

UNDERGRADUATE
VIEWBOOK



JERRY S. RAWLS
COLLEGE OF
BUSINESS

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Dear prospective student,

Congratulations! You have made the right choice by 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 alumni who mentor and help students find internships and jobs, Rawls College will help you reach your full potential both professionally and personally. As a Rawls College student, you will be inspired by your fellow students, staff, and faculty who are committed to building the future of business.

You will participate in experiential learning in many of your classes to ensure you graduate with practical experience and business connections. You will have the opportunity to lead student organizations, attend leadership seminars, hear from prominent guest speakers, and much more. You will be able to earn micro-credentials in high-demand skills such as making business presentations and leading teams.

You will be able to maximize your college experience through personalized guidance and support. Rawls College students receive individualized academic advising services through the Rawls Experience Hub and one-on-one career coaching through the Rawls Career Management Center, both of which are conveniently located in our building.

With job placement rates consistently above the national average, you will be actively recruited by top companies. Our alumni work in a range of organizations from small family businesses, not-for-profits, and government organizations to prestigious organizations across the United States and the world, including Amazon, Chevron, Dell Technologies, KPMG, Lockheed Martin, and Southwest Airlines, to name a few. Our alumni are generous with their time and have helped us develop a strong global network. You will be supported by this network as you build professional connections and explore career opportunities.

As you move through the pages in this viewbook, I hope you can envision how your own Rawls College journey will progress from your first day at Texas Tech through a lifelong connection as an engaged graduate. Please plan a visit to our campus to learn more about how our academic programs can help you build a successful future.

I look forward to seeing you soon,

A handwritten signature in black ink that reads "M. Williams". The script is fluid and cursive, with a large, stylized "M" and a long, sweeping tail on the "s".

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

BUILD YOUR RAWLS FOUNDATION

The Roadmap to Success is a snapshot of your time at Rawls College. Throughout this viewbook, you will find more information and stories that give you an even better understanding of how you can get involved, what you can study, and what it means to be “Built on Rawls.”

ROADMAP TO SUCCESS



KNOW THE **RAWLS** BUSINESS CORE

No matter what your academic path looks like, the courses that make up our core curriculum embody our commitment to nurturing critical thinkers who can excel in the intricacies of a dynamic, AI-influenced business world. Built on four pillars of learning, they are a promise to empower our students to lead and build the future of business.

IMPACT EXPERIENCES



IGNITE

First-Year Experience
(Introduced in BA 1301)

Spark your business passion with the roadmap to Rawls Success



INSPIRE

Sales Experience
(Embedded in MCOM 2310)

Develop influence skill in real-world business problems



CONNECT

Mentorship
(Key component of MGT 3370)

Build meaningful relationships and network through mentorship



EXPAND

Global Experience
(Embedded in MKT 3350)

Broaden your horizons in a global marketplace



BUSINESS MINDED

With core courses in finance, accounting, supply chain management, marketing, and management, you will develop a broad understanding of business to help you thrive no matter what major(s) you pursue.



HUMAN CENTRIC

In courses like Applied Workplace Communication, you will develop critical communication skills needed to build strong, human-focused business relationships.



DATA DRIVEN

In courses like Decision Making for Business, you learn to analyze business problems and make critical decisions in a business setting.



TECH SAVVY

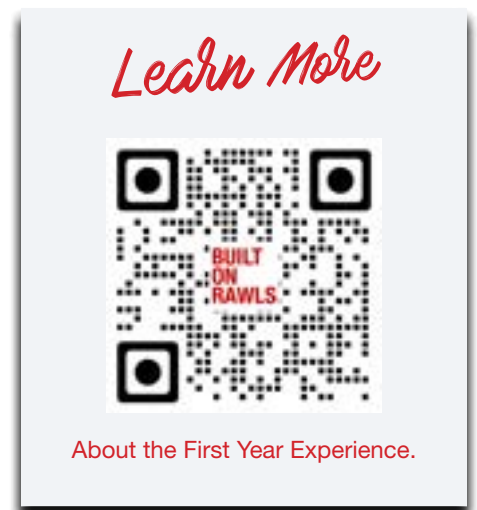
In courses like IT for Business, you will get the tools to use technology to solve business problems and learn how to keep up with the emergent technologies that are disrupting today's business world.

