



**Missouri
State** | COLLEGE of
BUSINESS

WE MEAN BUSINESS.

 Business.MissouriState.edu

—
UNDERGRADUATE
PROGRAMS GUIDE



MAKE YOUR MISSOURI STATEMENT. 

JOIN A BUSINESS COLLEGE

WITH A
FOCUS
ON YOUR
SUCCESS.



BELIEVE YOU CAN ACHIEVE ANYTHING HERE.

You're looking for a university with a record of excellence in business education. MSU has a prominent national reputation.

You will have access to all the resources and state-of-the-art technology you would expect from one of the largest and most comprehensive public business schools in the Midwest.

INTERACT IN MEANINGFUL WAYS WITH DEDICATED PEOPLE.

You're seeking great networking opportunities and offers from prestigious employers. Our internship culture; career fairs that attract regional and national employers; and on-site career center will help you launch your success story.

Here, you will get a personal experience with a university that is focused on student success. You can have one-on-one time with advisors, department heads, professors, deans and other mentors.

IF YOU'RE READY TO TAKE CHARGE OF YOUR PROFESSIONAL GOALS, IT'S TIME TO

MAKE YOUR MISSOURI STATEMENT.

OUR RESOURCES,
SPACES AND PEOPLE

WILL HELP
YOU GO FAR.



You'll find labs here that bring the world of business into the classroom. Our FORVIS Financial Markets Trading Lab allows students to earn Bloomberg certification using state-of-the-art technology.



BENEFIT FROM THE PREMIER BUSINESS ACCREDITATION.

Programs within the business unit in the College of Business are fully accredited by the Association to Advance Collegiate Schools of Business, or AACSB.

Among global colleges and universities offering business degrees, only **5 percent** have been granted this status.



*Programs within departments that maintain AACSB accreditation include: School of Accountancy; Finance, Economics and Risk Management; Information Technology and Cybersecurity; Management; and Marketing. Technology and Construction Management maintains accreditations not associated with AACSB, as it is not eligible for AACSB accreditation.

BE CONFIDENT AND READY FOR YOUR CAREER.

You live in the real world. So should your education. Our goal: Give you the skills employers want. With our curriculum, and learning opportunities that focus on experiences, you will be career-ready with marketable skills. You will have the chance to put your classroom learning into practice.

We believe in relevant experiences: **Internships. Networking. Educational trips. Competitions. And so much more.** Our students have access to two business exclusive career fairs: School of Accountancy and College of Business. Students travel abroad for education opportunities, conferences and competitions. They intern at Fortune 500 corporations and visit financial centers such as New York City and London.



GET READY TO MEET YOUR NEXT MENTOR.

All of your business courses will be taught by high-caliber faculty members who are experts in their field of study. Graduate students do not provide classroom instruction. **That's something not every business school can say.**

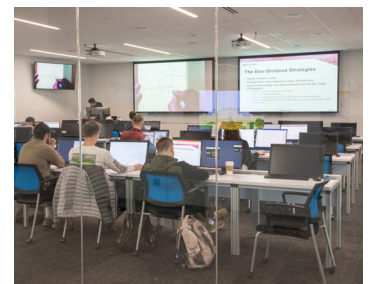
You can trust in your instructors' experience: Many business faculty members worked, or still work, in the areas they teach.

Business faculty members are also committed to research. **You can be a part of the process.** You'll have opportunities to work on publishable research, or present at national conferences.

FIND YOUR PATH WITH YOUR ADVISOR'S GUIDANCE.

The College of Business has its own advisement center just for our students.

The staff of professional advisors will help you plan and monitor your academic progress.



95%
of our 2021-22 graduates are employed or continuing their studies in graduate school.

200+
employers attended our business career fairs in 2022 to recruit our students.

\$430,000
awarded in College of Business donor-funded scholarships for AY 2022-2023.





ROBERT GOURLE
STUDENT SUCCESS CENTER





ENHANCE YOUR EDUCATION IN FIRST-RATE FACILITIES.

