

College of Business

Location: McDowell Business Administration Building Room 215, 903.886.5191, Fax 903.886.5650

Acting Dean: Dr. Ricky Dobbs

College of Business Web Site (<https://new.tamuc.edu/business/>)

Business as a field of study is very broad and practical - everything has a "business" side to it! Whether your passion is social media, basketball, or starting your own company, every industry needs accountants, marketers, managers, financial analysts, and data analytics professionals. In other words, business majors!

The AACSB-accredited programs offered by the College of Business (COB) are designed to produce career-ready professionals who add value to the global business environment. Graduates may be employed in financial services, manufacturing, sales, advertising and market research, accounting, information technology, and general management as well as in a wide range of educational, municipal, state and federal government agencies. Others capitalize on their business education and skills and pursue entrepreneurship.

The COB curricula are designed to teach essential business tools and techniques and, more importantly, they focus on helping develop life-long skills such as flexibility, resilience, opportunity recognition, global awareness and the importance of creating both social and economic value for the betterment of our community and the world.. Specifically, the various programs have been developed to provide:

1. essential business tools and techniques;
2. an understanding of the global, social, ethical, regulatory, global, political, and cultural environments;
3. an understanding of the major functional areas of business and industry;
4. an opportunity for specialized study; and
5. preparation for advanced graduate study.

Students receiving a Bachelor in Business Administration (BBA) or a Bachelor of Science (BS) degree in Business Administration degree will demonstrate competencies in financial and managerial accounting, the business environment and strategy, finance, behavior and organizational issues, marketing, business analytics, quantitative analysis, and production/operations management and economics.

Business majors learn how to research information using quantitative skills, develop creative solutions to real-world business problems, and successfully implement solutions by collaborating as members of diverse teams. Moreover, because both organizational and individual success requires the mastery of well-developed soft skills alongside the traditional business knowledge imparted by our curriculum, these are emphasized as well.

Mission

Inspire transformational learning. Create applied knowledge. Forge impactful connections.

Vision

Transform Minds – Transform Business – Transform Lives

Values

In support of our mission, we value:

- conducting ourselves with the highest level of integrity and mutual respect
- embracing diversity in all its aspects
- fostering stakeholder engagement
- striving toward innovation and continuous improvement
- conducting ourselves in a socially responsible and transparent manner

Degree Programs

Bachelor of Business Administration (BBA) Degree

The following majors are offered: Accounting, Finance, General Business, Management, Business Analytics, Marketing Supply Chain Management, and Banking.

Bachelor of Science (BS) Degree

Business Administration. Major in business administration, including a minor in Interdisciplinary Studies. Applied Economics

Graduate Degrees: Master of Business Administration; Master of Science in Finance; Master of Science in Management; Master of Science in Marketing and Marketing Analytics; Master of Science in Business Analytics; Master of Science in Accounting; Master of Science in Supply Chain

Management; Master of Science in Healthcare Leadership; and Master of Science in Forensic Auditing Analytics. Requirements for the graduate degrees are outlined in the *Graduate Catalog*.

Please note: Courses used as part of the business core cannot be used in other business major or minor sections.

Business Core Courses

A. Required Courses Suggested to be Completed before Junior Year

ACCT 2301	Principles of Acct I	3
ACCT 2302	Principles of Accounting II	3
ECO 2301	Prin Macro Economics *	3
ECO 2302	Principles of Micro Economics *	3
BUSA 1305	Business Computing Systems	3
MATH 1324 or MATH 1314	Math for Business Applications I *	
MATH 1325	Mathematics for Business Applications II	3

B. 300 Level-24 semester hours required

ECO 302	Business and Economic Statistics	3
MGT 301	Legal Environment of Business	3
COB 303	Business Communications	3
FIN 304	Introduction to Business Finance	3
MGT 305	Principles of Management	3
MKT 306	Marketing	3
MGT 307	Operations Management	3
BUSA 326	Data & Information Management	3

C. 400 Level- 3 semester hours required and Senior Standing Required

MGT 439	Business Strategy	3
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D. Choose one of the following courses:

ECO 309 or MKT 471	Economic Forecasting Marketing Analytics	3
FIN 420	Entrepreneurial Finance & Venture Capital	
ACCT 421	Advanced Accounting	
ACCT 430	Business Ethics for Accountants	
ACCT 431	Internship	
ACCT 435	International Accounting	
MGT 390	Project Management	

Total Hours **48**

* This course can be used to satisfy the Core Curriculum Requirement

Requirements for a Minor in a Business Discipline

Students may elect to complete a minor in a business discipline in the College of Business. The business discipline minors offered by the CBE include either

1. a broad-field minor in general business, including courses from several departments within the college; or
2. minors in specialized areas such as accounting, entrepreneurship, finance, general business, corporate management, marketing, business analytics, international business or international studies, economics, or personal financial planning.

Most business minors require the completion of ACCT 2301 Principles of Acct I, ECO 2301 Prin Macro Economics or ECO 2302 Principles of Micro Economics, and a minimum of four advanced courses as approved by the appropriate department head in the College of Business. Marketing or Management minors must complete six courses approved by the department head.