FIRST-YEAR INVOLVEMENT

From the moment you join Rawls College, you will have the opportunity to find ways to connect with your peers and the college itself. We want you to know you've made the most of your entire time here.

First Year Experience

The First Year Experience (FYE) within the Rawls College helps create a stronger connection among students just embarking on their Rawls College journey. As a new business student fulfills the Foundations of Business (BA 1301) requirement, they will gain a broad understanding of how accounting, finance, information technology, management, marketing, and supply chain management work together in business. Additionally, through experiential learning and group projects, students will develop communication, critical thinking, and problem-solving skills. FYE will hold several events specifically for first-year students, including personal finance seminars, a welcome event in the fall, and a networking event in the spring.



Rawls Day

Rawls Day is an annual event planned to celebrate the beginning of the fall semester and the various opportunities and resources available to the Rawls College community. All Rawls College student organizations, support centers, and academic areas gather in the PlainsCapital courtyard to connect with students, pass out giveaways, and have a good time. Students can learn more about the college while enjoying free food.



Student Organization Fair

The Student Organization Fair is held during the spring and is an opportunity for organizations to begin their spring recruitment efforts. This is also a great chance for students to explore various student organizations and get involved on campus.

EXPLORE

RAWLS MAJORS



Accounting

Energy Commerce

Finance

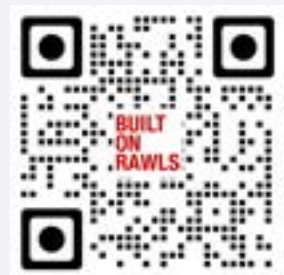
Information Technology

Management

Marketing

Supply Chain Management

Discover More



About our majors, concentrations,
and degree programs.

ACCOUNTING

PUT YOUR ORGANIZED, INQUISITIVE, AND ANALYTICAL MIND TO USE.

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.



98.4%
JOB PLACEMENT RATE*

Accelerated BBA to MSA

The 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 MSA, 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 fall, third-year accounting students can attend Meet the Firms, an on-site recruiting event attended by the top public accounting firms in the country. Students will have the opportunity to interview for internships for the spring or summer semester following the following (senior) year, potentially turning into a full-time offer.

ENERGY COMMERCE

PLAY A PART IN PIONEERING SOLUTIONS TO GLOBAL ENERGY CHALLENGES.

By studying energy commerce, you will develop the skills required to make a valuable impact in the oil and gas industry through hands-on active learning techniques supplemented with industry knowledge.



100%
JOB PLACEMENT RATE*

Meet the Industry

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

FINANCE

SOLVE PROBLEMS WITH CREATIVE, NUMBERS-DRIVEN APPROACHES.

By studying finance at Rawls College, you'll gain the skills to evaluate and manage risk, analyze data, and make strategic business decisions while preparing to lead through one of our specialized certificate programs in Commercial Banking, Commercial Real Estate, Investment Management, and Corporate Risk Management & Insurance.

93.4%

JOB PLACEMENT RATE*

Helping Students Find Their Pathways



Through the BRIC initiative, students explore diverse career pathways within four core areas of finance, each supported by a specialized certificate program and an affiliated student organization. This dual approach ensures both a strong educational foundation and meaningful industry connections.

The certificate programs deliver rigorous, industry-relevant education designed to equip students with the technical skills and knowledge needed to excel in their chosen field. These programs help jump-start careers by offering focused coursework, access to exclusive scholarships, and opportunities to participate in industry-engaged experiences such as case competitions and internships.

Complementing the academic side, the student organizations serve as vibrant networking hubs, connecting students with industry professionals and peers. Through Lunch & Learns, guest speaker seminars, and industry trips, students gain valuable insights and broaden their professional networks—connecting with industry professionals and alumni while gaining meaningful access to a wide range of industry-related experiences and opportunities. These connections help students explore their interests, develop essential skills, and build lasting relationships that lay the foundation for a successful career in finance.

INFORMATION TECHNOLOGY

USE COMPUTERS AND VARIOUS TECHNOLOGIES TO SOLVE CHALLENGING BUSINESS PROBLEMS.

