

McCombs School of Business

Student Handbooks for:  
Business Analytics, MSBA  
Finance, MSF  
Information Technology & Management,  
MSITM  
Marketing, MSM  
2021-2022

- Developed for the following Master of Science Programs:
  - Business Analytics
  - Finance
  - IT & Management
  - Marketing
- Revised, reviewed, and approved by the following GSCs:
  - Finance (distributed on 11/30 with no contest by 12/14)
  - Information, Risk, and Operations Management (February 2021)
  - Information Technology Management (Program Director approval Dec 2020, GSC review and approval planned for the 2022-2023 Student Handbook by December 2021)
  - Marketing (December 15, 2020)
- Distributed Spring/Summer 2021

## ADMINISTRATIVE BASICS

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### Class Location

The majority of Texas Master of Science (MS) classes are held at the McCombs School of Business, [2100 Speedway, Austin, TX](#) (NW corner of Speedway and 21st Street). Classes are held during weekdays and are not offered online unless deemed hybrid by the University of Texas at Austin due to covid-19, global pandemic, natural disaster, or other health/safety necessity. Regardless of class location, MS students are expected to attend classed synchronously rather than watch recordings at a later time or date. You will be notified ahead of time of any room changes via Canvas.

### UT EID

Your UT EID is provided by the University of Texas at Austin (UT) to perform secure actions. You used this account to apply to the University. It is managed by the UT Information Technology Services (ITS) department. You should address any questions or issues with it to the [UT Service Desk](#) (<http://www.utexas.edu/its/helpdesk/>). You can reset your password or look up your UT EID at the [UT EID Self Service Tools Site](#) ([https://idmanager.its.utexas.edu/eid\\_self\\_help/](https://idmanager.its.utexas.edu/eid_self_help/)).

Your UT EID is used to perform many actions, such as:

- Log in to [Canvas](#) (<http://canvas.utexas.edu/>), the site used by professors and program staff to distribute documents, announcements, and grades
- Log in to the [MyUT portal](#) (<https://my.utexas.edu/UT-Austin-Production/Welcome>), the site where you can perform secure functions with UT.
- Access UT's wireless internet
- Use [UT Box](#) (<https://utexas.account.box.com/login>) to store files
- Print to campus printers, including those in the McCombs School of Business

[Upgrading your UT EID](#) ([https://idmanager.its.utexas.edu/eid\\_self\\_help/](https://idmanager.its.utexas.edu/eid_self_help/)) is necessary to view your grades online, take credit-by-exam tests, and many other activities. To upgrade your UT EID, the University requires physical proof of your identity (government-issued ID, such as US state license or passport) and you must sign an agreement which gives your UT EID legal signature authority. This process may be initiated upon your arrival on campus.

## Acceptable Use Policy

When you use your UT EID, your McCombs School of Business (MSB) account, or any other UT or McCombs technology resources, you must follow UT's Acceptable Use Policy. These rules apply any time you use a UT computing resource. This can mean using a computer in one of the labs, sending email from your McCombs email account, or using UT's wireless Internet access.

You are responsible for following all [computing policies](https://security.utexas.edu/policies/aup) (https://security.utexas.edu/policies/aup) as outlined by The University of Texas at Austin.

Here are some of the most commonly broken policies:

- Do not let anyone else use your accounts. Never give out your password.
- Do not send rude, threatening, or harassing emails, even as a joke.
- You may not profit from the use of a university computing resource.
- Do not send emails anonymously or using someone else's name.
- Do not send spam.
- Do not violate copyright laws.
- Do not hack into any UT systems.

## Students with Disabilities

The University of Texas at Austin has a written policy, which states that students with disabilities will be provided appropriate academic accommodations. The purpose of academic accommodations is to ensure equal access to and the opportunity to benefit from all educational programs at UT Austin for all students. It is the responsibility of the student to identify himself/herself to the Services for Students with Disabilities (SSD) Office and to provide documentation of their disability. Strict documentation guidelines exist for different types of disabilities. Information on documentation guidelines for disabilities can be found on the [SSD website](https://diversity.utexas.edu/disability/) (https://diversity.utexas.edu/disability/) or via phone at (512) 471-6259.

