, government agencies, accounting firms, oil companies, financial institutions, retail firms, and manufacturing concerns.

Bachelor of Business Administration
Major in Computer Information Systems
(Minimum required: 128 semester hours)

General Requirements:

1. CIS advanced electives are to be chosen from: CIS 3325, 3372, 3375, 4322, 4348, 4349, 4358, 4360, and 4373.
2. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
3. See University College section of the catalog for course options that satisfy literature and natural science components.

Freshman Year - 1st Semester	Hours
ENG 1310	3
US 1100	1
HIST 1310	3
MATH 1329*	3
Natural Science Component	3-4
PFW one course	1

Total **14-15**

Sophomore Year - 1st Semester	Hours
ACC 2361	3
ECO 2314	3
ENG Literature	3
POSI 2310	3
COMM 1310	3

Total **15**

Junior Year - 1st Semester	Hours
BLAW 2361	3
CIS 3325	3
CIS 3374	3
CIS advanced elective	3
MGT 3303	3

Total **15**

Senior Year - 1st Semester	Hours
ART, DAN, MU or TH 2313	3
CIS advanced elective	3
CIS advanced elective	3
Elective, free	3-4
QMST 3334	3

Total **15-16**

Freshman Year - 2nd Semester **Hours**

*May require prerequisite of MATH 1319.

ENG 1320	3
HIST 1320	3
Social Science Component	3
Natural Science Component	4
PFW one course	1
CIS 1323 (test out)	3

Total **17**

Sophomore Year - 2nd Semester	Hours
ACC 2362	3
CIS 2324	3
ECO 2315	3
POSI 2320	3
QMST 2333	3

Total **15**

Junior Year - 2nd Semester	Hours
CIS Advanced Electives	6
CIS 3382	3
FIN 3312	3
MGT 3353 (WI)	3
MKT 3343	3

Total **18**

Senior Year - 2nd Semester	Hours
CIS advanced elective	3
ECO advanced elective	3
Elective, free	3
MGT 4335 (Capstone) (WI)	3
PHIL 1305	3

Total **15**

Courses in Computer Information Systems (CIS)

To enroll in upper-division computer information systems courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

1323 (BCIS 1305) Introduction to Microcomputer Applications. (3-0) An examination of technical and non-technical aspects of microcomputer systems with emphasis on applications software and its relationship with computer hardware. Various applications software including word processing, electronic spreadsheets, database management systems, graphics, and data communications will be covered.

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.

2389 Business Application Programming II. (3-0) This course introduces fundamental concepts of object-oriented programming and develops program design and implementation skills through use of an object-oriented programming language. Prerequisite: CIS 2324.

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.

3325 Visual Programming II. (3-0) Advanced visual programming course covering topics such as OLE, ActiveX server, and data aware controls will be explored. In addition, students will be taught to take advantage of Windows API through dynamic link libraries (DLL) and custom controls. Prerequisite: CIS 2324 with a grade of "C" or higher.

3372 Database Management and Retrieval. (3-0) Concepts and methods in design, establishment, and maintenance of the database for a management information system. Included are one-way lists, two-way lists, circular lists, trees, queues, tables, stacks, and directories. Emphasis is on construction of file organizations and retrieval methods for accessing the database. Prerequisite: CIS 3325.

(WI) **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.

3375 File Processing with 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.

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 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.**4318 Advanced Business Application Development. (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; 3389.

4322 Computer System Development and Design. (3-0) Concepts and methods of systems analysis and design for information processing in business following an introduction to general systems theory. Designed to allow the students to extend their knowledge in structured programming techniques and to undertake a development case study. Prerequisites: CIS 3325 and 3382.

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 Fourth Generation Languages for Database Processing. (3-0) A course oriented to the concept of fourth generation languages (4GL) used in advanced database processing, how they are used and what factors contribute to their successful use. Students will design and develop 4GL business applications in a database environment. Prerequisite: CIS 3382.

4358 Local Area Network Administration. (3-0) Provides the student with an understanding of the responsibilities, tools, and technologies assigned to the Local Area Network administrator to manage a network. Network operating system that meets the needs of small business, professional offices, workgroups and departments will be reviewed. Prerequisite: CIS 4348.

4360 Web Server Application Development. (3-0) An introduction to the concepts, methodology, and toolsets for designing, implementing, and administering application servers to support e-Business applications. Topics include server management, server-side programming for business rules components and data stores connectivity. Prerequisite: CIS 4318.

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.

4373H Principles of Object-Oriented Programming

4399 Internship in Computer Information Systems. (3-0) A one semester course involving business internship. Emphasis is on the application of the computer information systems theory to business problems in the area of computer based management information systems. Open to students of junior or senior rank with the consent of the chair of the department.

