



McCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

ANNUAL REPORT

— INNOVATION —

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DEAN’S LETTER



Denise Smart, Miriam McCoy, Wetonnah McCoy and Brian McCoy.

Each academic year the university selects a Common Experience theme. This guides a campus-wide discussion around an important topic. Incoming freshmen read a related book while many speakers and activities are planned to engage students, faculty, staff and the community in thought and discussion. This year’s theme is Innovation—a topic of great relevance and importance in the business world. There innovation takes a variety of forms from new products and services to more efficient processes and business models. In today’s rapidly changing global marketplace, innovation is key. It looks to the future by enhancing a firm’s viability and contributes to economic development and social impact.

As part of Texas State’s Innovation Week this fall, the McCoy College hosted a distinguished panel from 3M representing the areas of finance, lab/technical, marketing and sales. The panelists inspired us by sharing insights and experiences from 3M’s innovative culture beginning with curiosity and progressing through commercialization. As you read our annual report, I hope you too will be inspired by McCoy College programs, research and student groups that are enhancing business thought and practice in innovative ways.

Denise T. Smart, Ph.D., Dean
McCoy College of Business Administration

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INNOVATION

From new degree programs to groundbreaking research, you can see the spirit of innovation inspiring great works throughout the McCoy College of Business.

Innovation is more than introducing a new business idea or product. It means taking risk. It takes experimentation and the willingness to make mistakes in the pursuit of knowledge. It's having the imagination and determination to turn new ideas into tangible solutions for real-world challenges.

Our outstanding faculty lead the way, mentoring our exceptional students, helping them become young professionals who are ready to lead, not just succeed.

As Texas State University takes the spotlight at the heart of the Texas Innovation Corridor, we are honored to share how McCoy has proven its leadership, both on campus and in the community.

True innovation starts with people, working together to create a better world in ways large and small. Our stellar students are competing and winning accolades on an international stage. We're growing partnerships with business leaders across a wide variety of fields and with our academic peers.

Professionally and academically, McCoy College continues to be an innovation leader using each new achievement to redefine our next goal.



A NEW LOOK FOR MCCOY COLLEGE

We are proud to share our new logo, a distinctive visual identity for the McCoy College of Business.

In collaboration with University Marketing, a competitive analysis of peer institutions provided the first step toward creating a signature look unique to McCoy College, but consistent with Texas State University.

The logo rollout began in April 2018, and is featured on all our print publications, digital platforms and promotional items.

Leadership teams from the McCoy College and the McCoy College of Business Foundation reviewed a variety of design concepts to choose the new logo, which was created by designer Harrison Albrecht.



STUDENT SPOTLIGHT

STUDENT INVESTORS’ STRATEGY RETURNS COMPETITION HONORS

McCoy College student investment managers dazzle judges to win competition at G.A.M.E. VIII.
By Rodney Crouther

Left to right: Amanda Pownall, Cordell Bunch, Diana Centeno, Austin Rokas, Guangqing Zhang, Michael Madu, Adam Gordon, Emily Ordonez.



The team representing the McCoy College Student Managed Investment Fund had just 10 days to prepare when they learned they would be representing Texas State at the Global Asset Management Education (G.A.M.E.) Forum’s portfolio competition in New York City.

“They didn’t have a lot of experience presenting at competitions. All but one of them were first-year students in SMIF, so they were a little nervous,” Holland Toles, senior lecturer and SMIF advisor, says.

Nerves and a short prep time didn’t matter. At the end of the three-day event, Cordell Bunch, Michael Madu, Emily Ordonez, Amanda Pownall, and Guangqing Zhang were holding the first-place trophy for the 2017 risk-adjusted performance of the SMIF Fixed Income portfolio.

For senior portfolio manager Cordell Bunch, the win fulfilled a goal he personally set after attending the 2017 G.A.M.E. Forum. He had enjoyed the opportunity to meet leaders and innovators in the world, but was frustrated by how often they asked if he was a Longhorn.

“My goal was literally to go back there and get a trophy,” Bunch says. “It worked out, and it was amazing.”

It would be hard to find a bigger stage to make a statement for Texas State. Hosted by Quinnipiac University, the three-day forum drew more than 1,500 students from 157 colleges and universities representing 41 countries, plus finance executives and experts from 100 companies,

including JPMorgan Chase, BlackRock, Bloomberg Intelligence and Goldman Sachs.

“The moment the judge told us that we gave the best presentation he’d seen all day, I’ll remember that the rest of my life,” Guangqing Zhang says.

After providing such positive feedback, Toles says, a competition judge had a single piece of advice for the McCoy College team. “He told them ‘Don’t be so nervous. You know your stuff, so just own it.’”

Every SMIF student should take pride in the fixed income award, he adds, since it reflects several years of smart, skilled management, including a successful fixed-income strategy that ran counter to broader market trends.

And participating in SMIF can be a life-altering experience. Zhang says she had not considered a career in finance before she enrolled in the SMIF course.

“It’s really changed my view for finance and made me more determined to get into the industry,” she says. “A year ago, I didn’t realize the potential of finance to be the engine of the economy.”

Making financial decisions through the lens of serving a real client, the McCoy Foundation’s Board of Directors, gives McCoy College students a level of experience beyond most undergraduate and even some graduate programs.

“Our relationship with our client, the foundation board, is very special,” Toles says. “This trip would not have been possible without the generous support of the McCoy College Development Foundation.”



NET IMPACT’S COLLABORATIVE POWER BRINGS NATIONAL ACCOLADES

By Rodney Crouther

Left to right: Muhammad Abdullah, Cedrik Chavez, Joseph Fischer, Nikita Demidov, and Milad Korde.

With an innovative idea for providing affordable, sustainable energy, a team from the McCoy College Net Impact chapter won the 2018 Future of Energy Challenge, sponsored by Royal Dutch Shell.

The team’s winning concept — a decentralized solar energy network that partners utilities, consumers and municipalities to provide sustainable, affordable power — topped runner-up Johns Hopkins University and third-place Duke University.

Finance major Nikita Demidov said the group’s passion for the project and inclusion of students from a variety of disciplines helped set them apart.

The team included Joseph Fischer, also a finance major; Cedrik Chavez, who studies digital media and innovation; geographic information science doctoral student Milad Korde; Kaitlyn Hering, Taylor Hermes and Nicole Majeske, from the School of Art and Design; and Muhammad Abdullah, a graduate student in mechanical engineering at the University of Michigan.

Bringing such a diverse range of talent and interests improved both the level of research and quality of the final presentation, Nikita says.

Drawing members from outside the business college, Cedrik adds, gives students a more realistic professional experience. “It’s partially why I got my internship at Austin

Electric Vehicle Technologies over the summer. Companies want to see that you have experience working with people from multiple disciplines.”

Winning the challenge earned the team a trip to San Francisco to attend Shell’s Powering Progress Together Conference, where they met international leaders in sustainable energy research, including executives from Shell, Tesla, Chevron, BMW and the U.S. Department of Energy.

