

UNDERGRADUATE BUSINESS PROGRAM

SMU Cox School
of Business

DALLAS, TEXAS

Launch Your Business Career at SMU Cox

For over 100 years, the SMU Cox School of Business has earned a reputation as a rigorous and innovative business school offering a supportive, close-knit learning environment, exceptional career outcomes and unparalleled networking opportunities. Located in the heart of Dallas, SMU Cox combines elite academics with hands-on learning experiences—like consulting projects, industry treks and case competitions—preparing students to succeed in dynamic business environments across diverse industries. Here, students:

- » Study in **state-of-the-art classrooms** in the newly renovated and expanded David B. Miller Business Quadrangle.
- » Learn from **expert faculty**, ranked #15 globally by The Economist, who are practitioners and leaders in their fields.
- » Benefit from **personalized support and small class sizes** that allow for direct interaction with advisors and professors, and close connections with fellow students.
- » Grow their horizons with over **20 SMU Cox-based student-led clubs and organizations** that provide opportunities for personal and professional growth, networking and giving back.
- » Join an **alumni network with over 42,000 members** that can open doors.
- » Immerse themselves in Dallas, a thriving business hub home to **22 Fortune 500 companies** and a diverse set of industries that has been **#1 in the nation for net job gains over the past 5 years.***

AT-A-GLANCE

- Program start: August
- SAT/ACT Testing Optional
- No fee application
- AP/IB/Dual credit accepted**
- 4+1 fast-track option to earn a SMU Cox Master's degree

"SMU Cox offered everything I was looking for in a college experience—strong connections; a network that would open doors; well-respected programs; professors with real-world experience; and a supportive and close-knit community."

Lilian T.
Garland, TX

Program Curriculum

The B.B.A. degree consists of Common Curriculum courses required of all SMU students, business core and major courses, and elective courses that can be used for business specialization and toward a major or minor outside the Cox School of Business. This structure allows for a broad liberal arts foundation, strong business fundamentals and specialization in areas of interest.

THE BUSINESS CORE

- » Business Communications
- » Business Discovery
- » Business Law
- » Financial Management
- » Fundamentals of Marketing
- » Introduction to Financial Accounting
- » Introduction to Managerial Accounting
- » Information Systems for Management
- » Management
- » Operations Management
- » Strategic Management in a Global Economy OR Entrepreneurship: Starting a Business

SPECIALIZATIONS

Add a specialization to any SMU Cox major:

- » AI for Business
- » Alternative Asset Management ^
- » Energy Management
- » Entrepreneurship
- » Management Consulting
- » Real Estate

MAJORS

Select from one of seven majors:

- » Accounting
- » Business Analytics and Supply Chain Management
- » Finance
- » General Business
- » Management
- » Marketing
- » Real Estate

MINORS

Students with majors outside the Cox School may earn a Minor in Business.

* Dallas Regional Chamber, 2025

** For select courses in accordance with SMU policies

^ Declared Finance majors, admitted through an application process only

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The Cox Career Management Center: On Your Team from Day One

Every SMU Cox student has access to the expert resources of the Career Management Center (CMC). Students will find dedicated Career Coaches who treat their professional goals as their own, offering resume reviews, interview preparation and more. SMU Cox students also benefit from the Center's **B.B.A. Mentor Alliance** and **B.B.A. Peer Coach** programs, which offer guidance and encouragement as students chart their career paths.

The CMC hosts **over 200 career and networking events** each year, connecting students to over **500 active hiring companies in Dallas—and beyond**. With the help of the CMC, **92% of B.B.A. students in the Class of 2024 completed at least one internship prior to graduation**, and over **93% of students had achieved their desired career outcome within three months of graduation**.

The Admission Process

All undergraduate applications are processed through the SMU Office of Admission. Every student that applies to SMU with a primary academic interest in business will be considered for acceptance to the SMU Cox B.B.A. program.

Accepted SMU Cox B.B.A. candidates will be admitted as either a **Business Direct** student or as a **B.B.A. Scholar**. Both designations guarantee admission to the business school, and offer students access to the full suite of courses, services and activities offered. B.B.A. Scholars represent an elite group of ~100 first-year, fall-entry applicants admitted to the Cox School who have exceptional academic credentials. These select students receive a scholarship and unique academic and networking opportunities. Every student who applies to SMU as a business major is automatically considered for this recognition—no additional application is required.

ADMITTED STUDENTS: FALL 2025

BUSINESS DIRECT

- Average GPA: 3.81
- Average SAT/ACT: 1434/32
- % Who Submitted Test Scores: 45%
- % In-State/Out-of-State: 38%/58.5%
- % International: 3.5%

B.B.A. SCHOLARS

- Average GPA: 3.98
- Average SAT/ACT: 1525/34
- % who Submitted Test Scores: 70%
- % In State/Out of State: 42%/53%
- % International: 5%



TAKE THE NEXT STEP TODAY

Our admission team is here to help as you explore our school. Here are three great ways to take the next step:



Request more information

Scan the QR code to receive more information about SMU and SMU Cox

Take a tour

Schedule a campus visit or check out the SMU campus virtually at smu.edu/admission/visit

Contact Us

Connect with our Admission team at bbaadmission@smu.edu



SMU Cox School of Business

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Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX¹ Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessandequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.

¹Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688.