



Undergraduate
Viewbook

Built on Rawls.



TEXAS TECH UNIVERSITY
Rawls College of Business™

Athletics	www.texastech.com	806.742.3355
Center for Campus Life	www.campuslife.ttu.edu	806.742.5433
Division of Diversity, Equity & Inclusion	www.diversity.ttu.edu	806.742.7025
Financial Aid	www.financialaid.ttu.edu	806.742.3681
Honors College	www.honors.ttu.edu	806.742.1828
Hospitality Services	www.hospitality.ttu.edu	806.742.1360
Military & Veterans Programs	www.mvp.ttu.edu	806.742.6877
Office of the Registrar	www.depts.ttu.edu/registrar	806.742.3661
Recreational Sports	www.recsports.ttu.edu	806.742.3351
Red Raider Orientation	www.redraiderorientation.ttu.edu	806.742.2993
Scholarships	www.scholarships.ttu.edu	806.742.3144
Student Business Services	www.sbs.ttu.edu	806.742.3272
Student Disability Services	www.depts.ttu.edu/sds	806.742.2405
Transfer Evaluation Office	www.depts.ttu.edu/registrar/teo	806.742.1360
Undergraduate Admissions	www.gototexastech.com	806.742.1480
University Student Housing	www.housing.ttu.edu	806.742.2661
University General Info	www.ttu.edu	806.742.2011



Dear prospective student,

I am pleased you are considering an undergraduate degree from the Jerry S. Rawls College of Business at Texas Tech University.

With state-of-the-art facilities, an unmatched academic experience, world-class faculty and a robust alumni network, Rawls College can empower you to reach your full potential both professionally and personally. As a Rawls College student, you will be inspired by peers, staff and faculty who are committed to changing the world through research, innovation, and determination.

As an AACSB (Association to Advance Collegiate Schools of Business) accredited school, we are among the best business schools in the world. This designation helps us stand apart from other schools as fewer than 5% of business programs around the globe are accredited.

Designed to complement our challenging curriculum, we host leadership seminars, prominent guest speakers, career preparation workshops and more. Through these extensive, high-impact learning, professional development and research opportunities, you will gain real-world experience.

We offer personalized guidance and support to every student looking to maximize their college education. Business students receive individualized academic advising services through the Rawls Undergraduate Services Center, conveniently located in our building, and one-on-one career coaching through the Rawls Career Management Center.

With job placement rates consistently above the national average, companies actively recruit our students because they have the skill set and work ethic needed to succeed in the workplace. Our alumni work at prestigious organizations across the United States and the world, including Amazon, Chevron, Dell Technologies, Deloitte, EY, KPMG, Lockheed Martin, PwC, Samsung, and Southwest Airlines, to name a few. Our alumni are generous with their time and have helped us develop a strong global network, a resource for current students to build professional connections and explore career opportunities.

I invite you to visit our campus and learn more about how our academic programs can help you build a successful future.

I look forward to seeing you soon,

Margaret L. Williams, Ph.D.
Dean
Professor of Management

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Lubbock, TX 79409-2101
rawls.recruitment@ttu.edu
806.742.3171

SUCCESS

56,000+

Alumni Worldwide

Founded in 1942

2nd largest college on campus

Approximately 4,800 undergraduate students

7 world-class centers and institutes

Students from 42 states and 39 countries



19%

of Rawls College students study abroad
(national average is less than 1%)

92.6%

of undergraduate students were employed
or continuing their education within six
months of graduation

May 2021

1,150

Undergraduate degrees awarded in 2021

25+

Business-related student organizations

11,000+

Jobs and internships posted in handshake annually

Over \$2 million in scholarships awarded in
the 2021-2022 academic year



37%

Minority Students (American Indian/Alaskan
Native, Asian, Black/African American, Hispanic,
Native Hawaiian/Pacific Islander, Non-Resident
International, Multicultural)

22%

First generation in college



MAJORS

& CERTIFICATES

7MAJORS

Accounting 01

Energy Commerce 02

Finance 03

Information Technology 04

Management 05

Marketing 06

Supply Chain Management 07

General Business

Designed for students who want to gain a better understanding of business while pursuing another major outside of Rawls College, our general business programs provide a broad overview of business fundamentals.

