

COX SCHOOL OF BUSINESS

Drawing from the vast resources of Dallas and the Southwest, Cox School of Business has achieved national and international recognition for its undergraduate and graduate programs. Established in 1920 as the Department of Commerce at SMU and named in 1978 for Edwin L. Cox, Sr., the Cox School is committed to excellence in business education, as well as the professional and personal development of its students. The Cox School's degree and nondegree programs provide innovative instruction in entrepreneurship, management, accounting, finance, marketing and other areas of specialized need.

CENTENNIAL DECADE PRIORITIES

STUDENT QUALITY

INCREASE SCHOLARSHIPS TO RECRUIT AND RETAIN THE MOST PROMISING SCHOLARS

- Endow the BBA Scholars Program to attract high-achieving students who enrich the overall Cox educational experience
- Endow a significant number of additional MBA scholarships
- Gain additional BBA and MBA scholarships that are funded annually

FACULTY AND ACADEMIC EXCELLENCE

ATTRACT OUTSTANDING TEACHERS AND RESEARCHERS AND ENHANCE ACADEMIC PROGRAMS, FACILITIES AND RESOURCES

- Endow faculty positions in core academic areas and recruit and retain outstanding faculty scholars through the provision of faculty fellowships; supplemental research grants; international opportunities for collaborative research and new coursework development
- Strengthen academic programs through departmental endowments
- Increase support for international study and partnerships with universities across the globe
- Establish new centers and institutes in specialized areas of study, including alternative asset management, global business, behavioral decision-making, private enterprise and economic growth and development
- Endow the Global Leadership Program
- Renovate and enhance the Business Information Center and endow the business library resources

CAMPUS EXPERIENCE

IMPROVE AND EXPAND STUDENT SERVICES AND PROGRAMS

- Create additional leadership development opportunities that take advantage of the resources of Dallas
- Increase funding for speaker series programs offered to students

COX SCHOOL OF BUSINESS AT A GLANCE

The Cox School offers a full range of undergraduate and graduate degree programs, as well as innovative executive education programs encompassing all aspects of business, leadership and global literacy.

The Cox School's seven academic departments are:

- Accounting
- Finance
- Information Technology and Operations Management
- Management and Organizational Behavior
- Marketing
- Real Estate and Insurance
- Strategy and Entrepreneurship

CURRENT DEGREE OFFERINGS

- Bachelor of Business Administration degree
- Master of Business Administration degree
 - Full-time MBA program
 - Executive MBA program
 - Professional MBA degree
- Two interdisciplinary programs
 - Juris Doctor/MBA
 - Master of Arts Administration/MBA
- Master of Science degrees in entrepreneurship, management and accounting

CENTERS AND INSTITUTES

- The Edwin L. Cox Business Leadership Institute and the Edwin L. Cox Business Leadership Center help BBA and MBA students develop leadership skills fundamental to advancing their careers in business
- The Center for Marketing Management Studies serves students, faculty and practitioners with a common interest in applied marketing management research and education
- The Caruth Institute for Entrepreneurship offers a variety of courses that help students learn what it takes to build and run a successful business
- The Center for Research in Real Estate and Land Use Economics is a research entity that focuses on important issues in the real estate industry
- The Maguire Energy Institute is a leading resource for energy industry information and research and facilitates the exchange of information among students, businesses, media and government
- The JCPenney Center for Retail Excellence promotes, develops and integrates retail education and practice
- The KPMG Institute for Corporate Governance prepares students to understand the importance of integrity and ethics in the business community
- The William J. O'Neil Center for Global Markets and Freedom examines the benefits of a market driven economy by studying the impact of competitive market forces on freedom and prosperity in the global economy
- The EnCap Investments and LCM Group Alternative Asset Management Center supports BBA and MBA academic instruction and enrichment programs focusing on financial markets of nontraditional asset classes

With awareness that today's executives often require hands-on experience, Cox provides mentoring programs and a variety of internships throughout the vibrant Dallas business community. The Cox School also fosters educational opportunities abroad through the Global Leadership Program and the Office of MBA Global Programs, as well as a number of international partnerships with leading business schools outside of the U.S.

JOIN US

Be a part of defining the next 100 years of unbridled achievement at SMU. To get involved in The Second Century Campaign, call 214-768-3074 or e-mail coxgiving@smu.edu.