In addition to placing first in the Shell energy challenge Texas State was named the 2017 Net Impact Undergraduate Chapter of the year. With about 70 members, working in teams and individually, McCoy Net Impact averages 7 to 12 research and service projects each year, according to Janet Hale, senior lecturer, business law, and Net Impact faculty advisor.

Besides clean energy, recent Net Impact projects have included finding sustainable solutions for transportation, food insecurity, and expanding recycling and composting in Texas. “Making an impact on the future is what really motivates these students,” Hale says.

The team plans to continue developing their award-winning Shell proposal, which features decentralized solar power generation, peer-to-peer energy trading, innovative financing and more.

“Energy is something that all humankind needs, and it cannot be fossil fuels all the time,” Nikita says. “There are so many possibilities to make an impact for the world.”

TAX SEASON PROVIDES A LEARNING AND SERVICE OPPORTUNITY

The annual VITA clinic is a hands-on experience for future tax specialists.

By Rodney Crouther



Each spring, McCoy College accounting student volunteers combine public service with practical learning as they help people navigate tax season at the Volunteer Income Tax Assistance (VITA) clinic.

Over six weeks in February and March of 2018 the VITA clinic helped about 60 clients with their income tax returns, filing 53 of them. Accounting students gained hands-on experience preparing and filing returns, navigating tax law and helping clients understand the details of their personal tax situation.

Accounting lecturer Chris Proschko, who serves as the VITA site coordinator, knows firsthand how valuable the experience can be. As a student back in 2005, he was a VITA student volunteer.

“When I did it, I already knew I wanted to be a tax professional and it was a chance not only to help the community, but also to get real experience,” he said. “We’re not using made-up companies with made up numbers. We meet with real people, their real lives, their real income, and to me that is interesting.”

VITA is also educational for its student clients, especially those who have never filed an income tax return.

“We walk them through the process, explaining each step along with way, so they understand what they owe or why they’re getting a refund,” Proschko said. “And it’s learning

with a safety net, because you have faculty there, checking over everything.”

People from San Marcos and the surrounding community also bring their taxes to the VITA clinic, including small business owners and local residents with a variety of different backgrounds and tax situations.

“In the past we’ve worked with people who had income from MTV reality shows. There’s even a screenwriter in San Marcos who writes scripts for movies and TV shows,” Proschko said. “In general, the returns aren’t very complex, but some of the individual situations are certainly unique.”

Texas State has offered the VITA clinic for more than 20 years and hopes to expand the program in the future. Clients receive a valuable service free of charge and McCoy College accounting students benefit from a hands-on learning experience where they develop practical and communication skills. It’s a win-win situation for everyone involved.

PROGRAMS

PROGRAMS

DERIVING INSIGHTS BY MEANS OF DATA ANALYTICS AND INFORMATION SYSTEMS

By Isabel Ray

Dr. Jaymeen Shah



Today's digitized world generates massive amounts of complex data relating to businesses, their customers and their competitors. "Big data" refers to collections of such information, used to discover insights and drive decision-making.

Think of a large retailer like Walmart. Each day, there is far too much data flowing into the company — about point-of-sale, distribution systems, online ratings and more — for simple pattern recognition to be possible. Rather, data analysts must use technology to sort, visualize and interpret these huge volumes of information. This type of analysis is used to detect medical fraud, perform Google searches, personalize services like Netflix, predict default rates on mortgages and much more.

Starting in fall 2019, a new McCoy College master's degree program will prepare graduates to apply information management and analytical skills to draw conclusions for data-driven decision making. The master of science in data analytics and information systems (MSDAIS) program will provide the strategic combination of technical skills necessary to translate data sets into meaningful action. Course work will include data management, predictive analytics, statistical methods, data visualization, machine learning and more.

"Soft" communication skills as well as technical skills are vital to the degree. "Teamwork is important, so a good

portion of the course work will be done in teams," says Jaymeen Shah, professor and MSDAIS program director.

Qualified professionals with these skills and abilities are in high demand. Texas is one of the top three states for data science and analytics jobs, along with California and New York, and there is currently a shortage of people to fill them. Texas State's MSDAIS program was created to fill that gap. "We are teaching what the market is asking for," explains Ju Long, associate professor and chair of the Computer Information Systems & Quantitative Methods (CIS & QM) Department.

While there are seven other data-analytics master's programs in Texas, McCoy College's program is unique in being multidisciplinary and flexible. "Our program's niche is that it combines data analytics, statistics and information technology," explains CIS professor Vivek Shah. The degree, comprised of 30 hours, can be completed full time in one year for students who enroll in the fall semester, or part time in 18-24 months. Classes are delivered in multiple formats, taking advantage of face-to-face, online and hybrid methods. Six credit hours of prescribed electives allow students to focus on other functional areas.

Bringing the MSDAIS program to fruition was a team effort. Professors Mayur Mehta, Francis Méndez, Vivek Shah, Jaymeen Shah and others in the CIS & QM department look forward to preparing MSDAIS graduates who excel at data-driven decision-making, serving the needs of Texas and beyond.



MBA students, McCoy College graduate faculty and company representatives at Financiera Efectiva in Peru.

WORLD-CLASS BUSINESS EDUCATION

By Isabel Ray

A master’s degree in business administration (MBA) from the McCoy College sets graduates on track to thrive and innovate as managers, bringing value to any organization.

Texas State offers both a full-time cohort program and a flexible part-time program, each leading to a McCoy College MBA degree. The full-time program is based exclusively in San Marcos, welcoming a new cohort of students each fall. The part-time, or flex, program is offered in both San Marcos and Round Rock, with evening classes to accommodate working professionals. The flex program also offers concentrations for students who want to specialize their MBA in computer information systems, engineering technology, healthcare administration, human resource management or international business.

The MBA programs’ point of pride is a highly integrated curriculum with real-world experience. From first semester to last, students make connections between classes and apply what they’re learning. Course work promotes skills in interpreting information and making action-oriented decisions. “The topics are not taught in isolation,” says Bill Chittenden, associate professor of finance and associate

dean for graduate programs. “What you learn in one class is directly applicable to what is in another class.”

Maurice Jones, a 2017 MBA graduate and customer order management analyst at Cummins, Inc., uses skills daily that he learned at McCoy College: “My customers want a lot of information, but provide very little data, and having that ability to process, make decisions and explain the data has had a tremendous impact in my current role.”

An internship experience provides additional hands-on learning. The program provides assistance in placing students with companies but also encourages those who wish to take initiative and seek out their own internships. McCoy graduate students have interned at companies spanning the range from 3M and Dell to the Texas Tribune and Yeti Coolers.

