

# *Succeed*

with the Missouri State College of Business

**Fall 2013**  
**Think Bigger and Bolder**

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Stephanie M. Bryant, Dean

August 16, 2013

# Welcome to our special guests

**President Smart**

**Provost Einhellig**

**Architects**

Jeff Ziebarth, Team Leader for Perkins & Will

Andrew Wells, Team Leader for Dake Wells

Doug Sampson, MSU Architect

**Emeriti faculty** will be joining us at lunch – please speak to them and make them feel very welcome!

# Welcome to our New Hires!

- School of Accountancy
  - Chris Hines
- Finance and General Business
  - Jeff Jones
  - Gwen Schroeder
- TCM and Interior Design
  - Kevin Hubbard

# 3 Components of COB Brand Identity

- Demonstrating the Personal Touch
- Thinking Bigger and Bolder
- Putting Student Success First

# Succeed

with the department of

## Computer Information Systems

follow your  
PASSION  
find your  
PLACE

Missouri  
State

COLLEGE OF BUSINESS

[www.cis.missouristate.edu](http://www.cis.missouristate.edu)

# Succeed

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## Finance and General Business

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[www.missouristate.edu/fgb](http://www.missouristate.edu/fgb)

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## School of Accountancy

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[www.missouristate.edu/aac/FOA](http://www.missouristate.edu/aac/FOA)

# Succeed

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## Fashion and Interior Design

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[www.missouristate.edu/fid](http://www.missouristate.edu/fid)

THE DEPARTMENT OF FINANCE AND GENERAL BUSINESS, known as FGB, is part of the College of Business at Missouri State University.

FINANCE  
GENERAL BUSINESS  
RISK MANAGEMENT AND INSURANCE

Finance and General Business at Missouri State

FGB offers degrees in several areas of study:



Follow  
your passion  
for business



Find  
your place  
at Missouri  
State

The College of Business has its own **ADVICE CENTER** with

**9 FULL-TIME STAFF ADVISORS**

to help you plan and monitor your degree

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## Finance and General Business

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State

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[www.missouristate.edu/fgb](http://www.missouristate.edu/fgb)

Missouri State  
Department of Finance  
and General Business  
901 S. National Ave.  
Springfield, MO 65887

Contact the Department of  
Finance and General Business  
[www.missouristate.edu/fgb](http://www.missouristate.edu/fgb)  
@FinanceandGeneralBus  
missouristate.edu  
417-878-5504  
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Missouri State FGB

### Why we stand out to students interested in FGB:



**NATIONAL REPUTATION AND ACCREDITATION:**

Only 10 percent of all U.S. colleges of business have all of these programs – accounting, business, undergraduate and graduate – accredited by the Association to Advance Collegiate Schools of Business, or AACSB. Missouri State's College of Business is included in this top 10 percent. Our programs are AACSB-accredited at all available levels.

**GREAT EDUCATION:** We continually update our programs to meet the needs of the current business climate. Our students may travel to top business destinations, such as New York City, to see financial markets in operation or meet Missouri State alumni working in FGB industries. Students also have plenty of opportunities to study abroad.

**HIGH-CALIBER PROFESSORS:** Many business faculty members have won teaching and research awards, have real-world experience in their fields and are nationally recognized for their research

or accomplishments. All courses are taught by faculty members. Graduate students do not provide classroom instruction. Faculty get to know students and often work with them one-on-one.

**UNREPEATABLE VALUE:** Missouri State's cost is less than state and national averages, and we offer many ways to help business students pay for school.

**OUT-OF-STATE FEES WAIVED:** Entering freshmen and transfer students from outside Missouri may qualify for the Out-of-State Fee Waiver, a full waiver of nonresident fees. To qualify,

freshmen must have either an ACT composite of 24 or higher, a 3.50 cumulative GPA on a 4.0 scale or a class rank in the top 25 percent. Transfer students must have completed at least 24 hours with a 3.25 cumulative GPA.

**LIVING-LEARNING COMMUNITY:** Top-performing incoming freshmen interested in business and leadership opportunities may be selected to live in the Bears Business Community, a living-learning community approved by the OS. Students in the BLC live in the same residence hall and experience social and academic activities outside the classroom.