Glass Hall

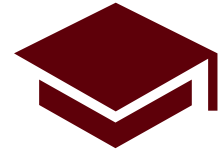
This is the home of most Missouri State business programs. Glass Hall underwent a \$35 million renovation and addition that was completed in 2017. We created spaces to meet the needs of today's students, including:

- A state-of-the-art financial markets trading lab.
- A think tank for creative collaboration.
- A professional sales lab.
- An IT infrastructure and cybersecurity lab.
- An entrepreneurship lab (completed in 2022).
- An accounting analytics lab (completed in 2023).
- A new merchandising and fashion design lab (completed in 2023).
- A new interior design studio (completed in 2023).
- Interview rooms for corporate recruiters.
- Team collaboration rooms.
- Study spaces throughout the building.
- Fuel for your studies: A bagel and coffee shop.

Kemper Hall

This is the home for mechanical engineering technology and construction management students. You'll have access to:

- An advanced manufacturing lab with state-of-the-art equipment and software used in facilities around the world.
- A 6,000-square-foot construction lab.



EARN BOTH A BACHELOR'S AND MASTER'S DEGREE IN JUST 5 YEARS!

As a business major, you can get a jump-start on a master's degree by enrolling in graduate classes your senior year.

If you meet certain GPA requirements, these graduate courses will count toward both your undergraduate and graduate degrees. We call this an accelerated master's degree. You could earn an accelerated master's in:

- Accountancy
- Business administration
- Cybersecurity
- Health administration
- Information technology
- Project management

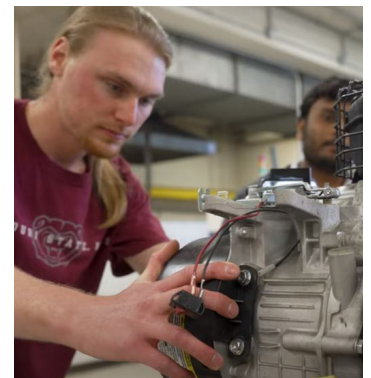
CHOOSE FROM OUR MANY OUTSTANDING PROGRAMS

27 undergraduate options to align your degree with your career goals

21 minors, allowing you to further customize your studies

31 undergraduate and graduate certificates, which show potential employers you have career-ready professional or practical skills

6 graduate programs, to gain specialized knowledge and advance your career



YOU'LL LEARN HOW TO CONDUCT BUSINESS WITH INTEGRITY.

