

THE BUSINESS OF *Changing the World* BEGINS WITH YOU

HELPING YOUR STUDENT UNDERSTAND COX SCHOOL OF BUSINESS ADMISSION

Because we always focus on preparing Mustangs for the demands of a rapidly changing world, we pay close attention and respond to what employers want. So we're transforming how we admit students who want to pursue a major in finance, accounting, management, marketing and other areas of business administration in SMU's Cox School of Business. By paving the way for more incoming first-year students to gain direct admission to the Cox School, we're creating earlier access to important coursework. At SMU, there is more than one path to a successful business career. Whether your student pursues a major in Cox or in another college at SMU, our outstanding liberal arts and sciences tradition opens pathways that expand career options. Signature elements of the SMU experience include the flexibility to explore multiple passions with a double or triple major, the opportunity to land career-boosting internships and the preparation to lead, solve problems and communicate with emotional and cultural intelligence, all of which employers value in SMU graduates. An exceptional SMU education will prepare your student for the business of changing the world.

THEY'VE GOT QUESTIONS. YOU HAVE ANSWERS. Please take advantage of the following frequently asked questions and corresponding responses geared toward incoming first-years for a great conversation with your students!

- 1 What is Cox Business Direct admission?** Incoming first-year students who want to pursue a major in finance, accounting, management, marketing and other areas of business administration in SMU's Cox School of Business apply for admission through Business Direct. This admission model paves the way for incoming first-year students to gain opportunities for early access to important coursework in their fields.
- 2 Please tell me what isn't and is changing in fall 2020 compared to previous years.** The BBA Scholars program – which represents the strongest business applicants in the incoming class based on factors such as exceptional academic achievement, outstanding SAT/ACT scores and strong leadership skills – will remain the same. The Business Direct admission is expanding and will now encompass all students admitted to the Cox School who are not awarded the BBA Scholarship. Also keep in mind what is enduring with an SMU education: forging success in a rigorous academic environment in the global gateway of Dallas, pursuing multiple interests with the flexibility to double or triple major, landing career-boosting internships and taking advantage of SMU's outstanding liberal arts and sciences tradition to discover multiple paths to a successful business career, whether you're in the Cox School of Business or in another school at the University.
- 3 Who is eligible for Cox Business Direct admission?** Incoming first-year students who indicate at the time they apply to SMU that they are interested in a Cox undergraduate (BBA) degree will be considered for direct admission to the Cox School.
- 4 How do I apply to the SMU Cox School of Business?** At the time you apply for first-year admission to SMU, you will need to indicate that you want to be considered for direct admission to the Cox School.
- 5 I'm applying to the SMU Cox School of Business. Can I also apply to another SMU school at the same time?** You will have the opportunity at the time you apply for first-year admission to indicate the two areas of study you are most interested in pursuing. If you want to be considered for admission to the Cox School, you need to indicate that at the time you apply. If you are planning to major in the performing arts at the Meadows School of the Arts, a required audition is a critical factor influencing your chance of admission to the Meadows School. All other first-year SMU students are accepted as pre-majors in Dedman College of Humanities and Sciences, regardless of their intended majors.
- 6 I'm interested in a Cox undergraduate (BBA) degree as my first-choice major. Do I have to show that as my first choice in my SMU application?** If you're confident that your first choice is a Cox undergraduate (BBA) degree, list that as your first-choice major.

FREQUENTLY ASKED *Questions* cont.

- 7 I want to double major. Can I still be considered for admission to the Cox School?** You will have the opportunity at the time you apply for first-year admission to indicate the two areas of study you are most interested in pursuing. If you want to be considered for admission to the Cox School, you need to indicate that at the time you apply.
- 8 When will I be notified if I have been admitted to the SMU Cox School of Business?** You will be notified of your admission to the Cox School when you receive your SMU admission decision.
- 9 How does SMU select students for admission to the SMU Cox School of Business?** SMU's highly selective but holistic review helps the University learn more about applicants by weighing several factors, including:
- rigor of high school curriculum
 - GPA
 - standardized test scores
 - class rank
 - essay
 - résumé
 - letters of recommendation
 - extracurricular involvement
- 10 How do I prepare to give myself the best chance of being admitted?** Most students selected will have taken the most rigorous curriculum their high school offers, including calculus and multiple years of a foreign language.
- 11 How many spaces are available for the BBA Scholars program and Business Direct admission, and what are my chances of being admitted to either?** SMU anticipates enrolling approximately 100 BBA Scholars and 300 Business Direct students. The chances of getting into either depend on how competitive your application is in the year that you apply for admission.
- 12 If I don't get into the Cox School, can I still get into SMU?** Yes. There will be a number of students each year who are not offered admission to Cox but are admitted to SMU.
- 13 If I am not admitted to the Cox School directly from high school, will I have the chance later at SMU to pursue a Cox undergraduate (BBA) degree in business?** Because there will be a limited and variable number of spots each year for students who wish to internally transfer to the Cox School from another school at SMU, students who are not admitted to the Cox School directly from high school should not anticipate or expect to be admitted at a later date. Keep in mind that SMU's outstanding liberal arts and sciences tradition opens multiple pathways to a successful business career, whether you're in the Cox School of Business or in another school at the University.
- 14 What if I realize after getting to SMU that I want to pursue a BBA? How do I get into the Cox School?** If you want to internally transfer once you are at SMU, you will have the opportunity to apply to the Cox School for one of the limited number of spots SMU anticipates having each year. The number of available spots every year are based on the current class size. The process will include an application and a potential interview during the spring semester.
- 15 What are the areas of study in the Cox School?** Areas of study include finance, accounting, management, marketing and other areas of business administration.
- 16 If I don't get into the Cox School, what are the other majors at SMU that will help me pursue a career in business?** Many SMU alumni who have been incredibly successful in business don't have a BBA degree from Cox. They often credit their success to the outstanding liberal arts and sciences education they received at SMU. Other majors with pathways to business include economics, economics with financial applications, markets and culture, history, English, mechanical engineering, mathematics, political science, applied physiology and sport management, and many more. Many SMU students choose to double or triple major, expanding career options and demonstrating to future employers expertise in different disciplines and the capacity for persistence and hard work. A liberal arts and sciences education at SMU will empower you to pursue multiple interests and passions as well as career-boosting internships – a signature element of the SMU experience – and develop competitive advantages for success in business and beyond.

Learn more about SMU at smu.edu/admission.

Contact SMU at ugadmission@smu.edu or call 214-768-2058 or 1-800-323-0672.

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Shaped Here



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