**\$200,000+**

awarded in **COLLEGE OF BUSINESS SCHOLARSHIPS** for the 2013-14 academic year





## Missouri State is in the TOP 75 FASHION DESIGN SCHOOL PROGRAMS IN THE U.S. according to industry resource site [www.fashion-schools.org](http://www.fashion-schools.org)

### Programs

FID offers undergraduate and graduate programs.

- MAJORS**
- Fashion Merchandising and Design (includes majors in Fashion Design and Product Development)
  - Fashion Merchandising and Management
  - Interior Design
  - Family and Consumer Sciences

- MINORS**
- General Family and Consumer Sciences
  - Interior Design
  - Metier Design

- GRADUATE PROGRAM**
- Master of Science in Education, Family and Consumer Sciences emphasis

### Great careers

When you leave the FID program, you will have the education employers seek.

**RECENT EMPLOYER** This is a large or major employer of graduates from recently accepted jobs.

- FASHION MERCHANDISING AND DESIGN**
- Target
  - Savery McFarlane
  - Hobby Lobby
  - Publix Super Centers
  - Great For Sports
  - Flask Many design
  - Five First Steps
  - Oliver's
  - Wal-Mart

- FAMILY AND CONSUMER SCIENCES**
- University Education
  - University of public schools

Save time, COE faculty are your **CAREER FAIR**

**200+ COMPANIES** come to campus each year to recruit!

**CAREER OPPORTUNITIES**

- Missouri State's internship program is one of the largest in the Midwest.

- AVERAGE STARTING SALARIES** from our alumni
- Master of Science in Fashion Merchandising and Design \$37,698
  - Master of Science in Interior Design \$34,853
  - Master of Science in Family and Consumer Sciences \$30,000

### >> Meet Kaitlin Brown

**MINOR** General Merchandising and Design (Fashion Design and Product Development track)

**EMPLOYER:** "I graduated from Missouri State University in 2010. I am currently working for Nike."

**I WALKED INTO A FASHION PROGRAM I DID A CANVAS VISIT AND FELL IN LOVE!** It's so exciting. I want to see the rest of the class go to the same level of excitement.



I've done a lot of cool projects, but a strong class WE MADE TO USE A MATERIAL THAT WASN'T FABRIC, AND I MADE A SWEET OUT OF FABRIC ADHESIVE. I love the paper cut of magazines, so it was really good, and colorful! It's nothing that you can find on the 'net for sure!

I love being my own boss. I'm a boss at Nike. That's pretty good. I'm not a boss at Nike. I'm a boss at Nike. I'm not a boss at Nike. I'm a boss at Nike.



### Talk to the dean!

Deborah G. Smith, Dean of Fashion Design and Merchandising, is available for informational interviews by emailing [Deborah.Smith@MissouriState.edu](mailto:Deborah.Smith@MissouriState.edu). She is also available for on-campus and off-campus interviews.

### Ready to be a Bear?

Tour! ..... [www.missouristate.edu/visit](http://www.missouristate.edu/visit)  
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 Learn more! ..... [www.admissions.missouristate.edu](http://www.admissions.missouristate.edu)



### Student organizations

These extracurricular groups blend fun and networking.

**FID ORGANIZATIONS**

- Missouri State Chapter of the American Society of Interior Design
- Association of Fashion and Design
- Family and Consumer Sciences Education organization

**COLLEGE OF BUSINESS ORGANIZATIONS:**

- Alpha Kappa Psi (International Fraternity)
- Delta Sigma Pi (International Fraternity)
- Gamma Phi Beta (International Fraternity)

**MISSOURI STATE OFFERS:**

- A RENOWNABLE EDUCATION in one of the world's leading research universities
- 185+ UNDERGRADUATE ACADEMIC DEGREE PROGRAMS
- 56,754 STUDENTS ENROLLING EACH YEAR
- 100,000+ STUDENTS GRADUATING EACH YEAR
- A DIVERSE COMMUNITY of students from over 100 countries
- 300+ STUDENT ORGANIZATIONS

**MISSOURI STATE OFFERS:**

- AN UNMATCHED VALUE for the cost of education and living expenses
- 82% OF GRADUATES RECEIVE FINANCIAL AID
- RESEARCH OPPORTUNITIES FOR STUDENTS FROM ALL AROUND THE GLOBE

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- HONORABLE EXPERIENCES THAT INSPIRE YOU TO REACH YOUR FULL POTENTIAL

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### Programs

The School of Accountancy offers undergraduate and graduate programs.