The integrated MBA experience extends far outside the classroom or internship site. Students in the flex program have the opportunity to study abroad each summer. In 2019 they will travel to Estonia, a country known for its innovative financial sector. Full-time cohort students complete a common capstone project and participate in an international experience program during their final semester. The most recent cohorts have travelled to Lima, Peru, to work with different companies. One cohort conducted a feasibility

study for SafetyVision, a mobile video surveillance company based in Houston that was seeking to expand into the South American market; another cohort worked with ARCA Continental, Peru’s largest Coca-Cola product bottler, investigating distribution and network issues.

“The capstone project places students in a real-world consulting environment,” explains Rebecca Arnett, a financial analyst at H-E-B who completed the flex MBA program in 2015. “At the time, it made a large impression on me, as it underscored both the importance of providing the client with a high-quality product, and also how a single person can break the team if they don’t pull their own weight.”

Says Chittenden, “At the end of the day, it’s about solving problems, because that’s how they’re going to help their business.”

SERVING THE PUBLIC THROUGH INVESTMENT EDUCATION

By Isabel Ray



Bill Chittenden

Holland Toles

Managing money can be a daunting task — all the more so when that money belongs to taxpayers. County officials across Texas learn how to be effective stewards of public funds with help from Texas State faculty.

Since 2013, McCoy College has partnered with the Texas Association of Counties (TAC) to provide financial and investment education.

“By Texas statute, the Public Funds Investment Act requires that every public entity has to have a chief investment officer,” explains Bill Chittenden, associate professor of finance at Texas State. “That person doesn’t have to have a background as a chief investment officer.” Thus, a variety of county officials and staff — treasurers, tax assessors, commissioners, auditors — need training and continuing professional development. As educators, McCoy College faculty such as Chittenden and Holland Toles, senior lecturer of finance, are well equipped to provide support. They serve on the organization’s education committee, review curricula, present conference sessions and teach TAC courses. Topics include law and policy affecting county funds, financial terminology and basics of investment.

“Understanding investing and safekeeping of public funds is key to a county’s operation,” says Deanna Auert, TAC’s Education Project Manager. “McCoy College has assisted in the delivery of important, detailed information in a digestible, understandable format.”

Over its five-year history, the partnership between McCoy College and TAC has been a great success. “We wanted to partner with a prominent school of business to assist in curriculum planning and delivery of content,” Auert says. “Each of our programs has seen an increase in attendance since we began this partnership.”

Chittenden appreciates the involvement as well. “It’s good to work with practitioners,” he reflects. “Then when I’m back in the classroom, I can say look, I was just talking with someone about this, this is not just theoretical — it’s a real problem.”

And the general public also benefits from this work. Strong investments made by knowledgeable county officials get the most out of our money. Says Chittenden: “Every dollar that they earn in interest is one less dollar that they need in taxes.”



HUMAN CONNECTIONS MATTER

By Isabel Ray

Dr. Kay Nicols

In organizations, it’s the people who make the difference. Having the right people in the right jobs at the right time is always a challenge. A human resource (HR) management team ensures that practices and policies result in having employees who are qualified, prepared, engaged and motivated.

The McCoy College’s master of science in human resource management (MSHRM) degree is designed for those aspiring to enter the HR field. It is a flexible, intensive program focused on helping individuals reach the next level of their careers. With classes offered in either San Marcos or Round Rock, students can pursue their master’s degree while working full-time. Texas State’s MSHRM is one of the few face-to-face human resources graduate programs in Texas. It also is offered in convenient hybrid format, a combination of face-to-face classroom and online course work. According to Kay M. Nicols, assistant chair of the Department of Management and degree program director, technical expertise and communication skills are critical to the success of human resource managers. “Our master’s program is designed to provide both,” she says.

“The program exposed me to real-world material that I have needed since day one in the profession,” confirms Taylor Teis Bennett, a 2017 MSHRM graduate and HR specialist for the City of Kyle. “Whether it was restructuring a job description or providing a presentation on recruitment strategy, I felt confident in completing those tasks because those had been mock exercises that we had done in our course work. It’s a great feeling to be tasked with that kind of work and know exactly how to tackle it!”

The program also aligns with curriculum guidelines from the Society for Human Resource Management (SHRM), the field’s premier professional organization. And the course work prepares students to excel on the SHRM-CP, the industry certification exam, often a preferred or required job qualification for HR positions. Program core courses include the study of topics including recruitment and selection, training and development, compensation and benefits, and international human resource management. Elective courses such as Managing Business Creativity “allow students to think outside the box and consider other ways of how they might deliver HR,” says Nicols.

Heaven Guerrero, also a 2017 graduate of the MSHRM program, is now working as a development associate for Con Mi MADRE in Austin. She praises the degree’s versatility and the hands-on nature of the course work: “Group projects are integral to learning how to work with difficult people, time constraints and scheduling conflicts.”

Students in the MSHRM program may also participate in additional development opportunities including HR internships and attendance at professional development events. Many MSHRM students are actively involved in the local SHRM affiliate, the Hill Country Human Resource Management Association, by attending monthly educational and networking events. In fact, many students “network” their way into internships with these local HR professionals.

“We get great feedback about our Bobcats: hard workers, super smart, super motivated,” reports Nicols. “The program prepares our graduates to hit the ground running.”

OPPORTUNITIES IN ACCOUNTING GO BEYOND THE NUMBERS

By Rodney Crouther

Guest panelists Dusty Whitaker, Sue Clark and Robert Zearfoss



At firms large and small, accounting isn’t just about spreadsheets and crunching numbers. It’s a people business. That’s why the McCoy College master of accountancy (MAcy) program helps students develop their interpersonal skills and professional networks in addition to preparing them to earn their CPA.

Being able to manage client relationships and work with executives is vital for new graduates, says associate professor Kasey Martin, director of the MAcy program.

“Especially those that go into audit, they’re going to be interacting with upper management right out of school, so their professionalism is a big part of their job,” she says.

The MAcy program hosts a series of career development opportunities throughout the year, from a “Meet the Firms” day with Texas State Career Services to etiquette dinners designed to polish those essential business skills that aren’t found in textbooks. “It’s a traditional etiquette lesson. If you’re taking a client out or going on an interview dinner, you need to be prepared and professional,” Martin says.

The biggest event is the Spring Firm Showcase, a series of four events held over four weeks. Students hear presentations from different accounting firms, then have a chance to network and chat face-to-face with recruiters.

Professor Ann Watkins, Department of Accounting chair, said the showcase was started in response to employers who wanted more opportunities to engage with MAcy students. Each event gives students a look at different areas of professional public accounting. “We worked with

our partners and looked at what other schools were doing and created our showcase event,” Watkins says.

The first evening is dedicated to small, local firms from cities across Texas. The next two sessions feature mid-tier, regional and national firms. The final showcase features “the big four,” firms EY (formerly Ernst & Young), Deloitte & Touche, KPMG and PricewaterhouseCoopers, the largest accounting firms in the world.

Recruiters get a résumé book of participating students in advance of the showcase.

“We really wanted the students to focus on interactions, ask questions and make connections and to not worry about shuffling papers,” Watkins says.