Courses in Quantitative Methods (QMST)

To enroll in upper-division quantitative methods and statistics courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

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.

3334 Intermediate Business Statistics. (3-0) A course providing students with the concepts of employing computers in statistical business decision making. The course will focus on different modeling and statistical techniques. Topics include business forecasting, multiple regression, time-series analysis, analysis of variance, quality control, and other advanced techniques. Extensive use of Microsoft Excel. Prerequisite: QMST 2333.

Department of Finance and Economics

Phone: (512) 245-2547

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Chair and Professor-Pattison. Professors-Bible, Blankmeyer, Carman, Flammang, Gowens, Kishan, McGee, Mogab, Stutzman. Associate Professors-Charles, Payne, Sanders, Showalter, Tanner. Assistant Professors-Borghesi, Carbacho-Burgos, Case, Chittenden, Emberton, Hale, McClung, Toles, Trinidad, Yi. Lecturers-Eblen, Bishop, Flynn, Laurent, Niemiec, Root.

Degree Programs Offered

- BBA, major in Finance
- BBA, major in Economics
- 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. Students interested in obtaining the Certified Financial Planner designation should contact the chair of the Department. Economics graduates follow career paths similar to finance majors. Those with the BA degree often enter graduate or law school.

Bachelor of Business Administration
Major in Finance
(Minimum required: 128 semester hours)

General Requirements:

1. ACC advanced electives are to be chosen from: ACC 3314, 3327, 3365 or 3385.
2. FIN advanced electives are to be chosen from: FIN 4317, 4318, 4320, 4321, 4325, 4331, or 4380.
3. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.

Junior Year - 1st Semester	Hours
CIS 3380	3
ECO 3311	3
ACC 3313	3
FIN 3312	3
MGT 3303	3
Total	15

Senior Year - 1st Semester	Hours
Elective, free	3-4
FIN 3318	3
FIN 4319	3
MGT 3353 (WI)	3
PHIL 1305	3
Total	15-16

Junior Year -2nd Semester	Hours
ACC advanced elective	3
ECO advanced elective	3
FIN 3313	3
FIN 3316	3
MKT 3343	3
Elective, free	3
Total	18

Senior Year - 2nd Semester	Hours
Electives, free	6
ART, DAN, MU or TH 2313	3
FIN advanced electives	6
MGT 4335 (Capstone) (WI)	3
Total	18

Bachelor of Business Administration
Major in Economics
(Minimum required: 128 semester hours)

General Requirements:

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

Junior Year - 1st Semester	Hours
CIS 3380	3
ECO 3314	3
ECO advanced elective	3
Elective, free	3
MGT 3303	3

Total **15**

Senior Year - 1st Semester	Hours
Business advanced elective	3
ECO advanced elective	3
Elective, free	3-4
MGT 4330, FIN 3316, or QMST 3334	3
MKT 3343	3
PHIL 1305	3

Total **18-19**

Junior Year - 2nd Semester **Hours**

ECO 3315.....	3
ECO advanced elective	3
Elective, free	6
FIN 3312	3
MGT 3353 (WI).....	3

Total **18**

Senior Year - 2nd Semester **Hours**

ART, DAN, MU or TH 2313	3
Business advanced elective	6
ECO advanced elective	3
MGT 4335 (Capstone) (WI).....	3

Total **15**

**Bachelor of Arts
Major in Economics
(Minimum required: 128 semester hours)**

General Requirements:

1. A major in economics requires 24 semester hours, including ECO 2314, 2315, 3314, and 3315.
2. Majors are encouraged to take a minimum of 12 semester hours of MATH and 3 semester hours of microcomputer applications (CIS 1323 or CS 1308).
3. Successful completion of FR, GER, JAPA, or SPAN 2310 and 2320 is required.
4. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
5. See University College section of the catalog for course options that satisfy the natural science and literature components.

Freshman Year - 1st Semester	Hours
ENG 1310	3
US 1100	1
HIST 1310	3
MATH 1329*	3
Natural Science Component	3-4
PFW one course	1
Total	14-15

Sophomore Year - 1st Semester	Hours
ECO 2314	3
ENG Literature	3
Minor as required	3
Modern Language	3
PFW one course	1
POSI 2310	3
Total	16

Junior Year - 1st Semester	Hours
ECO 3314	3
Elective, free	3
Minor as required	6
COMM 1310	3
Total	15

Senior Year - 1st Semester	Hours
ECO advanced elective	3
Electives, free	9
Minor as required or free elective	3
PHIL 1305	3
Total	18

*May require pre-requisite of MATH 1319.