**THE UNDERGRADUATE PROGRAMS** include over 100 undergraduate degrees and 18 minors.

**THE MASTER OF ACCOUNTANCY PROGRAM** features a curriculum that includes the CPA exam requirement.

**OUR GRADUATE CERTIFICATE PROGRAMS** allow you to specialize in the growing field of forensic accounting or the field of accounting.

**MAJORS**

- Accounting
- Accounting

**GRADUATE PROGRAM**

- Master of Accountancy (International program available)

**GRADUATE CERTIFICATES**

- Forensic Accounting
- Forensic Accounting



### Forensic accounting certificate

The forensic accounting certificate at Missouri State is among the first programs of its kind in the country. "Forensic" means "detectable from the court of law." The forensic accounting certificate prepares future accounting professionals to work as expert witnesses in court cases and to resolve financial statements to uncover and prevent fraud.

**Which programs prepare you for certification?**

**CRMA** (CERTIFIED MANAGEMENT ACCOUNTANT), **CFIA** (CERTIFIED FINANCIAL ANALYST), **CMA** (CERTIFIED MANAGEMENT ACCOUNTANT), **CFO** (CERTIFIED FINANCIAL OFFICER), **CPA** (CERTIFIED PUBLIC ACCOUNTANT), **CPA** (CERTIFIED PUBLIC ACCOUNTANT), **CPA** (CERTIFIED PUBLIC ACCOUNTANT)

**CPA** Missouri State's Master of Accountancy program fulfills the educational requirements for both the CPA and CMA. The CPA exam also requires two years of professional experience, and the CMA exam requires three years of professional experience.

### >> Meet Relann Spouts

**MAJOR:** Accounting

**RESEARCH INTEREST:** Entrepreneurship, International Business

**"THE COLLEGE OF BUSINESS FACULTY AND STAFF CARE."** They show that by supporting students to complete assignments and by providing support and career development. They also show that staff care is not just a slogan. Management (MSU) staff care is not just a slogan. Management (MSU) staff care is not just a slogan. Management (MSU) staff care is not just a slogan.

In 2011-2012, **MSU accounting majors** saved with **1,637 TAX RETURNS**. For free services, students could utilize staff and offices on the island.

### Follow your PASSION find your PLACE

Missouri State University is a public university with an enrollment of more than 50,000 students who come from all around Missouri, the nation and the world. Over 100,000 students graduate each year from Missouri State University. Missouri State University is a public university with an enrollment of more than 50,000 students who come from all around Missouri, the nation and the world. Over 100,000 students graduate each year from Missouri State University.

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### Great careers

When you leave the accounting program, you will have the education employers seek.

**OUR GRADUATES WORK FOR EMPLOYERS RANGING FROM LARGE CORPORATIONS TO SMALL BUSINESSES.** Many work at major accounting and auditing firms. In fact, there is a Missouri State graduate at each of the nation's biggest accounting firms. Graduates may also work for government agencies, such as the Internal Revenue Service or a state auditor's office, or in the nonprofit sector.

**RECENT EMPLOYERS:** This is a sample of recent employers who have hired Missouri State graduates:

- Ernst & Young - U.S. Department of Justice
- WSP - U.S. Department of the Treasury
- PricewaterhouseCoopers - Accountability Office
- BBG Wealth Advisory - U.S. Securities and Exchange Commission

**CAREER OPPORTUNITIES**

- Career Center in State Hall
- Missouri State's internship program is one of the largest in the Midwest

**200+ COMPANIES** come to campus each year to recruit!

**AVERAGE STARTING SALARIES** from our alumni

- Master of Science in Accounting \$37,698
- Master of Accountancy \$34,853

### Student organizations

These extracurricular groups blend fun and networking.

**FID** students may find guest speakers, free local business, professional conferences, courses to expand on national activities, get field-trip information through various academic and career organizations.

**SCHOOL OF ACCOUNTANCY ORGANIZATIONS:**

- Accounting Club
- Alpha Kappa Psi

**COLLEGE OF BUSINESS ORGANIZATIONS:**

- Delta Sigma Pi
- Gamma Phi Beta
- Alpha Kappa Psi

### Talk to the dean!

Deborah G. Smith, Dean of Business Administration, is available for informational interviews by emailing [Deborah.Smith@MissouriState.edu](mailto:Deborah.Smith@MissouriState.edu). She is also available for on-campus and off-campus interviews.