By studying information technology, you will learn how the rapidly changing field of technology enables business and how business needs spur technological innovation. You will also learn how to generate business value by leveraging data to inform business decisions through skills gained in analytics, systems design, and software development. Your problem-solving skills will be enhanced by developing an analytical and technological skillset valued by employers and industry.



Certificates

**Data Analytics
Information Technology**

86.7%

JOB PLACEMENT RATE*

The IT major prepares students to lead the information technology revolution that is changing business and personal behavior throughout society. Teaching students cutting-edge business analytics tools and processes, our award-winning faculty rank among the most successful IT researchers in the world. In a field experiencing rapid change, our graduates are prepared to contribute to an organization's big data, business intelligence, and analytics needs.

Information Technology students can choose between two tracks: Systems and Data Analytics.

*Placement rates are for the 2023-2024 academic year.

MANAGEMENT

BECOME A STRATEGIC, ETHICAL, AND AGILE LEADER WHO DRIVES IMPACT.

By studying management, you will become a leader who can solve problems and adapt to change in today's complex business environment. You'll strengthen your ability to think strategically, communicate effectively, and lead ethically to drive results, whether you're launching a startup or working for a Fortune 500 company.

Beyond the Classroom

Management students bring learning to life in our student organizations through real-world projects, leadership opportunities, and networking with industry professionals. From industry tours to entrepreneurial ventures, our student organizations build on classroom experiences to help launch successful careers.

- \ Family Business Student Organization
- \ Raider Entrepreneurship Club
- \ Tech SHRM (Society for Human Resource Management)
- \ Sigma Iota Epsilon

The Area of Management is also home to two centers, the Alderson & Griffin Center for Family Business and Entrepreneurship and the Institute for Leadership Research, that connect students with research and industry to take their learning experiences beyond the classroom.

Certificates

Students from any Rawls College major can dive deeper to reach their career goals through management certificates in Entrepreneurship, Family Business, Human Resource Management, or Leadership.

92%
JOB PLACEMENT RATE*



MARKETING

THINK OUTSIDE THE BOX TO DELIVER VALUABLE EXPERIENCES TO CUSTOMERS.

By studying marketing, you will learn how consumer behavior impacts marketing decisions, how cultural factors shape ad campaigns, and how data can be leveraged to create successful marketing campaigns.

Learn Marketing by Doing Marketing

Marketing students at Rawls College have access to a wide range of hands-on, career-building opportunities. They can join the Tech Marketing Association (TMA), a student-led organization that connects them with marketing professionals, guest speakers, and real-world projects through strong industry partnerships. Students interested in sales can pursue the Sales Certificate and participate in the Rawls Sales Center Program, which offers specialized training, coaching, and networking with top employers in the field. Additionally, our students frequently compete in national and regional competitions in both sales and digital marketing, giving them a competitive edge and practical experience that stands out to recruiters.

94.6%
JOB PLACEMENT RATE*



SUPPLY CHAIN MANAGEMENT

ANALYZE AND CREATE SOLUTIONS-ORIENTED PROCESSES.

By studying supply chain management, you will 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.

96.4%
JOB PLACEMENT RATE*

Tech Supply Chain Association Breakfast

Before each semester's in-person Rawls Career Fair, supply chain management students are invited to meet with recruiters. The breakfast serves as an opportunity for students to warm up their conversational and networking skills before the career fair and to hear about supply chain opportunities from employers.



GENERAL BUSINESS

EARN A BBA TO COMPLEMENT A NON-TRADITIONAL PATH TO THE BUSINESS WORLD.

Our general business major complements students earning a bachelor's degree from another college at Texas Tech or students who are returning to the classroom after time in the workforce.

Dual Degrees

Designed for students earning a BS in either architecture or agricultural and applied economics, this program gives students a better understanding of business while they pursue another major outside of Rawls College.

Construction Management Concentration

For those looking for a more hands-on career path, students in this program must add the Construction Engineering minor but will have coursework mostly in management and finance. Students in this program are permitted to attend both the Rawls Career Fair and the Whitacre College of Engineering Job Fair.

Online BBA

Designed for students with previous college experience or working adults, the Online Bachelor of Business Administration in General Business program offers the flexibility needed to earn a four-year degree while working and managing personal commitments.