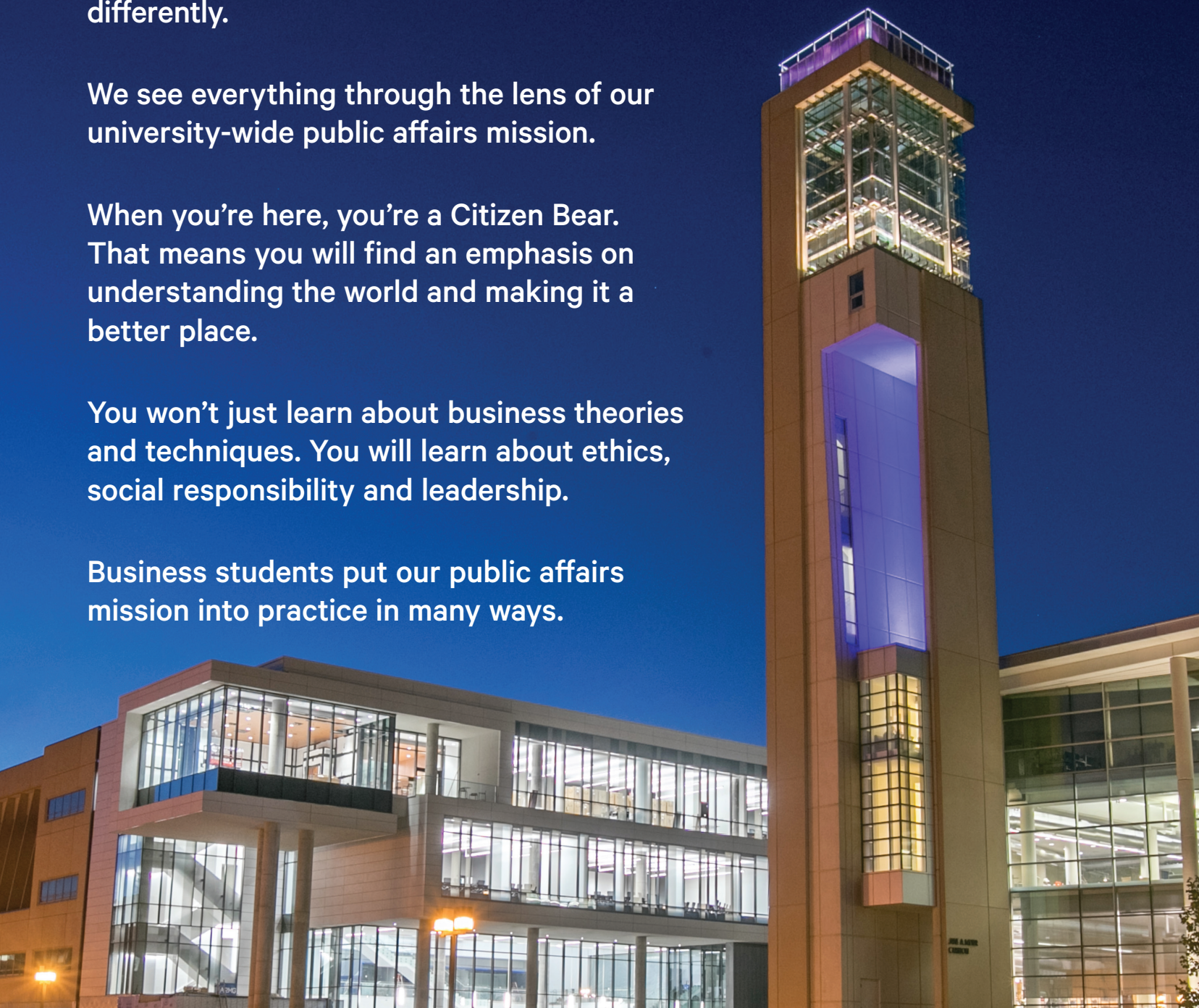
At Missouri State, we approach education differently.

We see everything through the lens of our university-wide public affairs mission.

When you're here, you're a Citizen Bear. That means you will find an emphasis on understanding the world and making it a better place.

You won't just learn about business theories and techniques. You will learn about ethics, social responsibility and leadership.

Business students put our public affairs mission into practice in many ways.





GIVE BACK

- You can participate in Missouri State opportunities like Bear Service Days and immersion programs. Spend your school break helping communities deal with issues such as homelessness, hunger and sustainability.
- The College of Business hosts an annual food drive to benefit the Bear Pantry, that provides healthy food and hygiene supplies for students, staff and faculty in need.
- The College of Business student organizations actively volunteer to support a wide range of nonprofit organizations.
- Each year, School of Accountancy students and faculty collaborate with start-up businesses to integrate real business problems into class projects. Students earn class credit for this work.
- Technology and construction management students volunteer at events like Build My Future for middle and high school students. They also organize a department-wide effort to support a nonprofit that provides holiday gifts to children around the world.



EXPAND YOUR WORLDVIEW

- You can experience other cultures by traveling through MSU's office of education abroad. Choose from 70+ countries!
- The College of Business has its own international business programs office. We maintain partnerships with international schools just for business majors.
- You could meet international students in your classes, or be part of many multicultural and heritage events.



ATTEND AMAZING EVENTS

You'll be invited to public affairs events with celebrity speakers, such as alumnus and actor John Goodman (a Bear from the class of 1975!), TODAY Show co-anchor Jenna Bush Hagar and baseball great Cal Ripken, Jr.

420,000+

hours of volunteer service provided by our campus community each year



\$750

award available to eligible business majors who participate in a COB-sponsored education-abroad experience

SEE HOW WE LIVE OUR MISSION

Follow this hashtag on social media: **#CitizenBears**

WHAT IS IT
LIKE TO BE A
BUSINESS BEAR?

LET OUR
STUDENTS
TELL YOU!