**\$200,000+** MISSOURI STATE COLLEGE OF BUSINESS SCHOLARSHIPS for the best-of-the-class student!

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# Budget & Financial

- The University's FY 14 budget is still up in the air
  - Veto decision on September 11, 2013
    - President Smart will talk more about this
  - Travel - identical allocation this year

# COB Strategic Plan

- **High Priority Items for 2013-14**

- Goal 1: Increase the quantity and quality of COB applicants
- Goal 2: Prepare students for successful careers in a globally competitive business environment.
- Goal 3: Strengthen relationships with alumni, business community and Executive Advisory Council.
- Goal 4: Enhance the research environment of the College.
- Goal 5: Support and reward personal excellence and professional development in faculty and staff.



# Strategic Plan (Cont'd)

## **Goal 1: Increase the quantity and quality of COB applicants**

### ***Themes for 2013-14:***

Continue strong emphasis on attracting and retaining the best and brightest students to MSU, including transfer students, students from star high schools in Missouri, and students from outside Missouri (with emphasis on California, Texas, and Illinois) to achieve targeted growth in our signature programs. The development and implementation of an effective marketing and branding plan is central to this goal.

Review and revise our COB Core Curriculum, and the MBA curriculum.

Develop and implement a comprehensive fundraising plan for Glass Hall renovation

# Glass Hall Renovations

- Architects will update you on where we are with preliminary ideas
- This is a work in process and design is not yet finalized.
- Your input is always welcomed and valued!

# Strategic Plan (Cont'd)

**Goal 2: Prepare students for successful careers in a globally competitive business environment.**

***Themes for 2013-14:***

Increase the number of students studying abroad to strengthen awareness of global issues

Increase job placement percentages for students graduating and entering the job market. This goal will be achieved by increasing both the number of employers and students participating in the COB Career Fair, and by increasing the number of internships and externships from the prior year.

# Corporate Relations Update

## Career Fair

- September 30
- 10 AM – 2 PM
- Classes cancelled until 4 pm this day
- Faculty: Please come over!

## Corporate Mentor Program

# Strategic Plan (Cont'd)

**Goal 3: Strengthen relationships with alumni, business community and Executive Advisory Council.**

***Themes for 2013-14:***

Strengthen relationships with alumni in Kansas City and St. Louis.

# Strategic Plan (Cont'd)

## **Goal 4: Enhance the research environment of the College.**

### ***Themes for 2013-14:***

Move towards adoption of the new AACSB standards, including establishing expectations for discipline-based versus applied/pedagogical research.

# AACSB Timeline

- 2013-14 Old Standards
- 2014-15 Old Standards  
Work on new definitions
- 2015-16 Implement New Standards
- 2016-17 Self-study
- 2017-18 Visit!

# Strategic Plan (Cont'd)

**Goal 5: Support and reward personal excellence and professional development in faculty and staff.**

***Themes for 2013-14:***

Align summer research grant amounts with new AACSB standards to incentivize discipline-based research.

Summer research grants - \$750/\$250 split between basic research and pedagogical/applied research

2 New Research Fellowships - \$5,000; awarded annually based on prior year research quality and cumulative research productivity of high quality research – emphasis on discipline based basic research



# COB Awards – February 12<sup>th</sup> deadline to apply

## **COB Outstanding Scholarly Activity Award**

- Outstanding Empirical Paper
- Outstanding Non-empirical Paper

## **Dean's Distinguished Scholars Award**

## **COB Outstanding Faculty Award**

## **COB Outstanding Service Award**

# COB Events

## Fall 2013

- **August 23** – *COB Cardinals' Night*
- **September 30** – *COB Career Fair*
- **October 19** – *Homecoming*

## Spring 2014

- **February 12** – Faculty and Staff Awards deadline
- **May 1** – COB Spring Awards
- **May 9** – All COB Meeting

# Listening Opportunities

- Student Leadership Council (SLC)
- Staff Council
- Faculty Executive Committee – COB Policies
- COB Budget Committee
- Breakfast with the Dean
- CLT Minutes and Budget Committee Posted to website
- Open Door Policy
- Executive Advisory Council (EAC)
- Departmental Advisory Councils



**THE BEST IS YET TO COME!!!!**

# Glass Hall Renovations



# Welcome



President Clif Smart



Provost Frank Einhellig