## Tobacco and Alcohol Policies

The University of Texas at Austin is a [tobacco-free campus](https://tobaccofree.utexas.edu/) (https://tobaccofree.utexas.edu/), and the use of tobacco on any UT Austin property is not allowed. Tobacco use in any of The University of Texas at Austin buildings is strictly prohibited and any student found using tobacco in a UT Austin building is subject to a fine. UT Austin policies regarding alcoholic beverage consumption are very strict. Alcoholic beverages are prohibited from university activities without express written permission and prior approval from the Office of the Provost. A person must be at least 21 years of age to drink an alcoholic beverage in Texas. Any underage drinking will be referred to the Office of the Dean of Students for disciplinary review.

## Student Guide to Sex Discrimination, Sexual Harassment, and Sexual Misconduct

The University of Texas at Austin is committed to maintaining an educational environment that is free from inappropriate conduct of a sexual nature. The University encourages students who believe that they may have been subjected to sex discrimination, sexual harassment, or sexual misconduct by faculty, staff, students, visitors, or contractors to report it immediately to a [Title IX Coordinator or Deputy](https://titleix.utexas.edu/our-team) (https://titleix.utexas.edu/our-team) or file an [anonymous report](https://titleix.utexas.edu/file-a-report) (https://titleix.utexas.edu/file-a-report).

## Student Code of Conduct

During any time you are representing the University of Texas at Austin or the MS Programs, you are expected to abide by the University's Student Code of Conduct:

<http://deanofstudents.utexas.edu/conduct/standardsofconduct.php>

Some examples of misconduct include, but are not limited to:

- Disrespecting a fellow student, staff member, faculty member or external constituent
- Harassing or disruptive behavior at a school-sponsored event, or at events where you are representing The University of Texas at Austin

Issues that arise during the course of the program will be referred to the Dean of Students.

## EMAIL & ACCOUNTS

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### Change in Personal Information

Each student is required to keep current local and permanent contact information, and an email address on file with the University. If any changes occur, please:

1. Immediately notify the Texas MS staff and appropriate faculty with the new information.
2. Update your information through the [MyUT](https://my.utexas.edu/UT-Austin-Production/Welcome) (https://my.utexas.edu/UT-Austin-Production/Welcome) portal. This updates your official UT record and directory entry, which is critical to ensure that no communication is missed.

### Program Communications

***Canvas will be the primary form of communication for academic and student affairs programmatic information.*** Students are expected to check program announcements on a regular basis using their Canvas log in. Students are also expected to check their email regularly and communicate with program staff in a timely manner.

### UT Email Account

The University of Texas at Austin offers a lifetime [email account](https://ut.service-now.com/utss/catalogoverview.do?sysparam_citems_id=79d65c7c4ff9d200f6897bcd0210c77e&sysparam_cat_id=e0d08b13c3330100c8b837659bba8fb4%2CInformation%20Technology&sysparam_sys_id=%3Csubcategory.parent%3E%2CTechnology%20Infrastructu) (https://ut.service-now.com/utss/catalogoverview.do?sysparam\_citems\_id=79d65c7c4ff9d200f6897bcd0210c77e&sysparam\_cat\_id=e0d08b13c3330100c8b837659bba8fb4%2CInformation%20Technology&sysparam\_sys\_id=%3Csubcategory.parent%3E%2CTechnology%20Infrastructu) on the utexas.edu domain to the UT community that you will continue to have access to after you leave or graduate from The University of Texas at Austin. This account includes 25GB of storage. The official format for UT email addresses is [firstname.lastname@utexas.edu](mailto:firstname.lastname@utexas.edu). If that format is not available please select a similarly professional option.

Additionally, MS Programs students are expected to create an [Office 365 Management account](https://office365.austin.utexas.edu/) (https://office365.austin.utexas.edu/) in order to gain access to Microsoft Teams.

## McCombs Domain Accounts

Domain accounts are available to McCombs students and are optional to create. This account provides access to unique McCombs network resources, computers, and email. Access to your account ends at the administrative end of the semester of your graduation from McCombs or when you otherwise withdraw from McCombs.

You can get your login account name and set the password at the [McCombs Admin Page](https://wikis.utexas.edu/pages/viewpage.action?pageId=108462392) (<https://wikis.utexas.edu/pages/viewpage.action?pageId=108462392>).