While most MAcy students study accounting as undergraduates, the excellent career potential for MAcy graduates attracts students from all backgrounds. The 30-hour program, designed to prepare students to become CPA eligible, may be completed in one year by those with a degree in accounting. Non-business majors are able to take additional classes and earn their degree in two years.

“The jobs are there,” Martin says. “Some students want to join a firm and work up to partner or senior management. But working as an accountant can be a great starting place at any company.”

All MAcy students participate in at least one accounting internship during their studies, and many start careers based on connections made during recruiting events, like the Spring Showcase.

“Our job placement is nearly 100 percent. Unless they choose to take time off, our graduates have jobs or job offers when they graduate,” Martin says.



THE FUTURE OF MARKETING IS ALL ABOUT THE DATA

A new master’s degree reflects a booming career field.

By Rodney Crouther

Dr. Gail Zank

Data is the driving force behind a new master’s degree in marketing research and analysis (MSMRA) that will enroll its first students in fall 2019, only the second graduate program of its kind in Texas.

It’s no secret that data is a powerful force in every aspect of modern business, but in marketing, the ability to make intelligent, productive use of data can be one of the most valuable skills a new graduate can possess.

In their research to develop the new master’s degree program, Gail Zank, McCoy College professor of marketing and program director, says faculty and administrators found that marketing firms across Texas and the nation are struggling to find business graduates with the strong data analysis and strategic marketing skills they need.

When Texas State marketing program alumni were surveyed about the degree, they strongly supported its creation. “I’ve had to find many online courses to further my knowledge of digital marketing analytics. I would only consider a master’s in marketing if it had a strong digital and analytical component to it.”

“Really, this was driven more by the marketplace than anything else,” Zank says. “Companies really want to hire

more people in marketing analytics, but most graduates don’t have those talents.”

The 30-hour graduate program is designed to fill the disconnect between what’s currently taught in university marketing programs everywhere and what employers are looking for in their new hires.

Specifically, employers want people who use data to do things like develop strategies to reach new customers or predict consumer behavior to capitalize on marketing opportunities or to make sure a company’s messages are reaching the appropriate target audience. As intense as the demand for workers with marketing analytics skills is today, the future is projected to be even better.

Nationally, the Bureau of Labor Statistics projects market research analysts and marketing specialist positions to grow by about 23 percent by 2026, roughly triple the projected job growth rate across all workplaces. The Texas Workforce Commission expects the state to add more than 1,700 jobs per year in marketing analytics, management and survey specialists.

“Marketing is a changing field, and this graduate program reflects the changing needs of employers and creates opportunities for our graduates,” Zank says.

TECH-SAVVY ACCOUNTING PROFESSIONALS ARE READY TO TAKE CHARGE

By Rodney Crouther

Dr. Peiqin Zhang and MSAIT students



Accurate accounting and reliable technology are indispensable to any healthy business. The McCoy College master of science in accounting and information technology (MSAIT) degree unites the technical expertise of an IT specialist with the financial precision of an accounting executive, successfully combining both disciplines.

Sam Lee, associate professor of Computer Information Systems and Quantitative Methods and degree program director, explains that the MSAIT program evolved from a CIS concentration in the accounting department and reflects the business reality of modern accounting.

Accounting companies have a technology focus now, and as they accumulate ever increasing stores of data, they are looking for people with the ability to secure, analyze and utilize data in ways never before possible. MSAIT graduates gain the knowledge to work with advanced information technology, and they are prepared to take on leadership roles in both fields.

“If you have an interest in accounting but feel like a CPA does not fit in your career path, you can expand your options with these skills,” says Lee.

The program is challenging, but the job market is fertile for business graduates with IT skills on their résumé. According to Temple University’s IS Job Index, salaries for graduates with business degrees in information systems average \$9,000 to \$15,000 more per year than traditional accounting graduates.

While MSAIT students may come directly from undergraduate study, many students in the program are working professionals who are seeking a new path to career advancement. As the program grows, McCoy College is making it a priority to offer courses that are more accessible for students who work full time.

Lee shared that the college is actively promoting the program in the Austin Metropolitan Area. In spring 2019, there are more courses offered to Round Rock students utilizing technology that connects our classrooms.

“The very first year we had MSAIT graduates, all were hired right away,” Lee says. The program may be small now, but it is successful and has the potential to grow.



Bobcats John Lee (far right) and Eun Jeong Lee (center) at the NBC studio for the 2018 Winter Olympics in Pyeongchang, South Korea, with Michael Burns and Today show hosts Savannah Guthrie and Hoda Kottb.

GOLD MEDAL STUDENT

By Isabel Ray

John Lee is a junior majoring in marketing in the McCoy College, an Honors College student and a Terry Scholar. His accomplishments earned him a place on the global stage: Lee was selected as one of only 15 interns from across the country to help NBC's Today show cover the Olympic Games in Pyeongchang, South Korea, in February 2018.

Lee and master's student Eun Jeong Lee from Texas State's School of Journalism and Mass Communication were chosen for this exclusive experience due to their initiative, academic excellence and Korean language abilities. Michael Burns, senior lecturer in the Department of Communication Studies, connected them to the opportunity. Burns has now been the Today show's production coordinator for five Olympic Games.

While in Pyeongchang, Lee shared his behind-the-scenes experiences with his fellow Bobcats by producing content for Texas State's website and social media. He offered a glimpse into pre-games setup: "I got to go up close to the Olympic Sliding Centre where the bobsled events were held, and touch the ice. Seeing all the venues in person before anyone in the public was allowed to see them was an awe-inspiring thing."

As a Today show intern, Lee helped build the set, drove athletes and other guests to and from the studio, conducted interview prep, assisted with props and solved problems throughout the duration of the games. "The biggest takeaway for me was that whether you're at the athletic venues or in the studio, sometimes things don't go as planned and you learn to roll with the punches," Lee says. His class work prepared him to handle those challenges: "Things such as time management and how to communicate professionally — digitally and interpersonally — I learned at Texas State."



Miriam McCoy, Lucy and Honey

A MCCOY LEGACY — MAKING A DIFFERENCE FOR STUDENTS

By Rodney Crouther

Through the decades of growth that saw a small Texas roofing supply company grow into a construction industry titan, Miriam McCoy has been a quiet, but constant force. While she never held a formal title with McCoy's Building Supply, Miriam's ideas and influence were a part of every stage of the company's growth.

"Mother was always sort of the silent partner for my dad," says Brian McCoy, CEO of McCoy's Building Supply. "But he always loved to give her credit for her insight."

Miriam McCoy and her late husband, Emmett F. McCoy, established the \$20 million McCoy Foundation Endowment in 2004 to support chairs, professorships, fellowships,

scholarships, and faculty, program and student development in the McCoy College of Business which bears their name.

"We like to help young people, and we felt good about the college," Miriam McCoy says. "We didn't just throw the money into the pot. We know what it's doing. There are good people (on the foundation board) making sure it does good things."