CERTIFICATES

Accounting

Commercial Banking

Commercial Real Estate

Data Analytics

Energy

Finance

Information Technology

International Business

Leadership

Sales & Customer Relationship
Management

Discover More



Learn more about our majors.

ACCOUNTING

01

Would you consider yourself organized, inquisitive and analytical? **If so, an accounting major may be for you!**

By studying accounting, you will learn how to create, interpret, and analyze financial information, while developing the transformative skills needed to guide individuals and businesses, nonprofits and government organizations toward stronger financial futures. Our accounting degree provides a solid educational foundation for entry into a wide range of accounting careers and prepares you to pursue graduate or advanced professional education.

Concentrations:

- Audit
- Tax

Accelerated BBA to MSA

Our Accelerated Bachelor’s-to-Master’s in Accounting program allows you to earn both undergraduate and graduate degrees in a cost-effective and timely manner. While working toward your Master of Science in Accounting, you can count approved graduate coursework toward your undergraduate degree, allowing you to graduate with both degrees in as little as five years.

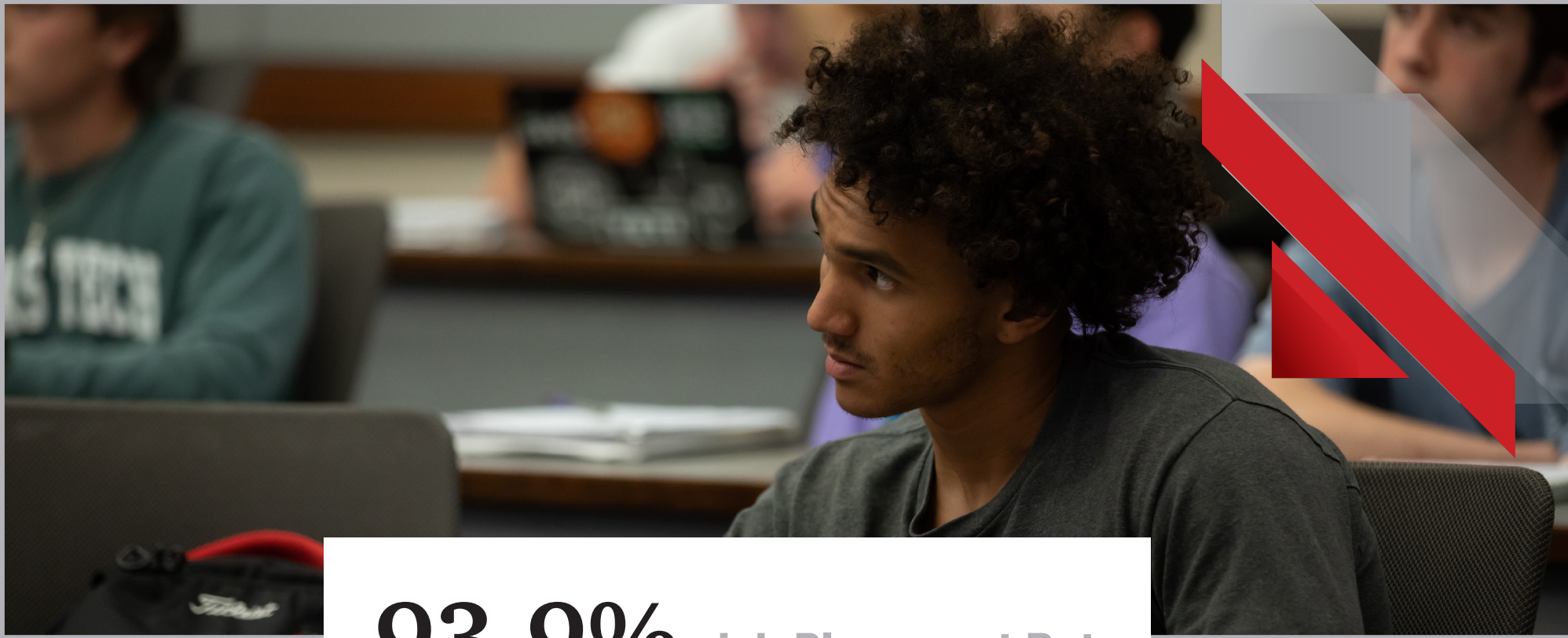
Meet the Firms

Each spring, we host Meet the Firms, an on-site recruiting event attended by the top public accounting firms in the country. Third-year accounting students have the opportunity to interview for internships for the spring or summer semester following their (senior) year, potentially turning into a full-time offer.

Careers

Students who graduate with a degree in accounting are prepared to go directly into the workforce or to enter a graduate program. Among the most popular career opportunities are:

Corporate Accounting	Public Accounting	Additional Areas
/ Financial Analysis	/ Audit	/ Governmental Accounting
/ Internal Audit	/ Tax	/ Non-profit Accounting
/ Treasury	/ Consulting	/ Graduate School
/ Staff Accounting	/ Transaction Tax	



93.9% Job Placement Rate
(May 2021)

Student Organizations

Accounting Leadership Council

ENERGY 02 COMMERCE

Are you intrigued by the oil and gas industry? Would you like to play a part in pioneering solutions to global energy challenges? **If so, an energy commerce major may be for you.**

While primarily focusing on the upstream, midstream and downstream sectors of oil and gas, our energy commerce program will provide you with unparalleled exposure to the business of energy. Through hands-on active learning techniques supplemented by industry knowledge, you will gain the skills required to make a valuable impact in the oil and gas industry.

Concentrations:

Energy Transaction Analysis (ETA)

Petroleum Land Management (PLM)

Meet the Industry

Meet the Industry is the recruiting process designed for energy commerce students pursuing careers in the energy industry. Co-hosted each fall with the Center for Energy Commerce, it connects students to energy companies in an effort to secure internships and full-time opportunities after graduation.