EXPERIENCE BEYOND THE CLASSROOM

Real-World Experiences

Rawls College students can find several real-world experiences that allow them to apply the knowledge and skills they have learned in the classroom in a professional environment. Many of these experiences also give students the opportunity to connect with and learn from industry experts.

RAWLS 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 (SBLP) 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. Learn more at **[SBLP.ba.ttu.edu](https://sblp.ba.ttu.edu)**.

BUSINESS LEARNING COMMUNITY IN MURRAY HALL

The Business Learning Community (BLC) provides a unique experience for students in the Rawls College to live together in an environment supporting their academic, personal, and professional success. Students will live in Murray Hall, a coed, suite-style residence hall where each suite has private bathrooms, a living area, and four furnished bedrooms. Students will connect with professors, enjoy in-hall events, explore career options, and make lasting friendships.



Learn More



About the BLC in Murray Hall.



Student Organizations

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.

THESE ARE JUST SOME OF THE STUDENT ORGANIZATIONS OPEN TO YOU AS A RAWLS COLLEGE STUDENT.

- | | |
|---|---|
| / Accounting Leadership Council* | / Real Estate Organization* |
| / Alpha Kappa Psi | / Sigma Iota Epsilon* |
| / Association of Information Technology Professionals* | / Sales Leadership Group* |
| / Beta Gamma Sigma | / Tech Marketing Association* |
| / Black Business Student Association | / Tech Supply Chain Association* |
| / Dean's Student Council | / Tech Strategic Human Resource Management* |
| / Energy Commerce Association* | / Women In Business |
| / Family Business Student Organization | / Women in Supply Chain Excellence* |
| / Finance Association* | |
| / Multicultural Student Business Association | |
| / PrideSTEM | |
| / Raiders Running in Finance* | |
| / Rawls Business Ambassadors | |
| / Rawls Career Management Center Student Business Council | |
| / Raider Entrepreneurship Club | |

*Denotes a major-specific organization.



Built on Rawls.

CAREER READINESS

The Rawls Career Management Center

The Rawls Career Management Center (CMC) supports Rawls College students throughout the entire recruiting process. Our dedicated team is committed to providing individualized career coaching, professional document reviews, interview prep, numerous opportunities to network with leading employers from around the world, and more. Our graduates are highly regarded and sought after for their knowledge, skills, and superior work ethic.

CAREER READY SERVICES

- / Resume Reviews
- / Employer or Staff-Led Mock Interviews
- / Lunch and Learn Workshops
- / Etiquette Reception and Dinner
- / Professional Development Workshops
- / Personalized Career Guidance
- / Employer Networking Events

RAWLS CAREER FAIR

Each semester, the CMC hosts an in-person career fair to help connect Rawls College students and alumni with top employers nationwide. The Rawls Career Fair is the largest recruitment event of a semester and is the prime opportunity for you to network with companies and obtain invitations to interview for internship and job opportunities.



93.9%

of Rawls College undergraduate
students were employed within six
months of graduation
2023-2024 academic year

Learn More



About the CMC services you
can access as a Rawls College student.

Major Career Possibilities

These are just some of the career possibilities you can explore within your major.

ACCOUNTING

- / Financial Analysis
- / Internal Audit
- / Staff Accounting
- / Consulting
- / Transaction Tax
- / Governmental Accounting

ENERGY COMMERCE

- / Business Development
- / Division Order Analyst
- / Government/Regulatory
- / Negotiator/Landman
- / Commercial/Trading Analyst
- / Procurement Analyst

FINANCE

- / Investment Management
- / Executive Management
- / Financial & Capital Raising
- / Business Valuation
- / Investment Advisement
- / Real Estate Portfolio Management

INFORMATION TECHNOLOGY

- / Business Analytics
- / Data Analytics
- / Database Administration
- / System Analysis
- / Software Development
- / Software Security