Last year, Miriam McCoy gave an additional gift of \$2 million to fully endow the McCoy Scholars Program, which will provide scholarships of excellence and distinction for high-achieving undergraduate and graduate students in the college.

"I can see that it's helping right down to the students, and that's what I feel good about," she says.

Born and raised in upstate New York ("dairy country," she calls it), Miriam McCoy said she never dreamed she would



With students at the 2018 Miriam McCoy luncheon

become a Texan. Miriam's older brother, who was studying at New York University, happened to meet a young Emmett McCoy, who had come to New York City after high school to learn the sheet metal and air conditioning trades.

"My brother calls my mom on Thanksgiving and says, 'There's two boys from Texas and they have no place to go for Thanksgiving and I thought I'd bring them home,' Miriam recalls. "My mom and dad said 'Bring 'em!' and my mom was a great cook."

Emmett later returned to East Texas to work in the shipyards until the outbreak of World War II.

"Mom and dad were the quintessential 'greatest generation' couple," says Brian McCoy. "Dad went off to World War II, and they got married pretty quickly after the war. Then he comes back and joins his father in the business."

As Emmett took charge of the family business, he began to expand beyond roofing work, and Miriam was his primary sounding board and a key advisor on new ideas.

"I grew up with this business," Miriam says. "We talked business at mealtimes."

Since becoming a part of Texas State University, Miriam says she loves the opportunities to meet face-to-face with students at the annual McCoy Endowment Foundation lunch. "I love meeting the students and love hearing their stories," she says.

And Miriam loves dogs. In addition to her philanthropy and enjoying her thriving family, including more than 30 great-grandchildren, Miriam absolutely delights in her four-legged companions. "They're just wonderful," she says with a smile. "I always get rescue dogs. I never bought a dog."

A PRODUCTIVE CAREER IN INTERNATIONAL ECONOMICS

By Letitia Lane

Dr. Andrew Ojede



The most noticeable thing when meeting Andrew Ojede is his enthusiasm and passion for his work. Ojede is an associate professor in the Department of Finance and Economics. His research interests focus on the intersection between macroeconomics and international economics (open economy macro), regional economic analysis and growth, and productivity analysis and international development.

In 2017, Ojede received the McCoy College Robert J. Olney Early Career Research Award, which is given to promising faculty in the first stages of their professional work. Just one year later, he received the McCoy College Gary V. Woods Research Award, during the same academic year that he was granted tenure.

Ojede's research has appeared in highly regarded economics journals, such as the *American Journal of Agricultural Economics* (a top field journal in agricultural economics), *Contemporary Economic Policy*, *Economics Letters*, *Growth & Change*, *Journal of International Development*, etc. His work on fiscal policy and growth is contributing to several important policy debates and has been frequently cited by highly respected policy foundations, such as the Center on Budget and Policy Priorities as well as the Tax Policy Center, Urban Institute and Brookings Institution.

Some of Ojede's research portfolio in macroeconomics and international economics includes investigating

how exchange rate volatility affects international trade; developing theoretical models of structural change and using structural parameters to derive their relationships with macroeconomic variables in closed and open economy contexts; and studying the behavior of multinational enterprises in developing economies as well as the dynamics surrounding diaspora worker remittances.

In a paper published in the *International Trade Journal* in 2015, Ojede examined the propagation mechanisms of exchange rate shocks to U.S. services and agricultural exports. In yet another paper published in *Contemporary Economic Policy* in 2017, Ojede and co-author Ruby Kishan, professor and chair of the Department of Finance and Economics, investigated the impact of risks and uncertainty associated with persistent external macroeconomic imbalances on investment behavior of multinational enterprises in developing countries. He is currently working on two separate extensions of this research.

Ojede is driven by a desire to make a difference: "If we can find the best possible problems for states to address, that will impact the people living in the state tremendously." He acknowledges that these are complex issues, largely out of his control, but he maintains a tenacious optimism.

"If you're writing on policy for international economics, on productivity and development, you hope that leaders will implement policy recommendations that can be extrapolated from research ... but they often don't. People are going to recognize what you're saying," he asserts. "Not always right away — you just have to continue saying it over and over."



STAYING ON TRACK WITH PRIVACY RIGHTS

By Isabel Ray

Dr. Marc McAllister

In our digital world, businesses have access to large amounts of data about their employees. Marc McAllister, an attorney and assistant professor of business law, studies when and how employers can track their employees’ locations.

Today, virtually everyone has a smartphone close at hand with GPS capability, and many use a company timekeeping app to record their work hours. Other GPS devices are also easy to come by. McAllister explores the legality of businesses using this technology for tracking.

Employee tracking via GPS devices is currently uncommon, used only in industries where location is highly relevant, such as taxi companies or long-haul trucking. However, using cellphone apps that can track employees is becoming more common every day. And while there is settled law on how police departments can track people during criminal cases, the law is still developing in regard to businesses.

According to McAllister, if businesses want to track employees’ locations — whether as part of normal work functions or during an investigation into possible misconduct — they must consider several factors.

Does the tracking count as the kind of “search” prohibited by the Fourth Amendment? How much expectation of privacy is there? (Within one’s own home there’s a high

expectation of privacy. When a timekeeping app asks whether it can share location data every time it’s used, there is a lower expectation of privacy.) Does the tracking serve a legitimate business purpose? Does the business have reasonable suspicion about an employee’s misconduct, based on specific facts? Is there probable cause for investigating further?

McAllister concludes that smartphone apps which employees consent to use do not violate their Fourth Amendment rights. However, he asserts that businesses can use GPS devices to track their employees’ locations only in very narrow circumstances. This tracking should serve a function for normal business operation, as in the case of taxi companies, and employees should be given the opportunity to consent to it. If location tracking is not part of the business’ normal function, it should be used only to confirm existing evidence related to a terminable offense, and it should be limited as much as possible to work hours only. If the tracking doesn’t meet these conditions, the business is likely to face losing legal action.

“The goal is to educate employers on what they can and cannot do — to draw the lines,” says McAllister. “The law has already worked out most of these lines, but when you bring in new technology, it can go haywire. My hope is that I come up with good, creative solutions to these unresolved problems.”

BRINGING TANNING AND SUN PROTECTION MOTIVATIONS TO LIGHT

By Isabel Ray

Drs. Gail Zank and Anna Turri



Anyone who’s visited Texas State’s Sewell Park in spring or summer knows how popular tanning is, despite the dangers of UV radiation and an increasing rate of skin cancer. Studies show that even when people know the risks, they don’t change their behavior. Two McCoy College faculty decided to research the phenomenon.

Associate professor Anna M. Turri and professor Gail Zank, marketing, conducted a study about young people’s tanning and sun protection habits with collaborator Amy Watson, assistant professor of marketing at Oregon State University. They surveyed university students about their tanning and sun protection behaviors. The survey also measured students’ knowledge about sunscreen efficacy and UV exposure damage. Finally, the survey assessed students’ self-esteem, narcissism and appearance-based motivations.