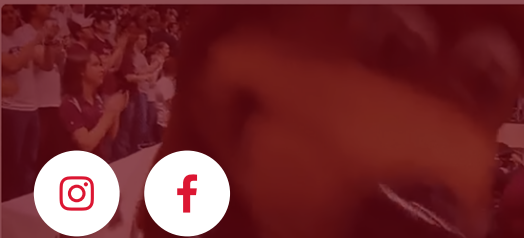
Missouri State COB students and staff members take on Lisbon, Portugal as part of @StudyAwayMSU. They will visit corporations, cultural sites and the US Embassy.



4 10

MaroonNation and 1 other liked

Missouri State COB @MOSStateCOB · Jun 23
That #fridayfeeling. Have a great weekend #bizbears!



Missouri State COB @MOSStateCOB · Mar 15
These #bizbears are looking for a ride to their next business trip.

HEAR MORE
FROM OUR
BEARS!

Follow this hashtag on
Instagram and Facebook:

#BizBears



SPENCER INGRAM

Major: Data Analytics

Minor: Legal studies in business

MSU activities: Phi Beta Lambda

Hometown: Springfield

MY FAVORITE THING ABOUT BEING A BUSINESS BEAR:

My favorite thing about being a business Bear is the attention and dedication professors show for not only your classroom success but your personal success after graduation.

MY FAVORITE INSTRUCTOR:

Courtney Pham is my favorite instructor. She has encouraged me to be active in student organizations and I have gained a lot from that. I always look forward to her class.

ADVISEMENT AND SUPPORT FOR BUSINESS STUDENTS:

Advisement and support are only a phone call or online booking away! COB has made it very easy to contact your advisor and get your questions answered. Faculty members and COB staff are also willingly to help you with any questions you have.



COLIN WEBER

Major: Human Resource Management

Minor: Diversity studies

MSU activities: Student Government Association, Theta Chi Fraternity, Homecoming King, Orientation and Transition Programs - Orientation Assistant

Hometown: Hallsville, Missouri

HOW MISSOURI STATE SET ME UP FOR SUCCESS IN MY FUTURE:

Missouri State has taught me more than I could put into words. It is more than an institution - it was an outlet for me to find my truest potential and achieve things I never thought possible. I'm proud to call myself a Missouri State Bear.

WHY I CHOSE MY MAJOR:

I decided to pursue a degree in human resource management because I love working with diverse groups of people, developing initiatives for the betterment of all people, and the opportunity to generate a positive and efficient workplace environment.

MY FAVORITE THING ABOUT BEING A BUSINESS BEAR:

The relationships you can foster with College of Business faculty and staff are so genuine and intentional. I'm proud to say I've gained true friendships with various advisors and administrators.



JAMEY ARTER

Major: Master of Accountancy, MAcc

MSU activities: Beta Alpha Psi

Hometown: Tacoma, Washington

MY BEST TIP FOR INCOMING BUSINESS STUDENTS:

Get involved with a student organization as early as possible! You will make lifelong friends and have a community to reach out to when challenges arise.

HOW MISSOURI STATE SET ME UP FOR SUCCESS:

Missouri State prepared me for my future career as an auditor by teaching me not only technical skills but problem-solving skills needed for the real world. I had two internships; one public and one private accounting. I also completed several local volunteering opportunities with Beta Alpha Psi. All these experiences helped me obtain the full-time job offer I accepted upon graduation.

WHY I CHOSE MY MAJOR:

Every company needs an accountant so you can work virtually anywhere!



LIAM STROS

Majors: Finance (corporate and investments), Enterprise Risk Management, Economics

MSU activities: President of the Financial Management Association (FMA), member of Gamma Iota Sigma, and The Student Financial Aid Advisory Board

Hometown: Kirkwood, Missouri

MY FAVORITE SPOT IN GLASS HALL:

The Finance, Economics and Risk Management office. I love chatting and building lasting relationships with faculty members, graduate assistants and professors. It's an awesome learning environment, and I just really get a sense of belonging.

MOST FUN ACTIVITY I HAVE DONE IN A BUSINESS CLASS:

I'd have to say using the Bloomberg terminals in The Financial Trading Lab. It allowed me to use some of the same equipment that's used on the floor of the New York Stock Exchange. Wonderful experience.

MY BEST TIPS FOR INCOMING BUSINESS STUDENTS:

Build relationships with your professors! Talk with them before or after class. Email them. Don't be afraid to ask them questions. It may not seem important your first year, but down the road, these are the people who help guide you to success in school, your career and life.