Center for Excellence (CFE)

East Texas A&M University at Dallas, Room 2068; 903-468-6058; Fax, 903-886-5650

Mission

The Center for Excellence (CFE) serves to enhance and strengthen North Texas business and industry in the global marketplace via customized professional consulting, seminars, and workshops with programs in leadership, management development, team building, process and productivity improvement, business and industry development, communication skills, innovation, knowledge management, safety and quality improvement.

COB Career Services

Shernay Wormley, Senior Career Services Coordinator, Career Services

McDowell Business Administration Bldg., Room 348; 903-468-6046; Fax: 903-886-5650

COB Career Services provides comprehensive one-stop career resources to COB students and alumni at different points of students' career development. From career assessment and planning, career counseling, interview skill preparation, resume creation and review, and internship and job placement assistance.

Banking Operations (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/banking-operations/>)

COB 1301 - Introduction to Business

Hours: 3

This course provides an understanding of business strategies and how they impact the global economy and wellness of populations. It encompasses various aspects of business, management, and leadership functions, including organizational considerations and decision-making processes relating to people at work. It provides students a survey of economic systems, forms of business ownership, and considerations for running a business. Included are discussions of business challenges, ethics, social responsibility, diversity, and environmental considerations. Emphasized is the dynamic role of business in everyday life.

COB 101 - Dist in Prof Dev Org

Hours: 0

COB 102 - Foundations of Personal Money Management

Hours: 3

The 3 credit hour course is designed to give students the opportunity to learn about the basics of personal financial management. Students will be introduced to topics pertaining to budgeting, financial statements, credit and debt management, investing, compound interest, and retirement planning. This course provides a student with the knowledge to make better financial decisions, set and achieve financial goals, and to become a better-informed buyer in the consumer-driven economy.

COB 108 - The Aurora Initiative

Hours: 3

The Aurora Initiative is designed to help guide students execute projects that generate social and/or economic value. Using the Lean Launchpad methodology, students refine their project ideas by actively researching, interviewing sources, networking, and finding resources. This experience concludes with students pitching their value-creating projects to potential donors with the intention of obtaining financing to advance their projects to a pre-launch stage. This process helps students develop empirical and quantitative skills, critical thinking skills, and communications skills. The syllabus/schedule is subject to change. No prerequisites are required for this course

COB 320 - AI for Business

Hours: 3

In the rapidly evolving business environment, leveraging the latest technological advancements is essential for gaining a competitive edge. Throughout this course, students will explore and understand the transformative technologies that are redefining industries and creating new business opportunities. Through a combination of theoretical insights and practical applications, students will investigate how emerging technologies can influence business strategies, optimize operations, enhance customer experiences, and drive innovations for sustainable growth and competitive advantage.

COB 330 - Basic Concepts of Real Estate License

Hours: 3

This course is an introduction to the concepts, principles, problems and applications of real estate. We will emphasize all functional areas and institutions of real estate principles and practices with real world applications.

COB 341 - Bank Operations

Hours: 3

This course is designed to teach students about topics such as retail and corporate banking operations, client services, technical operations, risk analysis and mitigation, investment banking operations and trade support, loans and customer support activities. Principles of Internal Audit as outlined by the Basel Committee on Banking Supervision are discussed along with developing effective internal control systems and efficient operational structures in banking environments.

COB 342 - Community Bank Compliance & Regulations

Hours: 3

This course will cover the various federal acts and banking regulations that govern community banking operations. This course will also give community bankers the knowledge and skills required in regulatory compliance, which will consist of four critical learning areas: Lending Compliance, Deposit Compliance, Operations Compliance, and the Bank Secretary Act. Topics covered will include but are not limited to: Anti-Money Laundering, UBPR – Call Reports, bank examinations, Community Reinvestment Act, Know Your Customer, fraud prevention and detection, compliance programs, anti-discrimination, and other related topics.

COB 397 - Special Topics

Hours: 1-3

Organized class. May be repeated when topics vary.

COB 441 - Community Bank Credit and Loan Management

Hours: 3

This course introduces students to credit risk and loan management in community banking institutions. This course will enable the students to understand what credit risk is, how to evaluate loan applications, how to perform financial statement analysis for credit evaluation and how to measure credit risk. The course also lays a foundation for additional credit risk management topics like collateral evaluation and loan management and various types of loans (commercial real estate, agricultural, high net worth, asset-based lending, mortgage, personal, etc.). This course in credit and loan management also introduces students to credit governance and problem loans.

COB 442 - Community Bank Products and Supplier Management

Hours: 3

This course will provide an overview of major products and services offered by community banks to consumers and small businesses as well as discuss risk vendor management. This course is designed to provide knowledge on computer systems used in banking, retail banking products, and the various technologies offered to consumers and small businesses (i.e. mobile banking, online banking, loan underwriting, online loan applications and other fintech). It will also discuss the types of suppliers that service community banks, supplier selection and management, and the importance of supplier risk management practices.

COB 497 - Special Topics

Hours: 1-3

Organized class. May be repeated when topics vary.