Careers

Upstream

- / Negotiator/Landman
- / Division Order Analyst
- / Government/Regulatory
- / Business Development

Midstream

- / Commercial/Trading Analyst
- / Business Development/Project Analyst
- / Scheduler/Marketer
- / Credit/Contract Analyst
- / Distribution Analyst
- / Procurement Analyst
- / Planning Analyst
- / Regulatory Analyst

100% Job Placement Rate

(May 2021)

Student Organizations

Energy Commerce Association

FINANCE

03

Have you ever wondered how money moves between companies, markets and people? Do you enjoy solving problems with creative, numbers-driven approaches? **If so, a finance major might be for you!**

Our finance program teaches you how to evaluate and control risk, think critically about current market trends, and analyze data to make informed business decisions. By focusing on real-world cases and applied problems, our finance graduates are prepared to become innovative leaders in banking, investments, real estate, consulting or corporate finance.



Excellence in Banking

The Excellence in Banking program is designed to prepare undergraduate finance majors for careers in commercial banking. By taking four courses related to the commercial banking industry, you will receive a certificate in commercial banking as well as your bachelor’s degree in finance upon graduation. As an Excellence in Banking student, you will qualify for special scholarship opportunities and receive top priority for paid internship positions with banks across the state of Texas.



Accelerated BBA to MS in Finance

The Accelerated BBA to MS in Finance program allows you to earn both undergraduate and graduate degrees in a cost-effective and timely manner. While working toward your Master of Science in Finance, you can count up to nine credit hours of approved graduate coursework toward your undergraduate degree, allowing you to graduate with both degrees in as little as five years.



Careers

Commercial Banking

- / Lending
- / Business Development
- / Investment Management
- / Risk Management
- / Regulatory Compliance
- / Regulatory Enforcement

Corporate Finance

- / Project Analysis
- / Financing & Capital Raising
- / Treasury Management
- / Managerial Accounting
- / Executive Management

Investment Banking & Management

- / Mergers & Acquisitions
- / Equity and Debt Issuance
- / Portfolio Management
- / Business Valuation
- / Investment Advisement
- / Research Analysis

Real Estate

- / Residential Brokerage
- / Commercial Brokerage
- / Appraisals
- / Property Management
- / Real Estate Portfolio Management

Student Managed Investment Fund

The Student Managed Investment Fund (SMIF), a security valuation and portfolio management practicum course, offers you the opportunity to manage an equity portfolio with a market value of approximately \$2.8 million.