Your MSB Account is used to:

- Check your McCombs email
- Log in to any SharePoint based web site
- Log in to the Business School computer labs

## Student Photo ID

The University of Texas at Austin provides each student with a picture identification card that enables use of many university facilities and services, including but not limited to free Cap Metro transportation. Students should carry this card with them any time they are going to be present on the UT main campus.

To obtain your ID, please go to the Flawn Academic Center (FAC) and request a Student ID Card. The student ID card will allow you to access the McCombs building after hours. The cost to purchase this card is \$10. If the student pays the ID fee, the MS Programs office will reconcile this expense with you. For additional information, visit the [ID Center](https://ut.service-now.com/utss/catalogoverview.do?sysparam_citems_id=dc428de34fa69e0031eb7bcd0210c70c) ([https://ut.service-now.com/utss/catalogoverview.do?sysparam\\_citems\\_id=dc428de34fa69e0031eb7bcd0210c70c](https://ut.service-now.com/utss/catalogoverview.do?sysparam_citems_id=dc428de34fa69e0031eb7bcd0210c70c)).

## ACADEMIC INFORMATION

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### Degree Requirements

All Texas MS Programs students in the class of 2022 are responsible for completing the degree requirements in order to earn an MSM, MSITM, MSBA, or MSF degree, which can be found in Addendums A, B, C, or D respectively.

Students are required to complete all core components of their programs. Substitutions can be requested and approved by Program Directors on a case-by-case basis. Students are also able to request a maximum of 6 elective credit hours from another MS program curriculum to count towards their degree.

Any classes taken outside the prescribed curriculum are subject to Program approval and may incur additional fees. Students who do not complete the prescribed curriculum within the 2021-2022 MS Programs Academic Year may be subject to additional requirements and fees.

Each MS student will receive an annual progress report from their graduate coordinator between the fall and spring semester. This report will outline remaining degree requirements and eligibility to graduate in the spring semester contingent upon successful completion of the spring semester.

### Grades

All Texas MS students are held to the academic standards of The University of Texas at Austin. Students will receive a letter grade for each course, which are determined solely by the Texas MS faculty. Each instructor determines grading metrics and what constitutes successful academic performance in their course relative to those metrics. Courses in the Texas MS program may not be taken on a pass/fail or credit/no credit basis.

Official grade point averages are calculated by the Registrar and appear on the student academic record maintained by the Registrar. The grade point average does not include any graduate or undergraduate courses the student took at the University before enrolling in the UT Graduate School, credit by examination, or courses taken at other institutions. [note: MS courses completed while an undergraduate student will count toward a student's undergraduate GPA]

The following numerical equivalents of letter grades are used in the calculation of the graduate grade point average:

A	4.00
A-	3.67
B+	3.33
B	3.00
B-	2.67
C+	2.33

C	2.00
C-	1.67
D+	1.33
D	1.00
D-	0.67
F	0.00

Every Texas MS course is considered part of your official course of study. To graduate, all students must maintain an overall grade point average of at least 3.00 and make a “C” or better in all courses. *If a student receives a C- in a course, they will have to re-take the course as this grade does not meet the minimum requirement.\** Training courses taken during orientation are not graded or calculated into the student’s overall GPA. Course re-takes are at the discretion of the instructor and graduate advisor.

*\*please note that earning a “C-” or lower in a course may mean that a student is ineligible to continue a core requirement in the next semester, since each semester of coursework builds upon the next and courses are typically only offered once per year.*

## Registration Policies

You will be registered for classes by MS Programs Staff. Registration processes and selection of courses, will be communicated each semester. Additional policies include but are not limited to the following:

- Students can make changes to their schedules (add/drop) during the first four class days of the long semester. Beginning on the fifth class day, students must gain permission from the assistant dean to make schedule changes.
- For courses that offer multiple sections and meeting times, students may only attend the unique number of the course for which they are registered. Attending a unique number of a course for which you are not registered is against security, fire, and safety policies of the University.
- If a student wishes to request an elective from another MS Program, they must receive permission from both their program director as well as the program director owning the MS course. Approval is not guaranteed and students must make these requests by the deadline in that given semester (usually 1-2 weeks before the registration window). The specific date of this deadline will be communicated to you in advance. Exceptions will only be considered with an approved petition from the Assistant Dean.
- If a student wishes to request an elective from outside of MS Programs, they must receive permission through a petition to the Assistant Dean of MS Programs. Petitions must clearly state how the learning objectives of the course will further your career goals, explain how these career goals are not met with an MS programs course option, and include a syllabus for the course you are requesting to take. Approval is not guaranteed and students must make these requests by the deadline in that given semester (usually 1-2 weeks before the registration window). The specific date of this deadline will be communicated to you in advance.
- You may not unofficially audit a course in the MS Programs. In order to audit a course, you must complete the necessary form and process outlined by the Texas One Stop.



