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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.

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
Whether you desire a professional career that will take you on adventures around the world or aspire to be the CEO of your own company, your destiny begins in SFA’s Department of Management, Marketing, and International Business. Faculty members are student-centered and have held important positions in business and industry. Located in the R.E. McGee Building, MMIB students have the opportunity to interact and form bonds with other students who are working toward business degrees. The computer labs and technologically advanced classrooms provide the ways and means for students to become proficient with the latest business-oriented computer software and polish their presentation skills.

Your Degrees
Bachelor of Business Administration
- International Business
- Management
- Marketing

Master of Business Administration

www.sfasu.edu/mmib

Mailing Address:
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Nelson Rusche College of Business
P.O. Box 13070, SFA Station
Nacogdoches, Texas 75962-3070

Physical Location:
1908 N. Raguet St.
R.E. McGee Business Building, Suite 403

936.468.4103 * mmib@sfasu.edu
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Nelson Rusche
College of Business

STEPHEN F. AUSTIN
STATE UNIVERSITY
NACOGDOCHES, TEXAS
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STEPHEN F. AUSTIN STATE UNIVERSITY
NACOGDOCHES, TEXAS
Your Profession

SFA management graduates are employed in a variety of professional settings, including manufacturing, public utilities, petroleum, transportation, merchandising and banking. Typically, managers serve as administrators, executives, consultants and proprietors. No matter what field SFA graduates desire to enter, they are highly sought after due to the comprehensiveness of our program.

Students graduating with an SFA marketing degree find exciting, action-oriented careers in fields such as personal selling, retailing, advertising, product development, manufacturing, distribution and market research. The program stresses problem-solving and decision-making skills, and works to help students hone creative- and critical-thinking skills.

Your Program

International business graduates enter the workforce as administrators, consultants, foreign market analysts, interpreters, bankers and a host of other vital careers. SFA’s program focuses on economic, political, historical, geographical and cultural factors that affect international business opportunities, strategies, policies and practices.

Bachelor of Business Administration in Management: Emphasis areas include human resource management, operations management and small business management/entrepreneurship.

Bachelor of Business Administration in Marketing: You may choose one of the following emphasis areas: marketing promotion, sports marketing, business-to-business marketing and sales.

Your Advantages

In addition to our distinguished faculty members and the solid reputation of our programs, here are a few more reasons you should consider enrolling in our department:

- Internships in all disciplines help SFA students prepare for and gain employment after graduation. Each semester, regional and national employers visit SFA to interview soon-to-be alumni for important positions with their companies.

- The SFA Chapter of the American Marketing Association annually sends a team to compete in advertising and marketing events nationwide. They are always top-competitors and have brought many trophies home to SFA.

- The Society for Advancement of Management at SFA is well represented by SFA students who participate in the case competition each year. SFA took home first place in 2013 and continues to rank among the top schools year after year.

- The university truly offers students the opportunity to network globally. SFA has students enrolled from all major metropolitan areas, 42 states and 36 foreign countries. Through the Multicultural Center and SFA’s additional 200 clubs and organizations, students form lifelong friendships and acquire insight into foreign cultures and economies.

Bachelor of Business Administration in International Business: Broad-based program of study with emphasis on management education with an international perspective.

Minors are offered in:

- Electronic business
- Entrepreneurship
- International business
- Management
- Marketing
- Sales
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The Master of Business Administration also is offered through the Nelson Rusche College of Business.
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