The researchers found revealing relationships between the various factors. Increased knowledge did not reduce tanning behavior, but higher self-esteem did. Meanwhile, lower self-esteem combined with greater narcissism led to more tanning, even becoming addictive.

Turri and Zank also found that while students have a general understanding of sunscreen’s effectiveness, they don’t know the specifics necessary to get the most benefit, such

as how much to apply and how often. (The recommended amount for adults is one ounce reapplied at least every two hours.)

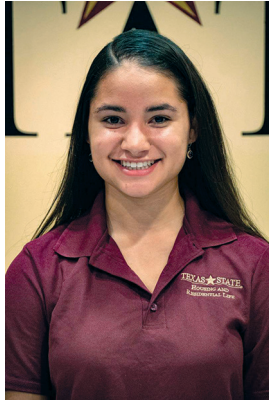
Because factual knowledge about tanning risks does not influence behavior, the researchers conclude that in order to have an impact, tanning awareness messages should appeal to emotions, not facts — especially those related to personal appearance. In future studies, they’ll examine what kind of messaging and communication strategies are most effective.

Turri and Zank’s study, along with their broader work on consumer protection and wellbeing, has wide applications. As Turri says, “It has relevance for many areas — public policy, future academic research, retail packaging, consumer goods manufacturing.”

Both researchers are excited about the amount of press that their tanning study picked up, sharing their findings with a broad audience. The article, “I Know, but I Would Rather Be Beautiful: The Impact of Self-Esteem, Narcissism and Knowledge on Addictive Tanning Behavior in Millennials,” was published in the *Journal of Consumer Affairs* in January 2018.

Zank hopes that their work inspires self-reflection: “I hope that maybe some people who do tan ask themselves, ‘Why am I really doing this?’”

STUDENT HIGHLIGHTS



Leanna Mouton

In June 2018, **Leanna Mouton**, a junior honors student pursuing a BBA in management and a minor in communication and honors studies, was appointed by Governor Greg Abbott as the **Texas State University System student regent** for the 2018-2019 term. Mouton is a residential assistant at Jackson Hall, Bobcat Pause director and former president of the Texas State Student Foundation.

Students representing the Texas State **Beta Alpha Psi (BAP)** Kappa Eta chapter attended the BAP International Conference held in Washington, D.C. in August. Students participated in the *Project Run With It* team competition and the best practices competition. Kappa Eta was recognized as a 2018 Superior Chapter. The chapter also hosted the annual Accounting Department **Meet the Firms** event in September. Approximately 191 students met with recruiters, partners and associates from 41 public accounting firms. **Dr. Keith Kebodeaux** and **Ms. Laurie Brown** are the BAP faculty advisors.

Graduate students **Madison Ivers** and **Katie O’Brien** competed in three rounds at the **20th Annual National Collegiate Sales Competition** in April. Based on their combined scores Texas State won the championship trophy in the graduate division. **Ms. Vicki West** is the faculty mentor and coach.

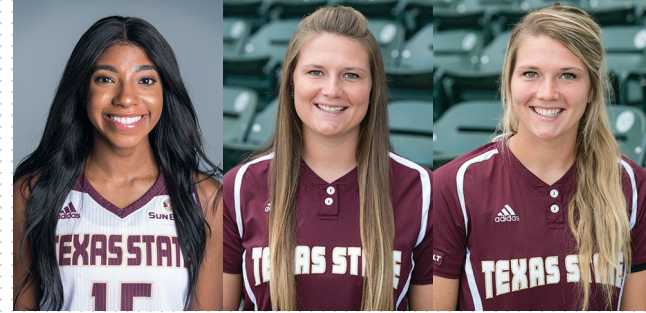
The McCoy College team of **Katlyn Batterton**, management; **Brittany Lopanec**, marketing; and **Luis Maldonado Chaves**, computer information systems, was one of four co-winners in the general category poster competition at the

12th Annual Texas State Undergraduate Research Conference held in April. More than 110 posters were submitted to the competition. The poster title “What Makes You Happy” was based on research using data analytics and applied statistics tools. **Dr. Tahir Ekin** was the faculty advisor for the team.

Lorin A. Wilson, master of business administration student, is the recipient of a **2018 Texas Business Hall of Fame** \$15,000 scholarship. Wilson holds a bachelor of science in kinesiology and health. He works for Runlab Austin, a company that focuses on long term injury prevention through biomechanics analysis. Wilson also is the founder of BlueSky Fitness, which provides high-quality, on-site fitness programs to individuals and organizations.

The **Texas State Net Impact** student chapter hosted the **Microsoft Community Pitch-Off Competition** in November. Eleven student teams presented business plans focusing on how Microsoft can best focus their investments in the community to create maximum positive impact with limited resources. The first-place prize of \$6,000, including \$5,000 to implement the team’s business plan, was awarded to **Joshua Avery**, **Cedric Chavez**, **Stephanie Long**, **Jose Meza**, **McKenna Strain** and **Zachary Turov** for their proposal “Optimizing Food Operations Management” supporting the Hays County Food Bank.

Graduate students **Elisa Amkreutz** and **Julia Lara**, master of science in accounting and information technology, and accounting undergraduates **Joseph Courville**, **Peyton Dilts** and **Greg Russell** submitted a video for their research and analysis of a big-box retailer to the **Institute of Management Accountants (IMA) Case Competition**. The video earned the students and their faculty advisor, **Dr. Carolyn Conn**, a top-four finish and a trip to compete at the IMA national meeting in June 2018.



Ericka May

Sara Rupp

Randi Rupp

MCCOY STUDENT-ATHLETES TRIUMPHANT IN SPORTS AND LIFE

By Rodney Crouther

Bobcat softball and women’s basketball each enjoyed historic seasons in 2018, with major contributions from recent McCoy College business administration and management graduates Ericka May, Randi Rupp and Sara Rupp.

All three of the students agreed the discipline and focus required to excel in their respective sports were mirrored by the rigorous scholarship demanded by McCoy College, but the school also embodies the spirit of teamwork and supportive leadership.

Bobcat women’s basketball recorded their best season since entering NCAA Division I competition, including a season-opening win over Texas Tech, in which Ericka led the team in rebounding, a hallmark of her time on the court. With 836 rebounds, she holds the fifth highest career total for Texas State and ranks in the top 10 all-time in three statistical categories.

After graduation, Ericka moved to Philadelphia for a summer internship with the Emerson Group, a company founded by McCoy College Distinguished Alumnus Scott Emerson.

“My professor, Dr. (Melissa) Baucus, thought I should meet him, and it created this opportunity,” Ericka says. “Just like I had to run and work out to be ready to play, McCoy College showed me that I have to keep learning and meeting people and developing skills to compete in business.”

In September Ericka began a three-month internship with DSE Healthcare in Edison, New Jersey, and plans to return to school to start her master of business degree.