MANAGEMENT

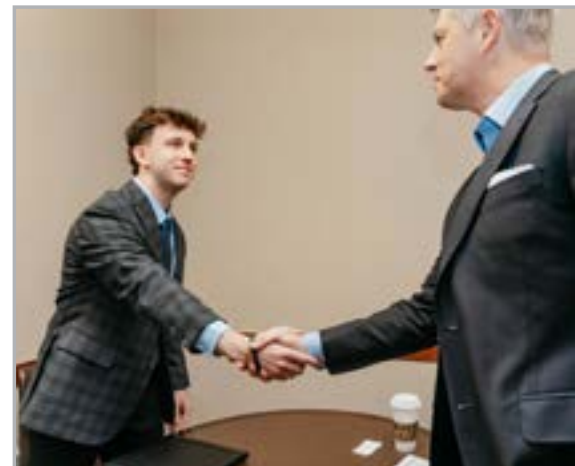
- / Business Start-Ups
- / Consulting and Advising
- / Family Business Management
- / Healthcare Administration
- / Recruiting/Staffing
- / Store Management

MARKETING

- / Marketing Coordinator/Manager
- / Business Development
- / Account Executive
- / Digital Marketing
- / Marketing Research and Analytics

SUPPLY CHAIN MANAGEMENT

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



CUSTOMIZED SUPPORT

An array of support services and centers are housed within Rawls College to ensure that any question you have is answered and that any challenge you face can be overcome. Utilizing each of these avenues of support will ensure you make the most of your time here.

Receive Support from Orientation to Graduation



The Rawls Experience Hub is your central place within the college to find a variety of support services. You will be assigned a major-specific advisor to assist you throughout your entire undergraduate journey. If you are undecided about what major you would like to pursue, an advisor can help you identify which one might be the best. The Rawls Experience Hub is also home to the college's embedded student success specialist and embedded mental health counselor.

Develop Your Business Communication Skills

The Georgie G. Snyder Center for Human Skills in Business is dedicated to helping the Rawls College community develop communication skills that lead to academic, professional, and personal success. Through consultations, workshops, microcredentials, and other services, we support Rawls students and faculty in achieving excellence in business through excellence in communication.



Expand Your Horizons with Global Experiences

The Center for Global Engagement provides Rawls College students with academically well-matched, international experiences. From completing on-campus global learning experiences to studying abroad, students will gain an enhanced academic background with an international dimension, opening the door to exciting opportunities, both personally and professionally.

Find the Answers to All Your IT Questions

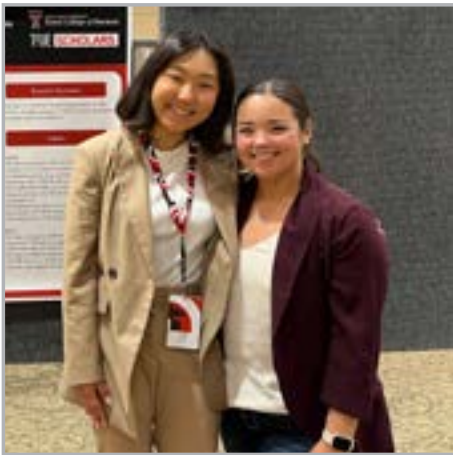
Rawls Technology Services is committed to providing efficient and effective technology infrastructure, development, and support to all Rawls College students, staff, and faculty. Rawls Technology Services purchases, develops, and maintains all technology throughout the state-of-the-art facilities at Rawls College and provides direct support in addressing all submitted technical service requests.



THE RAWLS IMPACT

As a Rawls College student, you will have countless opportunities for academic growth and professional development. You can determine what “Built on Rawls” means for you, whether you want to explore the numerous possibilities or already know where you want to go after graduation.

Developing Mentorship Through Research



Research in business was not on Junia Lee’s radar when she started at Rawls College. “From an undergraduate perspective, research in business is very scarce,” said Lee. “The opportunities are not really made known to students.” All that changed when Lee decided to participate in the Rawls Undergraduate Research Program and was paired with Alanna Hirshman, assistant professor of management. For the next two years, Lee and Hirshman would develop a strong mentor-mentee relationship that would transform how they see their role as researchers.

How a Student Used Real Estate to Build His Future



After renovating and selling a house at age 18 to help fund his college expenses and pay off his family’s debt, Roque Alaniz dove headfirst into real estate. His early success solidified his passion for the industry and led him to pursue a finance degree at Rawls College. With his natural determination fused with classroom learning and involvement in the Real Estate Organization and the Scovell Business Leadership Program, he leveraged his Rawls College experiences to launch a successful real estate career.