92.2% Job Placement Rate
(May 2021)

Student Organizations

Business Valuation Club

Finance Association

Rawls Banking Association

Real Estate Organization



04 INFORMATION TECHNOLOGY

Are you business-minded with an interest in how new technologies impact the future of organizations? Do you enjoy using computers to solve challenging problems? **If so, an information technology major might be for you.**

From systems analysis and design to networking and database management, we provide you with the tools needed to be at the intersection between business and technology. With a degree in Information Technology, you will learn how to leverage data to design, build and maintain computer applications to solve business problems.

Careers

Data Operations

- / Data Wrangling
- / ETL Process
- / SQL Development
- / Data Modeling

Analysis

- / Data Analysis
- / Business Analytics
- / Data Visualization
- / Simulation

System Design

- / System Development
- / System Analysis
- / System Integration
- / Database Administration

Development

- / Software Development
- / Software Consulting
- / Mobile App Design
- / Software Security

92.9% Job Placement Rate
(May 2021)

Student Organizations

Association of Information Technology Professionals

Tracks:

Data Analytics
Systems

MANAGEMENT

05

Are you interested in leadership, problem solving and communication? Would you describe yourself as a good listener, patient and ambitious? **If so, a management major might be for you.**

With a degree in management, you'll learn how to lead others in dynamic, constantly changing work environments. Our management majors sharpen their communication skills, decision-making abilities, conflict resolution expertise, and develop the ability to lead at Fortune 500 companies, small businesses, or set off on their own entrepreneurial venture.

Concentrations:

Human Resource Management

Students pursuing a concentration in human resource management will be eligible to sit for the SHRM certification exam.

Strategic Entrepreneurship and Innovation

Careers

- | | | |
|-----------------------------------|------------------------------------|--------------------------------|
| / Business Start-ups | / Leadership Development | / Retail Management |
| / Compensation and Benefits | / Organizational Change and Design | / Store Management |
| / Consulting and Advising | / Policy Design and Analysis | / Strategy and Planning |
| / Customer and Employee Relations | / Public Administration | / Technology Commercialization |
| / Family Business Management | / Purchasing and Buying | / Training and Development |
| / Healthcare Administration | / Recruiting/Staffing | |



90% Job Placement Rate
(May 2021)

Student Organizations

Sigma Iota Epsilon
Texas Tech Society for Human Resource Management

MARKETING

Are you an outside-of-the-box thinker? Does creating and selling products to an audience of your choice sound fun? **If so, a marketing major may be for you!**

Our marketing majors learn how consumer behavior impacts marketing decisions, how cultural factors shape ad campaigns, and how data can be leveraged to create successful marketing campaigns. Our marketing program will help you deliver valuable experiences to customers by understanding how to effectively design, price and promote products.

Careers

Sales

- / Industrial Sales
- / Consumer Product Sales
- / Event Marketing
- / Services Marketing

Promotions

- / Market Promotions
- / Public Relations
- / Advertising
- / Digital Marketing
- / International Marketing

Market Research

- / Industry Research
- / Advertising Research
- / New Product Testing
- / Pricing and Packaging Research



91.8% Job Placement Rate
(May 2021)

Student Organizations

Tech Marketing Association
Tech Society for Sales

07 SUPPLY CHAIN MANAGEMENT

Does the idea of streamlining processes, increasing efficiency and improving productivity excite you? Are you a nimble thinker who is solutions-oriented when faced with a problem? If so, a supply chain management major may be for you!