## Maximum Course Load

The maximum course load for a graduate student is 15 semester hours in a spring or fall semester, or 12 semester hours in a 12-week summer session. Students who wish to exceed the maximum course load must submit a petition letter from their graduate adviser to the graduate dean for approval.

## Obtaining Grade Reports

Final course grades can be obtained on the Registrar's [website](http://registrar.utexas.edu/students/grades/report) (<http://registrar.utexas.edu/students/grades/report>). The University does not mail hard copies of grade reports to home addresses.

## Academic Policies

Detailed information regarding all items addressed in this section may be found in the [UT Austin Graduate Catalog](http://registrar.utexas.edu/catalogs/graduate) (<http://registrar.utexas.edu/catalogs/graduate>).

## Student Responsibilities

While university faculty and staff members give students academic advice and assistance, each student is expected to take responsibility for their education and personal development. The student must know and abide by the academic and disciplinary policies given in the [Graduate Catalog](http://registrar.utexas.edu/catalogs/graduate) (<http://registrar.utexas.edu/catalogs/graduate>) and in the [General Information](https://registrar.utexas.edu/catalogs/general-information) (<https://registrar.utexas.edu/catalogs/general-information>) Catalog, including rules governing quantity of work, the standard of work required to continue at UT, warning status and scholastic dismissal, and enforced withdrawal.

## Observance of Religious Holidays

The 2020-2021 UT General Information Catalog [states that](https://catalog.utexas.edu/general-information/academic-policies-and-procedures/attendance/) (<https://catalog.utexas.edu/general-information/academic-policies-and-procedures/attendance/>) "A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible so that arrangements can be made to complete an assignment within a reasonable period after the absence. A reasonable accommodation does not include substantial modification to academic standards, or adjustments of requirements essential to any program of instruction. Students and instructors who have questions or concerns about academic accommodations for religious observance or religious beliefs may contact the [Office for Inclusion and Equity](http://equity.utexas.edu/) (<http://equity.utexas.edu/>). The University does not maintain a list of religious holy days." Please notify the faculty and Texas MS staff at least fourteen days before the absence.

## Warning Status and Academic Dismissal

To continue study at the University of Texas at Austin beyond the first semester, students must make satisfactory progress in fulfilling any admission conditions that were imposed by the graduate dean.

A student whose grade point average falls below 3.00 at the end of any semester will be warned by the Office of Graduate Studies that their continuance in the UT Austin Graduate School is in jeopardy and will be placed on scholastic probation during the subsequent semester. During this period, the student may not drop a course or withdraw from the university without the approval of the graduate advisor and the graduate dean. The student must attain a cumulative grade point average of at least 3.00 during the next semester they are enrolled or be subject to dismissal from the university. Academic dismissal is reflected on the student's academic record. Please review [The Graduate School's official policy](https://gradschool.utexas.edu/academics/policies/warning-status-academic-dismissal) (<https://gradschool.utexas.edu/academics/policies/warning-status-academic-dismissal>) for more information about warning status, academic dismissal, and petition for readmission.

## Leave of Absence

Students may apply for a leave of absence for no more than two semesters. Granting leaves of absence is left to the discretion of the graduate advisor. If approved, a "Leave of Absence" form must be returned to the Graduate School in advance of the semester for which a leave is granted. A student on an approved leave of absence must apply for readmission in order to return to the university, but readmission during this approved period is automatic and the application fee is waived. A student on leave may not receive any privileges otherwise available to enrolled students. Please contact your Graduate Coordinator for more information.

International students attending in F-1 or J-1 immigration status must consult with an International Student Advisor at International Students & Scholars Services (ISSS) in Texas Global prior to taking a leave of absence to discuss how leave will affect immigration status.