Freshman Year - 2nd Semester	Hours
ENG 1320	3
HIST 1320	3
ART, DAN, MU, or TH 2313	3
Natural Science Component	4
PFW one course	1
Free elective	3
Total	17

Sophomore Year - 2nd Semester	Hours
ECO 2315	3
Minor as required	3
Modern Language	3
POSI 2320	3
ANTH 1312, GEO 1310, PSY 1300, or SOC 1310	3
Total	15

Junior Year - 2nd Semester	Hours
ECO 3315	3
ECO advanced elective	3
ENG Literature	3
Minor as required	6
Minor as required or free elective	3
Total	18

Senior Year - 2nd Semester	Hours
ECO 3353	3
ECO advanced elective	3
Elective, free	9
Total	15

Minor in Economics

A minor in economics requires 18 hours, including ECO 2314, 2315, and at least 12 hours of advanced ECO electives.

Courses in Business Law (BLAW)

To enroll in upper-division business law courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing. 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.

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.

3362 Commercial Law and Business Associations. (3-0) A traditional business law course which examines negotiable instruments, business organizations, secured transactions, and bankruptcy law. 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.

3367 Employment Law. (3-0) Study of 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: Junior standing and good academic standing.

Courses in Economics (ECO)

To enroll in upper-division economics courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing. 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.

Note: ECO 2314 and 2315 are prerequisites to all advanced courses.

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.

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.

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.

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) An in-depth 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.

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.

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.

(WI) **3320 Latin American Economies. (3-0)** A study of the structural characteristics of the Latin American economies, with an emphasis on analyzing the salient economic problems and opportunities facing contemporary Latin American economies. Prerequisites: ECO 2301 or both ECO 2314 and 2315.

(WI) **3322 Economic Growth and Development. (3-0)** An introduction to the history and theory of economic growth, with special emphasis on presently under-developed regions and countries. 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.

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.

(WI) **3344 Economic History of the United States. (3-0)** A survey of United States economic history from colonial times to the present. See HIST 3344. Prerequisites: ECO 2301 or both ECO 2314 and 2315.

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) **4301 History of Economic Thought. (3-0)** A study of major trends in economic theory and the economic thinkers responsible for them. Prerequisites: ECO 2301 or both ECO 2314 and 2315.

4381 Selected Topics in Economics. (3-0) Directed study in selected topics in economics. Course can be repeated for credit only with department chair approval.

4381A Econometrics

4381 B Economics of Sports

4381 C Law and Economics

4381 D Environmental Economics for Decision Makers

4381 E Urban and Regional Economics

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.

Courses in Finance (FIN)

To enroll in upper-division finance courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing. 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.

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) An introduction to the finance function and to problems confronting financial managers. Topics include financial analysis, time value of money, capital budgeting, and financial decisions. Prerequisites: ACC 2362; CIS 1323; MATH 1319; and completion of, or concurrent enrollment in, QMST 2333.

3313 Financial Management. (3-0) 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: QMST 2333; FIN 3312.

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. For most applications, the course relies on quantitative analysis and use of the Internet. Prerequisites: QMST 2333; FIN 3312.

3318 Investment Analysis. (3-0) A study of principles governing the investment of personal and institutional funds. Also examines information sources, exchanges, and regulation. Prerequisites: FIN 3312.

3325 Fundamentals of Financial Planning. (3-0) A study of modern money management, including budgeting, banking, real estate, insurance, consumer credit, and retirement and estate planning. Prerequisites: Junior standing and good academic standing.

3330 Insurance. (3-0) An analysis, from the consumer perspective, of risk and insurance principles and fire, marine, casualty, property, life, and health contracts. Prerequisites: Junior standing and good academic standing.

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. Pre requisites: FIN 3318, 3325.

(WI) **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: QMST 2333; FIN 3312, 3313, 3316.

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: QMST 2333; 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 and completion of, or concurrent enrollment, in, 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. Prerequisites: FIN 3312, 3316.

4325 Advanced Financial Planning. (3-0) A capstone 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, 3325.

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.

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

4380D Commercial Bank Management. (3-0)

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.

Department of Management

Phone: (512) 245-2571
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Office: Derrick Hall 323
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Interim Chair and Visiting Professor-Darling. Professors-Abrahamson, Bell, Chiodo, Hunnicutt, Middlebrook, Minifie, Olney. Associate Professors-Keeffe, E. Kirby, S. Kirby, Ross, Temponi. Assistant Professors-Blanco, McGlashan, Wardrope. Instructor-Zigrossi. Lecturers-Augustin, Dietert, Herring, Hinkson.