Career Fair Perspectives: Kayla Grassmuck



Held once every fall and spring semester, the Rawls Career Fair is an excellent opportunity for students seeking internships or hoping to start their careers after graduating. With more than four career fairs under her belt, Rawls College marketing and management student Kayla Grassmuck goes into detail about how she approaches the Rawls Career Fair as a student. Her biggest piece of advice is for students to approach the employers. “After all, the employers are there to meet you. The more conversations you have at the career fair, the more you will get out of the event!”

Rawls College Finance Students Place No. 1 in Texas in the CFA Institute Research Challenge



Five finance majors in the Rawls College competed in the Chartered Financial Analyst Institute Research Challenge. Over the course of several stages of the competition, the team of students continued to turn heads, eventually finishing No. 1 in Texas and No. 41 globally. “This is an incredible accomplishment and Texas Tech has never advanced this far in our history,” said Bobby Merriman, assistant professor of practice of finance and the team’s faculty advisor. “Not only were we the only school from Texas to make it to the semifinals, but we were competing against the top 16 schools in all of North and South America.”

Rawls College Students Gain Leadership Skills in Florida

Students from Rawls College attended the National Conference on Student Leadership in Orlando, Florida. The seven students represented different areas in Rawls College and were chosen by Rawls College faculty based on their leadership potential. “During the conference, the speakers put students in environments that allowed them to grow both personally and professionally and learn ways other than their standard methods of leading,” said Brooke Pugh, former management and marketing student who attended the conference.

Read More



Student-focused stories.

Built on Rawls.

LIFELONG LEARNING

The learning opportunities won't stop after you graduate. Consider any of these opportunities to continue growing as a Red Raider.

Acquire Industry Certificates

Texas Tech University makes in-demand skill certificates from industry leaders like Google, IBM, Meta, and more available at no cost to you. Texas Tech students can sign up for free access to a growing catalog of more than 30 industry career certificates through Coursera Career Academy.



Earn Your Master's Degree

Follow your passion, explore a subject you love, and advance your career by earning a master's degree. With on-campus, online, and hybrid programs, we are confident Rawls College offers a graduate degree that matches your unique needs. We even offer accelerated programs, so you can graduate with your master's and bachelor's degrees.



Join Fellow Alumni from Across the Globe

Our 56,000+ alumni serve as leaders in various industries across the globe. In our mission to elevate Rawls College as one of the best academic entities in the nation, our alumni make a difference by providing internships, mentoring students, speaking in classes, and contributing to scholarships. Engaged alumni serve as an example to students of the importance of staying connected and building community.

START YOUR RAWLS COLLEGE JOURNEY

Assured Admission Requirements

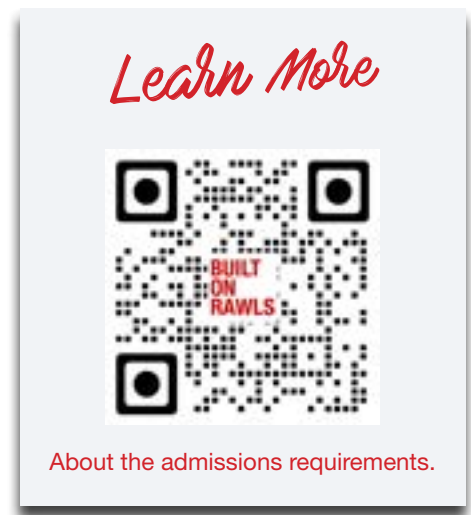
First-time, first-year students wishing to major in any business discipline must meet the assured admission criteria.

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 who apply test-optional will go through a holistic review to determine admission to the college of business.

TRANSFER STUDENTS

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



Built on Rawls.



YOUR FUTURE.



BUILT ON RAWLS.



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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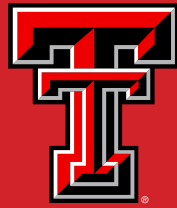


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Apply Now



Take the first step to
becoming a Red Raider.



JERRY S. RAWLS

COLLEGE OF
BUSINESS

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