## Withdrawal

Dropping an entire course load constitutes withdrawal from the University for that semester. To withdraw from the Graduate School, a student must first contact the Graduate Coordinator (for applicable procedures and deadlines) and then file a petition with the graduate dean.

International students attending in F-1 or J-1 immigration status must consult with an International Student Advisor at International Students & Scholars Services (ISSS) in Texas Global prior to withdrawal to discuss how it will affect immigration status.

## The Standard of Academic Integrity

A fundamental principle for any educational institution, academic integrity is highly valued and seriously regarded at The University of Texas at Austin. More specifically, you and other students are expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. This is a very basic expectation that is further reinforced by the University's [Honor Code](https://deanofstudents.utexas.edu/conduct/standardsofconduct.php) (<https://deanofstudents.utexas.edu/conduct/standardsofconduct.php>). At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to:

- Acknowledge the contributions of other sources to your scholastic efforts;
- Complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them;
- Follow instructions for assignments and exams, and observe the standards of your academic discipline; and
- Avoid engaging in any form of academic dishonesty on behalf of yourself or another student.

For the official policies on academic integrity and scholastic dishonesty, please refer to [Chapter 11](http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/) (<http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/>) of the Institutional Rules on Student Services and Activities.

## Standards for Professionalism

### Non-Disclosure Agreements

As part of coursework, you may be required to sign a Non-Disclosure Agreement (NDA) to gain access to client projects or data. The University of Texas at Austin does not negotiate the terms of these NDAs, and you will be signing these agreements as individuals taking part in the project (not as a representative of the University, Texas MS, or the Practicum/Capstone). It is the program's expectation that you will agree to the terms of an NDA and comply with the terms of the NDA as given by the client; however, if you do have major concerns with the terms then please bring those to the attention of your instructor as soon as possible. In addition, if you are uncomfortable signing NDAs as an individual please notify your instructor before the start of the project. If you are unwilling to sign an NDA this may impact your ability to work directly with client data.

### Attendance

This program is an academically rigorous 10-month program, and class attendance as well as participation is essential. You are expected to be in class and to arrive ON TIME. Unless otherwise stipulated by individual faculty members, students of the MS Programs are allowed 2-3 excused absences. Your academic studies always come first.

## **Professional Conduct and Classroom Etiquette**

You are expected at all times to represent the program well and to ensure that you are treating program staff, faculty, students and industry partners with respect. Students in the MS Programs are expected to treat faculty members with respect during their classes and be mindful of their use of phones, laptops, and food.

## **Repercussions for Professionalism Violations**

Repeated failure to do these things can result in privileges being revoked including but not limited to: industry events, career management support, and department sponsored extra-curricular activities. Repercussions for not showing up or showing up late repeatedly are at the discretion of the Texas MS Graduate Program Director or Assistant Dean.

Violation 1: Meeting with your Graduate Coordinator.

Violation 2: Loss of access to MS Programs programming and opportunities. Reinstatement of access will be evaluated through a meeting with the Program Director or Assistant Dean.

Violation 3: Permanent loss of MS Programs programming and opportunities.

## **Other Information**

Escalation - If there are any issues with classes, faculty, course content, etc. please ensure that you are bringing these immediately to the attention of the Texas MS Graduate Coordinator.

## FINANCIAL INFORMATION

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### Payment Instructions

Texas Master of Science Program Fees (tuition) are billed every semester. The due dates for 2021-2022 align with the [Academic Calendar](#)

- Summer: due July 13, 2021
- Fall: due August 30, 2021
- Spring: due January 21, 2022