Degree Programs Offered

- BBA, major in Management
- BBA, major in Management (with teacher certification)
- BBA, major in Management (with Concentration in Entrepreneurial Studies)

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.

Programs prepare students for challenging careers in a variety of business and governmental organizations, and secondary education. The management major prepares students for a broad range of positions, including personnel management, industrial relations, production management, hospital administration, office management, and sales management. Students choosing teacher certification pursue careers as secondary education teachers or in the private sector.

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 3340, 4336, 4350, and 4351. The coursework may be accommodated within the 128 hours required in the undergraduate business curriculum. More information is available in the McCoy College of Business Administration Advising Center.

Bachelor of Business Administration
Major in Management
(Minimum required: 128 semester hours)

General Requirements:

1. MGT advanced electives are to be chosen from: 3340, 3350 (SIFE), 4336, 4340, 4350, 4351, 4371, 4377, 4380, 4390, 4395.
2. MGT 4350 can be used in place of the required Advanced Economics elective. However, MGT 4350 cannot be used to meet the requirements for both the advanced Economics requirement and an advanced Management/Business elective.
3. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
4. The advanced elective in business may be chosen from any 3000-4000 level course in the McCoy College of Business Administration not required for the major.

Junior Year - 1st Semester	Hours
ART, DAN, MU or TH 2313.....	3
Elective, free	3
MGT 3303	3
MKT 3343	3
PHIL 1305	3
Total	15

Senior Year - 1st Semester	Hours
Business advanced elective.....	3
ECO advanced elective or MGT 4350	3
Elective, free	3
MGT 4330	3
MGT 4373	3
MGT 4375	3
Total	18

Junior Year - 2nd Semester	Hours
Business advanced elective	3
CIS 3380	3
Elective, free	3
FIN 3312	3
MGT 3353 (WI).....	3
Total	15

Senior Year - 2nd Semester	Hours
Business advanced elective	3
Elective, free	3-4
MGT advanced elective	3
MGT advanced elective	3
MGT 4335 (Capstone) (WI).....	3
Total	15-16

Bachelor of Business Administration
Major in Management (with teacher certification)
(Minimum required: 136-137 semester hours)

General Requirements:

1. MGT advanced electives are to be chosen from: MGT 3340, 4336, 4340, 4350, 4351, 4371, 4377, 4380, 4395 and 3350 (SIFE).
2. Although depicted as a class to be taken in the 2nd semester of the senior year, ED 4681, Student Teaching, must be taken as the only class during a student's last semester.
3. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
4. See University College section of the catalog for course options that satisfy literature, natural science, and social science components.

Freshman Year - 1st Semester	Hours
ENG 1310	3
US 1100	1
HIST 1310	3
MATH 1329*	3
Natural Science Component	3-4
PFW one course	1

Total **14-15**

Sophomore Year - 1st Semester	Hours
ACC 2361	3
ECO 2314	3
ENG Literature	3
POSI 2310	3
COMM 1310	3
PHIL 1305	3

Total **18**

Junior Year - 1st Semester	Hours
CIS 3380	3
CI 3310	3
ENG Literature	3
MGT 3303	3
MKT 3343	3
FIN 3312	3

Total **18**

Senior Year - 1st Semester	Hours
RDG 3324	3
CI 4332	3
CI 4343	3
MGT 4315	3
MGT 4330	3

Total **15**

*May require prerequisite of MATH 1319.

Freshman Year - 2nd Semester	Hours
ENG 1320	3
HIST 1320	3
ANTH 1312 or GEO 1310 or PSY 1300 or SOCI 1310	3
Natural Science Component	4
PFW one course	1
CIS 1323 (Can test out)	3

Total **17**

Sophomore Year - 2nd Semester	Hours
ACC 2362	3
ART, DAN, MU, or TH 2313	3
BLAW 2361	3
ECO 2315	3
POSI 2320	3
QMST 2333	3

Total **18**

Junior Year - 2nd Semester	Hours
CI 3325	3
FIN 3325	3
MGT 3353 (WI)	3
MGT 4390A (WI)	3
MGT 4373	3
MGT 4375	3

Total **18**

Senior Year - 2nd Semester	Hours
ED 4681	6
MGT 4335 (Capstone) (WI)	3
MGT advanced elective	3
MGT advanced elective	3
ECO advanced elective	3

Total **18**

Courses in Management (MGT)

To enroll in upper-division management courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

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.

3340 Small Business Management and Entrepreneurship. (3-0) Focuses on principles and problems associated with starting and managing small businesses. Students gain an understanding of the following topics: entrepreneurship, forms of ownership, sources of funds, location analysis, physical facility requirements, business plans, management, marketing, and the legal, environmental, social, and ethical issues affecting new and small businesses.