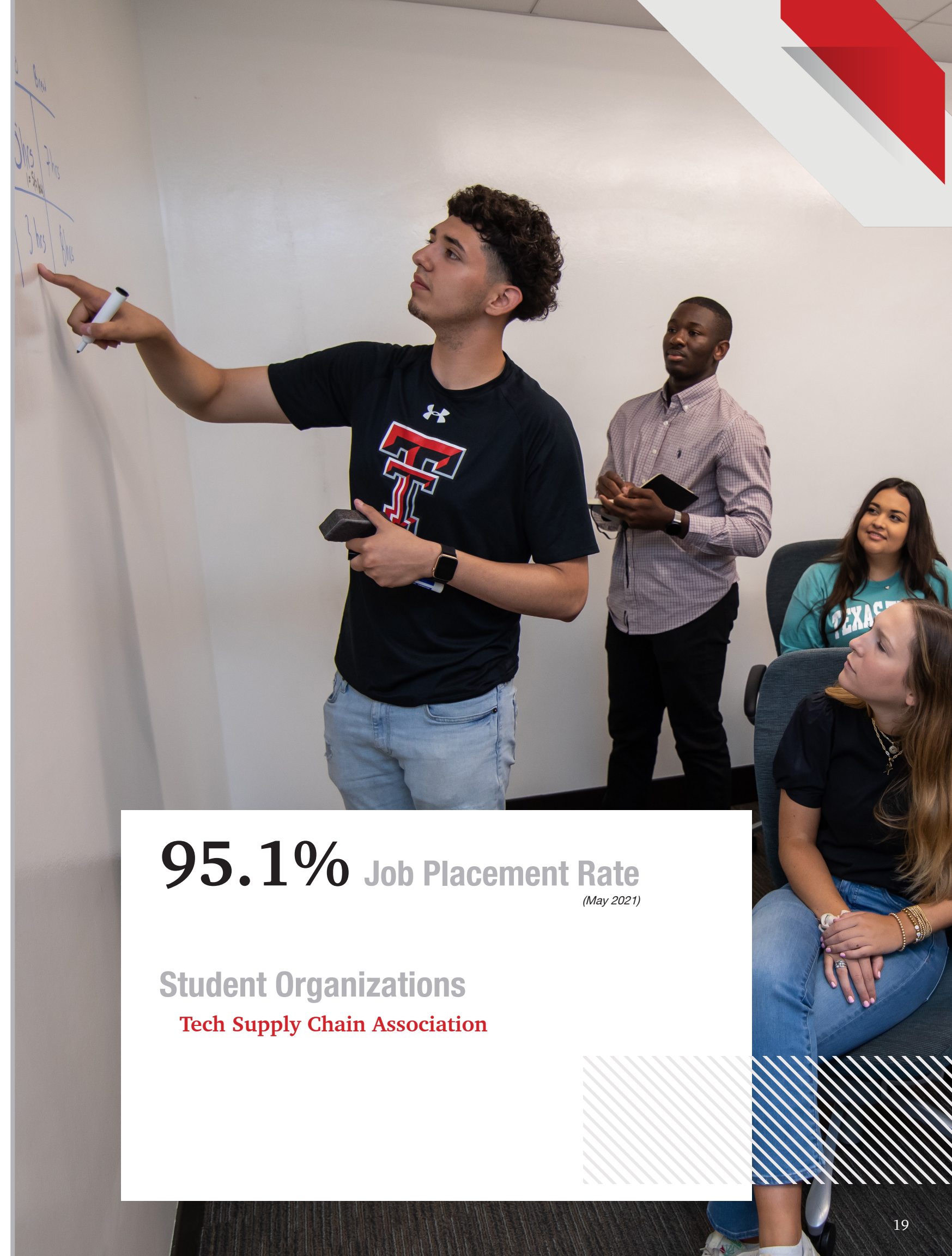
Supply chain management majors obtain the knowledge and skills needed to plan and forecast purchasing, product assembly, moving, storing, and keeping track of a product as it flows toward consumers. With a degree in supply chain management, you will influence consumer access to goods, while impacting a business's performance and profitability.

Tech Supply Chain Association Breakfast

Before each semester's in-person career fair, supply chain management students are invited to meet and network with recruiters from across the country. Set up as a round table discussion during breakfast, employer partners can network with students, talk about their company, and promote internship and job opportunities.