The Program Fee will be included on your invoice on the [McCombs Payment Portal](https://utdirect.utexas.edu/business/payment/portal/) (<https://utdirect.utexas.edu/business/payment/portal/>). It can be paid with credit card, check, e-check, or wire transfer. If your financial aid payment will arrive after the deadline, communicate with your Graduate Coordinator as soon as possible so that adjustments can be made on a case-by-case basis. Note that MS Programs students are expected to meet tuition deadlines. Tuition must be paid by the deadline (5<sup>th</sup> class day in fall/spring and 3<sup>rd</sup> class day in summer by 5:00pm CT) or your registration will be cancelled and classes dropped for the semester. A student can be re-registered for their classes until the 12<sup>th</sup> class day of fall/spring (4<sup>th</sup> class day in the summer) only after their tuition bill has been paid in full. Registration after the tuition deadline will result in a \$50 late fee. Please note that being dropped from classes may impact your eligibility to complete and earn your MS degree. Additionally, you will not be able to register for future classes or participate in commencement if they have an outstanding bill. In accordance with the [General Information Catalog](https://catalog.utexas.edu/general-information/academic-policies-and-procedures/diplomas/) (<https://catalog.utexas.edu/general-information/academic-policies-and-procedures/diplomas/>), a student who owes a debt to the University may be unable to obtain a diploma until the debt is paid.

Students must make payments by the deadline or their course registration will be cancelled and a late fee may be charged. An installment plan is available when you submit your Financial Responsibility Statement and the due dates for 2021-2022 will align with the Academic Calendar.

Texas MS students awarded scholarships by the department can expect their scholarship a week before tuition is due in check form or direct deposit. These students will receive their awards in three increments on the following timeline:

- Summer: July 8, 2021
- Fall: August 16, 2021
- Spring: January 3, 2022

For questions regarding the expected scholarship amount for each semester, please check with your Graduate Coordinator.

If you need Financial Aid please see the [Next Steps for Financial Aid Guide](#) (in Canvas) created especially for MS Programs Students. This guide provides helpful steps for both domestic and international students.

### **Option III Limitations on Financial Aid and Employment**

The Texas MS Program is an Option III graduate degree, and therefore is governed by [the guidelines for Option III programs](#)

([https://gradschool.utexas.edu/sites/default/files/Option\\_III\\_Guidelines\\_Revised2018\\_040518%5B3%5D\\_0.pdf](https://gradschool.utexas.edu/sites/default/files/Option_III_Guidelines_Revised2018_040518%5B3%5D_0.pdf)) established by the Office of Graduate Studies.

From these guidelines:

*Students registered in these degree programs are not eligible for university financial aid, except federal guaranteed loans and some private sector loans. They may not be offered TA, AI, GRA, AA, or A(G) appointments or department fellowships. They will receive no other student "benefits" unless specific arrangements have been made and the appropriate costs (fees) have been paid.*

### **International Student Fees and Insurance**

All international students at The University of Texas at Austin are required to pay the \$125 [ISSS Support Services fee](#) (<https://world.utexas.edu/iss/iss/about/fees>) every semester. This fee will be included on your invoice on the What I Owe page, which is accessible via MyUT.

Additionally, F-1 and J-1 international students are required to be covered by health insurance when enrolled at the University. ISSS provides [health insurance](#) (<https://world.utexas.edu/iss/iss/insurance/students>) to students who do not have coverage, which is provided and billed to international students automatically, unless an [insurance waiver](#) (<https://world.utexas.edu/iss/iss/insurance/students/waivers>) form is submitted timely. Health insurance fees are also included on your invoice on the What I Owe page. The Texas MS program does not cover these charges.

## **HANDBOOK ACKNOWLEDGEMENT**

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I acknowledge that I have received a copy of the Texas Master of Science Programs Student Handbook, which describes important information regarding the program and understand that I should consult with program staff if I have questions.

Since the information and policies described here are subject to change, I acknowledge that revisions to the Handbook may occur and that I will be notified should the program make any changes.

I understand and agree that I will read and comply with the policies contained in this Handbook and am bound by the provisions contained therein.

**Student Name (printed):**

**Date:**

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**Student Signature:**

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# Addendum A: MSM Curriculum

## Degree Requirements

All Texas MSM students in the Class of 2022 are responsible for completing the following requirements with a minimum of 37 credit hours in order to earn a Master of Science in Marketing.\* All courses indicated as core below are requirements for graduation. The MS Marketing degree requires 2 hours of elective coursework in the spring semester.

