Your University

Stephen F. Austin State University is a regional institution located in Nacogdoches, Texas. The university enrolls approximately 13,000 students, offering 80 undergraduate majors and more than 120 areas of study within six academic colleges – business, education, forestry and agriculture, sciences and mathematics, fine arts, and liberal and applied arts.

Mailing Address:
Stephen F. Austin State University
Nelson Rusche College of Business
P.O. Box 13060, SFA Station
Nacogdoches, Texas 75962-3060

Physical Location:
1908 N. Raguet St.
R.E. McGee Business Building, Suite 229
936.468.3103  bcom@sfasu.edu
www.sfasu.edu/cob

Your College

The Nelson Rusche College of Business, or Rusche Business, enrolls more than 1,600 majors in four academic areas:

- Gerald W. Schlief School of Accountancy
- Department of Business Communication and Legal Studies
- Department of Economics and Finance
- Department of Management, Marketing, and International Business

Your Department

Each semester, more than 340 students are working toward their Bachelor of Business Administration, and approximately 200 are pursuing their minor within the Department of Business Communication and Legal Studies.

Faculty members are first-rate, possessing diversified experience in business communication, business law, leadership and human development. Their teaching approach is hands-on, using various technologies and incorporating guest speakers, including SFA alumni who are now enjoying successful careers in business.

Your Degrees

Bachelor of Business Administration
- Business Communication and Corporate Education
- General Business (online completion program available)

Master of Business Administration

www.sfasu.edu/bcom

“Faculty members show great enthusiasm in teaching and a desire for students to succeed not just in college, but also in life.”
Michael York

“The Business Communication and Legal Studies department has been instrumental in my development of business and critical-thinking skills.”
Jourdan Dukes

“I was able to take my classroom experiences with me when I interned with the Walt Disney World Company and later as the president of the SFA Disney Campus Representatives.”
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Department of Business Communication and Legal Studies
Nelson Rusche College of Business

STEPHEN F. AUSTIN STATE UNIVERSITY
NACOGDOCHES, TEXAS
Your Profession

A degree in business continues to rise to the top of the list of most popular bachelor’s degrees. U.S. News and World Report recently published its “Best Jobs” report, confirming the business industry has the strongest showing of any professional area.

With the programs’ solid focus on communication and leadership skills, graduates are highly sought after, and many continue their education working toward a master’s degree.

Your Advantages

The university’s outstanding reputation, accomplished faculty, beautiful campus and state-of-the-art classrooms help facilitate your success. Here are a few more reasons you should consider enrolling in our program:

• SFA’s general business degree was one of the university’s Top 10 bachelor’s degrees awarded in 2011-12.
• SFA offers hundreds of scholarships each year, some specific to business majors. To access our scholarship database, log on to sfasu.edu/admissions/scholarships.

Your Program

The department offers undergraduate and graduate courses in business communication, business law and general business for students pursuing their B.B.A. in General Business or Business Communication and Corporate Education. While completing the general business major requirements, students may elect courses to earn an area of emphasis in corporate communication and/or legal studies. The business communication and corporate education major is designed to prepare students for the communication management and employee development challenges of businesses. There also are minors in administrative law, business communication, general business and general business technology applications. Additionally, we offer a petroleum land management certificate and a teacher education program for students interested in teaching business education or technology applications in Texas’ secondary schools.

Your Delivery

The online B.B.A. in general business allows students who have completed certain required courses and/or equivalents to finish the last two years or more of a degree program through web-based classes. The program is designed for students who are limited by time and distance in their options for completing the B.B.A.

• The new major in Business Communication and Corporate Education responds to the growing number of job openings for professionals who can develop talent and interpersonal skills throughout the organization.
• The Rusche College and the Department of Business Communication and Legal Studies utilize Advisory Council members from throughout Texas and across the country and foster relationships with local business professionals by engaging in curriculum renewal and re-energized community outreach.
• Students have the opportunity to intern and earn credit toward their degree. Internships can be completed locally, statewide, nationally or even internationally.
• You’ll have the opportunity to connect with your professors. Class sizes are small (student-to-faculty ratio 22:1). Your professors will know your name and are genuinely interested in your success.
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