Careers

/ Logistics	/ Purchasing	/ Transport/Distribution/Supply Chain Planning
/ Sourcing	/ Forecasting	/ Inventory Management/Warehousing



95.1% Job Placement Rate
(May 2021)

Student Organizations
Tech Supply Chain Association

ADMISSION REQUIREMENTS

First-time, first-year students wishing to major in any business discipline must meet the assured admission criteria. Students may declare a major upon completion of the lower division business core with grades of “C” or higher and a minimum university GPA of 2.75.

If a student applies without a test score, their application will be holistically reviewed by a committee to determine admission to the college of business.

Students who do not initially qualify for admission to the college of business will be placed in the Explore Business and Industry track. To transfer to the business college, students must have a minimum university GPA of 2.75, 15 credit hours, and a “C” or higher in MATH 1331.

Assured Admission Requirements

Class Rank	ACT Score	SAT Score
Top 10%	No Minimum Requirement	
First Quarter <i>(Excluding top 10%)</i>	24	1180
Second Quarter	26	1240
Third Quarter	27	1280
Fourth Quarter	Application Review	

Students transferring from any institution must have at least 15 transferable hours, a minimum 2.75 transfer GPA, and completion of MATH 1331 (TCCNS MATH 1325) or MATH 1451 (TCCNS 2413), with a grade of “C” or higher. Transfer GPA includes all transfer coursework completed prior to attending Texas Tech University.

PERSONALIZED SUPPORT

CAREER MANAGEMENT CENTER

The Rawls Career Management Center (CMC) can assist you in landing internships and job offers through individualized career coaching, professional document reviews, interview prep, networking events, a personalized job search system and more. From Fortune 500 companies to entrepreneurial firms, the CMC works with top employers to ensure you have competitive career opportunities in various industries.

Career Fairs

Each semester, the CMC hosts an in-person and virtual career fair to help connect students and alumni with top employers throughout the nation. The largest recruitment events of the semester, career fairs are the prime opportunity for you to network with companies and obtain invitations to interview for internship and job opportunities.

CENTER FOR SALES & CUSTOMER RELATIONSHIP EXCELLENCE

The Center for Sales & Customer Relationship Excellence prepares and develops future sales and customer relationship management leaders through academic programming, research opportunities, and corporate partnerships.

Sales & Customer Relationship Strategy Competition

Compete for over \$30,000 in scholarships through the Sales & Customer Relationship Strategy Competition. Gain hands-on learning experiences, while delivering impactful solutions to strategic challenges for sponsoring organizations.



CENTER FOR GLOBAL ENGAGEMENT

With study abroad options in more than 33 countries, the Center for Global Engagement can help you identify an international experience that best fits your major, timeline, budget and goals.

GEORGIE G. SNYDER CENTER FOR BUSINESS COMMUNICATION

A one-stop shop for all things communication, the Snyder Center for Business Communication provides you with feedback on papers, tips on making an ordinary presentation extraordinary and assists with any other business-related communication needs.

RAWLS TECHNOLOGY SERVICES

Rawls Technology Services is responsible for all technology within the business building and provides individual support to students needing assistance with kiosk printing, WiFi issues, Parallel connections, classroom/conference room technology, Mediasite support, and digital signage requests.

UNDERGRADUATE SERVICES CENTER

The Undergraduate Services Center will support you from orientation to graduation. You will be assigned a major-specific advisor to assist you throughout your undergraduate experience. If you are undecided about what major you would like to pursue, an advisor can help you identify which one might be the best fit.

REAL-WORLD EXPERIENCES

UNDERGRADUATE RESEARCH PROGRAM

As an Undergraduate Research Mentee, you will receive a scholarship and have opportunities to analyze data, present research results, network with students who have similar research interests, and develop relationships with faculty mentors.

SCOVELL BUSINESS LEADERSHIP PROGRAM

The Scovell Business Leadership Program is designed to foster students as leaders. Open to all business majors, SBLP students lead service-learning projects, travel internationally, receive guidance from a professional mentor and qualify for competitive scholarship opportunities.