Bobcat softball catcher Sara Rupp said the studies in entrepreneurship speaker series was the most inspiring experience she had as a McCoy College student.

“It was really eye-opening to hear their stories. No one gave them anything; each one of them had to work and stay focused on that dream,” Sara says. “It’s all about hard work. That’s exactly how we took care of business on the softball field.”

Bobcat softball dominated the Sun Belt Conference last year, winning both the regular season and tournament championships. After being selected to the Sun Belt All-Conference Tournament Team in 2017, rotator cuff surgery disrupted Sara’s senior season. She worked her way back to play in six games, including catching the final out in their championship game.

Before graduating, she received a job offer and will take over as head softball coach for Garrison High School in Garrison, Texas.

“Being able to say I got to attend McCoy College at Texas State and got my degree in business is awesome!” Sara says. “McCoy has let me live my dream while doing something I love.”

Randi Rupp, Sara’s twin and a two-time ESPNW National Player of the Week, finished her Bobcat career as one of the most accomplished pitchers in school history. She holds multiple team records, including most wins, strikeouts and innings pitched.

After being selected fourth overall in the 2018 National Pro Fastpitch College Draft, she spent the summer traveling across the country with her new team, the Cleveland Comets. She led the team in wins and strikeouts at the end of her first season.

“It’s been hard, I admit, but it’s been great, too. It’s a lot of travel and new experiences. A lot of my teammates are from overseas, so it’s been great getting to learn about other cultures,” she says.

Right now, Randi says she’s focused on her professional playing career, and hasn’t made any specific plans off the field, but she’s certain her McCoy College experience will be useful throughout her life.

“Down the road, I would love the opportunity to stay involved in softball and have the chance to help our league grow and expand from the business side,” Randi says.



Jon Ahlberg and Dr. Vivek Shah

AREAS OF NOTE

The Texas State chapter of **Beta Gamma Sigma (BGS)**, the honor society for AACSB accredited schools of business, recognized 151 students in 2018 and presented four chapter honoree awards to: **Dr. Dennis Dunn**, retired director of the Center for International Studies, Texas State; **Mr. Will Holder**, retired president of Trendmaker Homes; **Dr. Andrea Golato**, dean of the Texas State graduate college; and **Mr. Richard Petitt**, retired CEO, Jefferson Bank. The Texas State chapter earned Highest Honors for 2018 and was recognized at the AACSB International Conference and Annual Meeting.

McCoy College celebrated three **Texas State Distinguished Alumni** in fall 2018. **Mr. Mark Adams** (marketing '85), entrepreneur; **Ms. Karen Carroll** (finance '88), vice president and general auditor, 3M; and **Mr. Tracy Porter** (accounting '79), executive vice president and chief operating officer, Commercial Metals Company, were honored.

The **9th Annual Roundtable 360** panel, "Innovation," was held November 13, 2018. Panelists included: **Ms. Lia Colabello**, **Plastic Pollution Solutions**; **Dr. Marcus Eriksen**, **The 5 Gyres Institute**; and **Romi Lessig**, **Dell**. The panel presented a lively discussion of plastics, pollution and social environmental responsibility to 157 attendees.

McCoy College Business faculty were recognized with the following college awards in 2018: **Dr. Linda Alkire** received the **Robert J. Olney Early Career Research Award**; **Dr. Andrew Ojede** received the **Gary V. Woods Research Award**; and **Dr. Jaymeen Shah** received the **McCoy College of Business Advisory Board Teaching Excellence Award**.

The McCoy College offered two study abroad programs in summer 2018. **Drs. Melissa Baucus** and **Rob Konopaske** accompanied 29 graduate students enrolled in management courses to **Lima, Peru**. **Drs. Enrique Becerra**, **Vivek Shah** and **Dennis Smart** accompanied 49 undergraduate students enrolled in computer information systems, management and marketing courses to **Barcelona, Spain**.

Yvonne Abrego Natoli, research coordinator for the McCoy College of Business, received the Texas State Staff Council 2018 **Earl L. Moseley Community Service Award**. Natoli assists faculty

in the development and submission of research grant proposals and was recognized for her commitment to help faculty conduct research that is relevant to our local communities. She was the catalyst for creating the annual Texas State Speed Networking for Researchers event that connects faculty with local government, school, community and nonprofit leaders.

As part of Innovation Week, McCoy College hosted representatives from 3M for a panel discussion titled "**3M's Innovation Journey – From Curiosity to Commercialization**." Panelists included: **Dr. Raha A. Been**, Strategy and Mergers and Acquisitions manager, Consumer Business Group, Construction & Home Improvement Markets Division; **Dr. Terry Collier**, Global Technical Service and Application Development manager, Electrical Markets Division, Electronics and Energy Business Group; **Chad R. Henke**, Global Business manager, Automotive Bonding & Joining Solutions, Industrial Business Group, Automotive and Aerospace Solutions Division; and **Dan McGurran**, Sales and Marketing director, Electronics and Energy Business Group.



Frontiers in Service Conference co-chairs and attendees with Brian McCoy and Meagan McCoy Jones

McCoy College hosted the **27th Frontiers in Service Conference** in September 2018. Conference co-chairs were marketing faculty **Drs. Linda Alkire, Sidney Anderson, Raymond Fisk and Steven Rayburn**. The conference held at the Hilton Austin featured 17 plenary speakers and 143 concurrent presentations with attendees from 32 countries. **Brian McCoy** and **Meagan McCoy Jones** were among the plenary session speakers presenting "Business as Unusual."

Dr. Joni Charles collaborated with the Meadows Center for Water and the Environment, the Gillespie and Blanco County Extension Agencies, the Hill Country Alliance, and the Hill Country Underground Water Conservation District in a year-long study on the topic "**Knowledge, Perceptions and Understanding of Groundwater and Groundwater Issues**."

Dr. Ray Fisk was recognized at the SERVSIG Conference held in Paris for **25 years of leadership**. Fisk founded SERVSIG in 1993 which serves American Marketing Association academics who are interested in services research. SERVSIG hosts an annual international conference and sponsors numerous panels and sessions at other AMA Educators' conferences.

Dr. Vivek Shah was one of three Texas State faculty honored at the 2018 International Education Celebration luncheon in November. The Office of International Affairs recognized the faculty for **Outstanding Achievement in International Education**. Shah has accompanied undergraduate students for summer study abroad in Spain and England for more than 10 years. The Center for International Studies named **Dr. Enrique Becerra** an **honorary professor of international studies**. The honorary appointment recognizes full, tenured professors for experience in teaching international or comparative courses and for research interests in international topics.

Dr. Li Feng was selected as an **LBJ Institute Faculty Research Fellow**. Fellows are co-sponsored by the LBJ Institute for STEM Education and Research and the College of Science and Engineering (COSE). Fellows are appointed to two-year terms and participate in meetings, seek external funding opportunities, engage with visiting researchers and speakers and present at an annual scholar seminar or internal conference for COSE.