### **SUMMER TERM (9 hours)**

BA 381T: Marketing Management (core)

BA 385T: Financial Management (core)

MKT 382: Statistics for Marketing (core)

### **FALL TERM (14 hours)**

MKT 382: Data Analysis/Visualization (core)

MKT 382.56: Marketing Analytics I (core)

MKT 282: Research Methods for Consumer Insight (core)

MKT 282.55: Data Analytics & Dynamic Pricing (core)

MKT 282: Product & Brand Management (core)

MKT 282.33: Design Thinking for Innovation (core)

### **SPRING TERM (14 hours)**

MKT 382: Consumer Behavior (core)

MKT 382: Digital Marketing and Measurement (core)

MKT 382: Marketing Analytics II (core)

MKT 382: Marketing Intelligence Capstone (core)

MKT 182: Market Data & Demand Modeling (elective)

MKT 182: SQL (elective)

MKT 182: Consumer Well-Being (elective)

MKT 182: The Role of Marketing in Social Bias, Stereotypes, and Social Justice (elective)



MKT 182: Data Visualization & Storytelling (elective)

MKT 182: Experimental Design (elective)

\*some courses are subject to change

## Addendum B: MSITM Curriculum

### **Degree Requirements**

The Master of Science in Information Technology & Management (MSITM) Option III degree program is designed to teach rigorous and innovative content that will provide students with master's level knowledge, skills and abilities in the field of IT.

All Texas MSITM students in the class of 2022 are responsible for completing 36 semester hours of coursework without thesis or report. All curriculum requirements will be finalized by July 1, 2021, and will be sent to students via DocuSign as an addendum to the student handbook at that time.

# Addendum C: MSBA Curriculum

## Degree Requirements

All Texas MSBA students in the Class of 2022 are responsible for completing the following requirements\* in the General Curriculum Path, Financial Analytics Track or Supply Chain & Marketing Track with a minimum of 36 credit hours in order to earn a Master of Science in Business Analytics:

### **SUMMER TERM**

STA 380: Introduction Machine Learning (Core)

MIS 381N: Data Science Programming (Core)

RM 194: Introduction to Finance Analytics (Core course for Financial Analytics Track)

### **FALL TERM**

MIS 382N: Advanced Machine Learning (Core)

MIS 284N: Analytics for Unstructured Data (Core)

RM 294: Optimization I (Core)

BA 385T: Financial Management (Core, Optional Upon Approval)

MIS 381N.1: Information Management (Optional Upon Approval)

OM 380.17: Supply Chain Analytics (Elective, Core course for Supply Chain Track)

MIS 382N: Marketing Analytics I (Elective, Core course for Supply Chain Track)

FIN 394.1: Advanced Corporate Finance (Core course for Financial Analytics Track)

FIN 397.1: Investment Theory & Practice (Core course for Financial Analytics Track)

### **SPRING TERM**

STA 380: Unsupervised Learning (Core)

MIS 381N: Optimization II (Core)

MIS 382N.11: Business Intelligence Capstone (Core)

O M 386: Adv Data Analytics in Marketing (Elective, mandatory for Supply Chain Track)

O M 386: Demand Analytics/Pricing (Elective, mandatory for Supply Chain Track)

RM 294: Financial Technology (Elective)

MIS 184N: Social Media Analytics (Elective)

OM 386: Healthcare Analytics (Elective)

FIN 297.5: Fixed Income Analysis (Elective for Financial Analytics Track only)

R M 394: Financial Modeling/Testing (Elective for Financial Analytics Track only)

\*some courses are subject to change

# Addendum D: MSF Curriculum

## Degree Requirements

All Texas MSF students in the Class of 2022 are responsible for completing the following requirements with a minimum of 36 credit hours in order to earn a Master of Science in Finance. \*All courses indicated as core below are requirements for graduation. The MS Finance degree requires 12 hours of elective coursework in the spring semester.

### **SUMMER TERM (7 hours)**

BA 385T: Financial Management (Core)

FIN 286: Valuation (Core)

BA 284T : Financial Accounting (Core)

### **FALL TERM (16 Hours)**

FIN 397.1 : Investment Theory and Practice (Core)

FIN 394.1: Advanced Corporate Finance (Core)

BA 380S: Managerial Economics (Core)

ACC 280K.1: Intermediate Accounting I (Core)

BA 286T: Statistics (Core)

FIN 294.17: Advanced Valuation and Financial Modeling (Core)

BA 191: Practicum in Finance (Elective)

### **SPRING TERM (13 hours)**

ACC 280K.7: Financial Statement Analysis (Core)