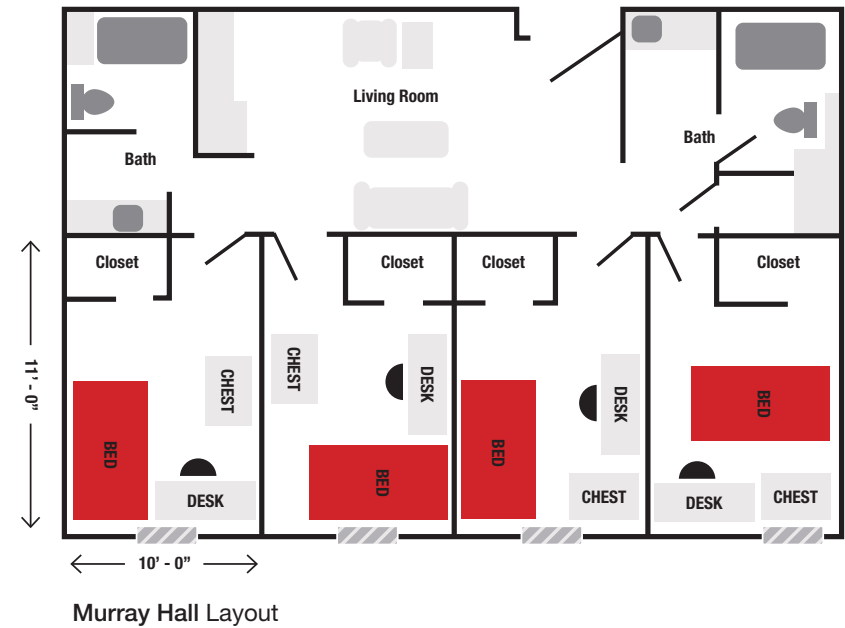


MURRAY HALL

Murray Hall is a coed, suite-style residence hall. Each suite has private bathrooms, a living area, and four bedrooms furnished with a twin bed, desk, and dresser. Features of the hall include limitless laundry, study areas and meeting rooms for residents.

BUSINESS LEARNING COMMUNITY

Conveniently located in Murray Hall, the Business Learning Community provides a unique experience for students to live together in an environment supporting their academic, personal and professional success. Students will connect with professors, enjoy in-hall events, explore career options, and make lasting friendships.



INVOLVEMENT

Joining a student organization is an excellent way to experience personal growth, meet new friends, and give back to the larger university and community through service and outreach.

BUSINESS FRATERNITIES, SERVICE, AND HONORS ORGANIZATIONS

- / Business Fraternities, Service, and Honors Organizations
- / Alpha Kappa Psi Business Fraternity
- / Association of Latino Professionals for America
- / Beta Gamma Sigma
- / Black Business Student Association
- / Business Senators
- / Career Management Center Student Business Council
- / Dean's Student Council
- / Delta Sigma Pi Business Fraternity
- / Multicultural Student Business Association
- / PrideSTEM
- / Rawls Business Ambassadors
- / Rawls Graduate Association
- / Tech Collegiate Entrepreneurs Organization
- / Women in Business



MAJOR-SPECIFIC ORGANIZATIONS

Accounting

- / Accounting Leadership Council

Energy Commerce & Business Economics

- / Energy Commerce Association

Finance

- / Business Valuation Club
- / Finance Association
- / Rawls Banking Association
- / Real Estate Organization

Marketing & Supply Chain Management

- / Tech Marketing Association
- / Tech Society for Sales
- / Tech Supply Chain Association

Management

- / Sigma Iota Epsilon
- / Texas Tech Society for Human Resource Management

Information Technology

- / Association of Information Technology Professionals





BECOME A



RED RAIDER



CONNECT

Schedule a visit

Interested in visiting the Rawls College of Business? Schedule a campus tour and experience why so many students choose to call us home.

www.visit.ttu.edu | 806-742-3171

Apply Online

www.gotoTexasTech.com

Scholarships

www.scholarships.ttu.edu



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Apply Now



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