McCoy College faculty were appointed for three-year terms as endowed professors beginning in spring 2019. **Dr. Vishag Badrinarayanan** was named the **Steven R. "Steve" Gregg, Sr. Excellence Professor**; **Dr. Nate Cannon** was named the **Scott Emerson Professor in Business Administration**; **Dr. Yao-Yu Chih** was named the **Brandon Dee Roberts Excellence Professor**; **Dr. Francis Mendez** was named the **Dean Paul R. Gowens Excellence Professor in Business Administration**; and **Dr. Ivilina Popova** was named the **Tom and Jo Roddy Professor in Finance**.



DR. PAUL R. GOWENS 1980 – 2018

Dr. Paul R. Gowens, economics professor and former dean of the College of Business Administration, retired from Texas State in spring 2018 after 38 years of service.

Gowens earned his baccalaureate and master's degrees from Baylor University and his Ph.D. from the University of Mississippi. He came to Texas State as an economics professor, becoming chair of the Department of Finance and Economics in 1980 and dean of the College of Business in 1984. During his tenure the College of Business underwent review and in 1997 earned accreditation by AACSB International – the Association to Advance Collegiate Schools of Business.

In recognition of his love of sports and a coaching background, Texas State chose Gowens to become the university's first National Collegiate Athletic Association Faculty Representative in 1999. He served in that capacity until his retirement.

In honor of Gowen's many contributions to the business college, friends and colleagues established the Paul R. Gowens Scholarship in 2000. It was fully endowed in 2007 and is awarded to undergraduate students in economics or finance that demonstrate service and high academic achievement.

Shortly before Gowens retired in spring 2018, Texas State furthered honored him for his service to the athletics programs by naming an athletic facility near Bobcat Stadium the Paul and Pat Gowens Family Pavilion.

Business Leadership Week 2018 focused on Integrity in Business: Assessing and Cultivating Ethical Culture. Approximately 2,822 students attended events during the week and engaged with faculty and the local community including 31 business professionals. Events included:

ACCOUNTING CLUB INDUSTRY PANEL

Sarah Barbatto, supervisor – income tax, Energy Transfer Partners

Sue Clark, controller, Horizon Structural Systems, Inc.

Dusty Whitaker, Sr., capital asset accountant, Summit Hotel Properties

Robert Zearfoss, CFO and executive vice president, Randolph Brooks Federal Credit Union

ALUMNI PANEL

Travis Siebeneicher, sales analyst, Dubois Bryant & Campbell

Christine Tusa, management analyst, Crimson Hexagon

Anton Tsanev, investment quantitative analyst, USAA

Elizabeth Ulam, ExxonMobil

Jennifer Wiklandour, produce business development manager, H-E-B

DISTINGUISHED LECTURE

Billy Petty, certified fraud examiner, Heyman & Associates, PLLC

EXECUTIVE LEADERSHIP PANEL

Bill Day, vice president and corporate communication manager, Frost Bank, San Antonio

Daniel Guerrero, former mayor, City of San Marcos, Director for Special Programs, Virtual Trade Mission Foundation

Brian McCoy, president and CEO of McCoy's Building Supply

KEYNOTE LECTURE

Liz Forkin Bohannon, co-founder and CEO of Sseko Designs

STUDIES IN ENTREPRENEURSHIP

Alan Graham, founding member and CEO, Mobile Loaves & Fishes and Meagan McCoy Jones, president and COO, McCoy's Building Supply

GUEST SPEAKERS

Blair Allen, customer insights manager, Waste Management

Mehron Azarmehr, immigration attorney, Azarmehr Law Group

Justin Davis, sales professional

Kama Davis, attorney

Charles Dicks, co-founder, Bliss Transit

Nicole Fisher, producer, CopperTop.info

Shannon Fitzpatrick, attorney for students, Texas State

Gay Gaddis, author and CEO, T3

Will Hale, attorney

Bruce Howard, career advisor, Texas State

Pam Huewitt, chief human resources officer, Houston Area Women's Center

Vince Lopes, professor of environmental studies, Texas State

Mike McGaugh, COO, BMC Stock Holdings

Jeff Rose, chief justice, 3rd Court of Appeals, Texas

The McCoy College of Business Administration fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The college complements these efforts with research that adds to knowledge, provides solutions to business challenges and contributes to pedagogical advances.

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This information is available in alternate format upon request from the Office of Disability Services.

Texas State is a tobacco-free campus. 18-450 3-19

TOTAL NUMBER OF BUSINESS MAJORS 4,801

TOTAL NUMBER OF BUSINESS MINORS 2,798

TOTAL NUMBER OF FACULTY 188

UNDERGRADUATE STUDENTS

Accounting	811
Computer Information Systems	272
Finance and Economics	1,000
Management	1,346
Marketing	1,072

GRADUATE STUDENTS

MAcy	52
MBA	212
MSAIT	18
MSHRM	18

ALUMNI | 2013-2018

Undergraduate	5,810
Graduate	805

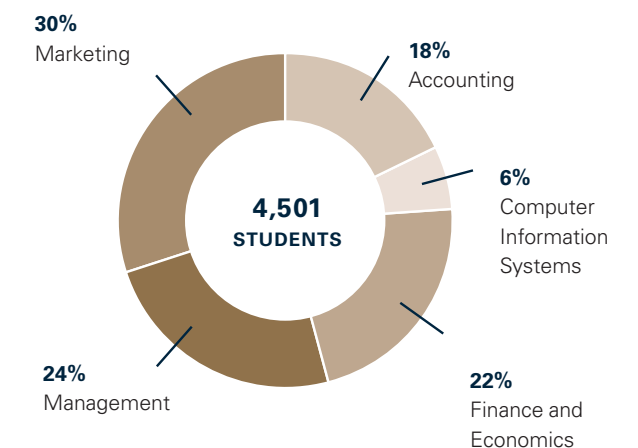
MAcy
Master of Accountancy

MBA
Master of Business Administration

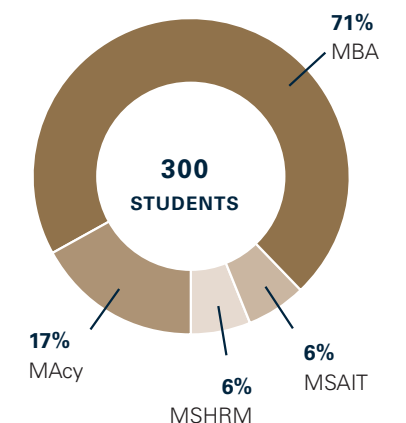
MSAIT
Master of Science in Accounting and Information Technology

MSHRM
Master of Science in Human Resource Management

UNDERGRADUATE MAJORS



GRADUATE MAJORS



BLW speaker Pam Huewitt



All McCoy College degree programs are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. The Accounting degree programs also hold separate accreditation by AACSB.

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