(WI) **3350 Studies in Free Enterprise. (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) **3353 Business Communication. (3-0)** An introduction to the uses of communication in modern organizations. The course 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. The course includes the study of the theory of business communication, including communication models, general semantics, and the causes of miscommunication. Prerequisites: ENG 1310, 1320; COMM 1310.

(WI) **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. The course includes discussions of current and future technological trends. Prerequisite: MGT 3303.

(WI) **3375 International Business - Latin America.** Introduce Latin American Business perspectives underlying difference business functions. Latin American Business concepts, processes, and philosophical bases for international operations are emphasized with culture and a global dynamic environment as the basis. A project is required.

4315 Business Principles, Issues and Trends. (3-0) 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 the production and operational functions of manufacturing and service organizations. Examines plant location, layout of facilities, inventory and cost control, total quality management, work flow planning, productivity, and managerial decision-making tools using an international perspective. simulation, queuing theory, network models, and liner programming; and productivity and energy management. Prerequisite: MGT 3303; QMST 2333.

(WI) **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.

4336 Small Business Operations and Financials. (3-0) Provides a comprehensive study of funding and financial concepts necessary to effectively operate successful small businesses. Students examine outsourcing and government regulations to include taxes and will use financial software to “maintain” working capital and a set of books related to running businesses. Prerequisite: MGT 3340 is recommended.

(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 Studies in Entrepreneurship. (3-0)** Students gain autobiographical insights into the lives of entrepreneurs as they describe their contributions, reveal sources and nature of ideas, and share ways of growth and success. Students work in teams and write business plans for “real” businesses. Prerequisite: junior, senior, or graduate standing. MGT 3340 is recommended.

4351 Applied Entrepreneurship. (3-0) Students create, 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.

4371 Social Responsibility of Business. (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.

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.

(WI) **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.

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.

(WI) **4390 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)**

(WI) **4390B Management of the Digital Enterprise. (3-0)**

4395 Management Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: MGT majors only, junior or senior status, enrollment subject to availability and approval, credit is pass/fail or grade at departmental election.

Department of Marketing

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Chair and Associate Professor-McAlister. Professors-Eure, Smart, Stutts, Taylor. Associate Professors-Milhomme, Natesan. Smith. Assistant Professor-Badrinarayan, Becerra, Suh, Zank. Lecturer- West.

Degree Programs Offered

- BBA, major in Marketing

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, and 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.

Bachelor of Business Administration Major in Marketing (Minimum required: 128 semester hours)

General Requirements:

1. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
2. MKT electives are to be chosen from MKT 3355, 3360, 3377, 3387, 4397, or 4399.

Junior Year - 1st Semester	Hours
ART, DAN, MU or TH 2313.....	3
CIS 3380.....	3
Elective, free.....	3
PHIL 1305.....	3
MGT 3303.....	3
MKT 3343.....	3

Total **18**

Senior Year - 1st Semester	Hours
Business advanced elective.....	3
MKT elective.....	3
MGT 4330.....	3
MKT 4320 (WI).....	3
MKT 3367 (WI).....	3

Total **15**

Junior Year - 2nd Semester	Hours
Electives, free.....	6
FIN 3312.....	3
MGT 3353 (WI).....	3
MKT 4321.....	3
MKT 3358.....	3

Total **18**

Senior Year - 2nd Semester	Hours
Business advanced elective.....	3
Elective, free.....	3-4
MGT 4335 (Capstone) (WI).....	3
MKT elective.....	3
MKT 4337 (WI).....	3

Total **15-16**

Courses in Marketing (MKT)

To enroll in upper-division marketing courses, students must satisfy all prerequisites, be classified as a junior standing, and be in good academic standing.

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: ECO 2301 or 2314.

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, to suppliers, and to 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. Prerequisites: MKT 3343, 3358.

(WI) **3367 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.

3377 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.

3387 Internet Marketing. (3-0) This course is a study of the marketing process on the World Wide Web. It examines the use of network technology to market online goods and services to satisfy the wants and needs of the consumer on an anywhere, anytime basis. Prerequisite: MKT 3343.

(WI) **4320 Marketing Research. (3-0)** A 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: QMST 2333; MKT 3343.

4321 Consumer Behavior. (3-0) A study of the role of the consumer in marketing. Considers the motivation, personality, aptitude, perception, lifestyle, and decision-making processes of consumers. This course is open only to seniors majoring in Marketing. Prerequisite: MKT 3343.

(WI) **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.

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.