NIA HARRISON

Major: Fashion Merchandising

MSU activities: Bears Lead, artistic director for Sartorial, the school's fashion, beauty and culture magazine

Hometown: Kansas City, Missouri

MY BEST TIP FOR INCOMING BUSINESS STUDENTS:

My best advice to any incoming business student is to go to class. A lot of business classes are hands-on and have group projects, so it is important to be in class. Also, join clubs! If any club sounds interesting, go to at least the general meeting.

WHY I CHOSE MY MAJOR:

I have always been interested in fashion and the operation behind fashion shows and businesses. Once I discovered all the possible career positions within fashion merchandising, I decided I wanted to work in the industry.

MY FAVORITE THING ABOUT BEING A BUSINESS BEAR:

My favorite thing about being a business Bear is that there are many of us, so it is easy to build connections with people with similar goals. I've met a lot of amazing people through the College of Business.

START YOUR MISSOURI STATEMENT:

CHOOSE YOUR PROGRAM.

Explore our wide range of well-established business programs. Undecided? That's OK! Our core classes are designed to introduce you to key areas of business.



School of Accountancy

Accountants are data-driven decision makers. We have strong technical skills and a deep understanding of business to advise companies on survival challenges and growth strategies.

WHY MISSOURI STATE FOR ACCOUNTING?

- **Commitment to hands-on learning:** We work with professionals and clients to adopt technology and develop course materials that simulates accounting practices. We even allow students to obtain up to nine credit hours of internships for accounting work experience.
- **Emphasis on emerging technologies:** We prepare students for careers working with analytics, blockchain, robotic process automation and more in our new dedicated Judy and Mike Breeding Accounting Analytics Lab.
- **Latest industry trends:** Faculty stay current by maintaining leadership positions in accounting organizations: AICPA, MOCPA, IMA, SACA, AGA and AAA. This also provides networking opportunities with future employers for our students pursuing careers in public accounting, corporate accounting, nonprofit or government.
- **Accounting is a credentialed profession:** We can help you earn one of six professional credentials (CPA, CMA, CISA, CFE, CGFM, GGMA). You can also apply for the accelerated Master

of Accountancy (MAcc) program during the second semester of your junior year. The MAcc will fulfill the education requirements for the CPA license in Missouri.

- **Unique programs:** We offer graduate certificates that emphasize in-demand professional competencies that can be added on to or earned as part of your accounting degree.
- **Proven record of success:** Everyone loves winning! Missouri State Beta Alpha Psi and accounting club students regularly travel to compete and win national competitions.
- **High benchmarks of quality:** Missouri State is among a small number of AACSB-accredited schools that have also earned separate supplemental AACSB accounting accreditation.

CAREER OUTCOMES

- Auditor (CPA)
- Chief Financial Officer (CFO)
- Compliance Officer (CIA)
- Controller (CMA)
- FBI/CIA Agent, Criminal Investigator
- Financial Analyst (CFA)
- Fraud Examiner (CFE)
- Forensic Investigator (CRFAC)
- Information Systems Consultant (CISA)
- Public Fund Manager (CGFM)

- Tax Attorney, Consultant or Preparer (CPA)

UNDERGRADUATE PROGRAMS

Major

- Accounting*

Minor

- Accounting*

GRADUATE PROGRAMS

Degree

- Master of Accountancy*

Certificates

- Accounting Analytics*
- Forensic Accounting*
- Managerial Accounting*
- Tax Accounting*

**May be earned fully online.*

\$79,325

average entry-level salary for accounting grads with a master's degree

Source: Institute of Management Accountant U.S. Salary Survey



WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"I had an amazing experience in the COB and at Missouri State. I joined Alpha Delta Pi and Beta Alpha Psi. These two organizations greatly impacted my academic career and future professional career. I was able to meet and network with other students as well as many professionals in the accounting world."

Erica Hitpas, BS in accounting, 2020, and accelerated Master's of Accountancy, 2021

Job: Audit associate with FORVIS (formerly BKD, LLP)



FIND US ONLINE:

MissouriState.edu/SOA

Finance, Economics and Risk Management



Do you want a career that can have a large, lasting effect on our economy? Try finance, economics and risk management. Careers in finance, economics and risk management are critical to helping others achieve their goals and are found in a wide variety of industries, nonprofits and government agencies.