FIN 172: Advanced Financial Statement Analysis (Elective)

ACC 280K.2: Intermediate Accounting II (Elective)

BA 191: Practicum in Finance (Elective)

BA 291.3: Real Estate (Elective)

EMA 290.4: Getting Product to Market/Trading (Elective)

EMA 290: Energy Trading (Elective)

FIN 397.2: Portfolio Management and Security Analysis (Elective)

FIN 294.11: Private Equity (Elective)

FIN 294.8: Financial Strategies for Energy Firms (Elective)

FIN 297.4: Financial Risk Management (Elective)

FIN 294.5: Financial Technology (Elective)

FIN 297: Computational Finance (Elective)

FIN 294.7: Raising Capital (Elective)

FIN 294.13: Valuation of Energy Investments (Elective)

FIN 297.5: Fixed Income Analysis (Elective)

MIS 382N: Digital Health Innovation (Elective)

FIN 297.10: Environmental, Social and Governance (Elective)

\*some courses are subject to change

# THE UNIVERSITY OF TEXAS AT AUSTIN

## PHOTO/VIDEO RELEASE FORM

For valuable consideration, I do hereby authorize The University of Texas at Austin, and those acting pursuant to its authority to:

- a) Record my participation and appearance on videotape, audiotape, film, photograph, or any other medium
- b) Use my name, likeness, voice, and biographical material in connection with these recordings
- c) Exhibit or distribute such recording in whole or in part without restrictions or limitation for any education or promotional purpose with which The University of Texas at Austin, and those acting pursuant to its authority, deem appropriate.

I agree that a photocopy, scan, fax copy or digital image of this form shall have the full force effect of an original.

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Address:	
Phone Number:	
Email address:	

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

THE UNIVERSITY OF TEXAS AT AUSTIN

**RELEASE AND INDEMNIFICATION AGREEMENT – Adult Student**

**STUDENT:** \_\_\_\_\_ UT EID: \_\_\_\_\_  
Name (last name first - please print or type)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip Code

**DESCRIPTION OF ACTIVITY OR TRIP:** – Programming and Activities in and around the Austin, San Antonio, Dallas, or Houston Metro Areas.  
\_\_\_\_\_

**MODE OF TRANSPORTATION:** Self-driven, school provided coach, and/or student carpool

**LOCATION(s) of activity or trip:** Austin, San Antonio, Dallas, or Houston

**DATE(s) of activity or trip:** FROM July 1, 2021 TO June 1, 2022

I, the above named student, am eighteen years of age or older and have voluntarily applied to participate in the above Activity or Trip. I acknowledge that the nature of the Activity or Trip may expose me to hazards or risks that may result in my illness, personal injury or death and I understand and appreciate the nature of such hazards and risks.

In consideration of my participation in the Activity or Trip, I hereby accept all risk to my health and of my injury or death that may result from such participation and I hereby release the University of Texas at Austin, its governing board, officers, employees and representatives from any and all liability to me, my personal representatives, estate, heirs, next of kin, and assigns for any and all claims and causes of action for loss of or damage to my property and for any and all illness or injury to my person, including my death, that may result from or occur during my participation in the Activity or Trip, whether caused by negligence of the University of Texas at Austin, its governing board, officers, employees, or representatives, or otherwise. I further agree to indemnify and hold harmless the University of Texas at Austin and its governing board, officers, employees, and representatives from liability for the injury or death of any person(s) and damage to property that may result from my negligent or intentional act or omission while participating in the described Activity or Trip.

**I HAVE CAREFULLY READ THIS AGREEMENT AND UNDERSTAND IT TO BE A RELEASE OF ALL CLAIMS AND CAUSES OF ACTION FOR MY INJURY OR DEATH OR DAMAGE TO MY PROPERTY THAT OCCURS WHILE PARTICIPATING IN THE DESCRIBED ACTIVITY OR TRIP AND IT OBLIGATES ME TO INDEMNIFY THE PARTIES NAMED FOR ANY LIABILITY FOR INJURY OR DEATH OF ANY PERSON AND DAMAGE TO PROPERTY CAUSED BY MY NEGLIGENT OR INTENTIONAL ACT OR OMISSION.**

\_\_\_\_\_  
Signature of Student

Date signed: \_\_\_\_\_