Our risk management and insurance program is one of the **largest** in the Midwest, and one of only **60+** nationwide.

WHY MISSOURI STATE FOR FERM?

■ Learning by experience:

We believe some of the best learning occurs outside the classroom. The FORVIS Financial Markets Trading Lab will give you access to the same tools used by professional traders. All finance students graduate with a Bloomberg Market Concepts certification. Economics students have access to the Missouri State Experimental Economics Lab (MSEEL), where students can get paid to participate in cutting-edge economics research or conduct their own research.

■ **Prestigious industry contacts:** We can help you connect with great employers looking for interns and employees. If you pursue an internship, you can earn credit toward your degree.

■ **Record of passing certification exams:** Many of our students begin examinations for certifications before they graduate. This includes the Chartered Financial Analyst, or CFA, examination, the industry standard in investment management.

- **Be taught by the best:** Most faculty members hold the highest degree in their field. Many also hold professional designations.
- **Economics STEM designation:** Students who complete the full economics degree program will qualify for Optional Practical Training (OPT), with the opportunity for a two-year extension granting work eligibility in the U.S. for a total of three years.

RECENT EMPLOYERS

- American Century Investments
- Bank of America
- Bayer
- Cerner Corporation
- Edward Jones Investments
- FDIC (Federal Deposit Insurance Corporation)
- Federal Reserve Banks
- Federated Insurance
- FORVIS, LLP (formerly known as BKD, LLP)
- Lockton Companies
- Koch Industries
- Mariner Wealth Advisors
- O'Reilly Auto Parts
- U.S. Bank
- Wells Fargo & Company

\$60,776

average starting salary for entry-level finance majors

\$64,405

average starting salary for entry-level economics majors

\$58,610

average starting salary for entry-level risk management and insurance majors

Source: The National Association of Colleges and Employers starting salary projections for Class of 2022 new college graduates

UNDERGRADUATE PROGRAMS

Majors

- Finance (*options in corporate and investments**, *financial planning or fintech – financial technology*)
- Economics
- Risk Management and Insurance (*options in enterprise risk management or insurance*)
- General Business*

Minors

- Economics
- Enterprise Risk Management
- Finance*
- General Business*
- Insurance
- Legal Studies in Business

Certificates

- Agricultural Economics
- Business Principles*

WORDS FROM A GRADUATE NOW IN THE WORKPLACE

“The faculty members were clearly invested in my development, and the coursework prepared me for a strong start in the early part of my career. The acumen gained from my finance professors helped me earn an early promotion.”

Brad Wright,
bachelor’s in finance,
2018, MBA 2019

Job: Commercial Relationship Manager with Wells Fargo

- Financial Awareness*
- General Economics
- The Modern Global Economy
- Insurance

GRADUATE PROGRAMS Degrees

- Master of Business Administration*

Certificates

- Applied Economics
- Finance*
- Financial Analysis*
- Fintech (*financial technology*)
- Quantitative Enterprise Risk Management*

*May be earned fully online.



FIND US ONLINE:

MissouriState.edu/FERM

Information Technology and Cybersecurity

Be a vital link between businesses and the latest technology! IT and cybersecurity professionals ensure their organizations get the most out of technology, and keep networks and data secure.



WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"The College and the ITC department provided me with the skills and tools to work at an amazing job. The program is modern, relevant, and exposes young professionals to a variety of information that allows them to be well versed in business before they enter the professional world."

Holden Bridges,
bachelor's in information technology, master's in cybersecurity, 2021

Job: Network Engineer I at City Utilities of Springfield

Missouri State's IT program was co-developed with **20+ industry partners.**

WHY MISSOURI STATE FOR ITC?

■ **A blend of technology with business:** Here, you will learn IT skills: data analytics, programming, web development and more. But because we are in the College of Business, you will also learn administrative, managerial and leadership skills.

■ **Proven record of success:** In 2023, MSU A-BITS students competed in the US IT Collegiate Conference with IT students all over U.S. They brought home 11 of the 24 top three trophies! In addition, they have placed in the National Collegiate Cyber Defense Competition and ranked at the top of Missouri teams. A-BITS was also named Student Organization of the Year by Foundation for IT Education.

■ **Focus on career-readiness:** We have corporate partners such as IBM, O'Reilly Automotive, Jack Henry, Phillips 66 and ConocoPhillips. That means our curriculum is up-to-date with what you will need on the job. Our alumni are successful as business analysts, cybersecurity professionals, data or digital forensics

specialists, database administrators, IT consultants, network architects, software or web developers, tech entrepreneurs and more.

■ **Up-to-date technology:** Access the latest hardware and software. We have hands-on learning areas, including our IT Infrastructure and Cybersecurity Lab.

RECENT EMPLOYERS

- American National Insurance
- Bass Pro Shops
- The Boeing Company
- Cerner Corporation
- City Utilities
- ConocoPhillips Company
- Deloitte
- Expedia Group
- FORVIS, LLP (formerly known as BKD, LLP)
- GM Financial
- Hallmark Cards, Inc.
- H&R Block
- Jack Henry & Associates
- MasterCard Worldwide
- O'Reilly Auto Parts

\$74,420

average starting salary for information technology or business analysis majors in IT careers

Source: The National Association of Colleges and Employers starting salary projections for

Class of 2022 new college graduates

UNDERGRADUATE PROGRAMS

Majors

- Data Analytics*
- Information Technology*
(with options in application development, IT infrastructure* and cybersecurity*)*

Minors

- Application Development*
- Business Analytics*
- Cybersecurity*
- Information Technology*
- IT Infrastructure*
- Web Application Development*

Certificates

- Information Technology*

GRADUATE PROGRAMS

Degrees

- Cybersecurity*
- Information Technology*

Certificates

- Information Technology*
- Cybersecurity*
- Data Analytics*

*May be earned fully online.



FIND US ONLINE:

ITC.MissouriState.edu

Management

Successful management is both art and science. It involves precise communication and actions that inspire and empower us all for the benefit of organizations and society. It requires strategy, ethics and innovation. Let us help you unleash your business and leadership potential.



WHY MISSOURI STATE FOR MANAGEMENT?

- **Hands-on learning:** Our expert faculty, award-winning student organizations, state-of-the-art facilities such as the McDonald Entrepreneurship lab, and strong ties to renowned business leaders (guest speakers, successful alumni) provide excellent opportunities to develop business insights.
- **Amazing events:** Would you like to experience the Super Bowl, March Madness, or the Houston Rodeo (behind the scenes)? Would you like to experience competing on the national stage as a DECA International Finalist? Our students do!
- **International exposure:** Reach your goals while traveling to exciting destinations. Every year, our management faculty lead programs allowing you to experience worldwide cultures, gain a global perspective, and visit noteworthy international business sites.
- **We are the department of management:** We empower students to become better entrepreneurs, managers and leaders committed to public affairs and fulfilling their life's purpose.

RECENT EMPLOYERS

- Accenture
- American Red Cross
- The Boeing Company
- CoxHealth
- Edward Jones Investments
- Enterprise Rent-A-Car
- Federal Reserve Bank of St. Louis
- Harrah's/Caesars Entertainment
- Jack Henry & Associates
- Kansas City Chiefs
- Mercy
- The Walt Disney Company
- St. Louis Cardinals

\$59,514

average starting salary for business administration/management majors

Source: The National Association of Colleges and Employers starting salary projections for Class of 2022 new college graduates

\$64,314

average salary (not starting) for entertainment management majors who are entertainment managers

Source: Payscale.com

\$66,772

average salary (not starting) for entertainment management majors who are venue operations managers

Source: Payscale.com

UNDERGRADUATE PROGRAMS

Majors

- Entertainment Management
- Entrepreneurship
- Human Resource Management
- International Business
- Management and Leadership

Minors

- Global Entrepreneurship and Management
- Human Resource Management
- Management and Leadership

CERTIFICATES

- Leadership Development
- Online Entrepreneurship

GRADUATE PROGRAMS

Degrees

- Master of Business Administration*
- Master of Health Administration*

Certificates

- Entrepreneurship
- Health Professions Administrative Leadership
- International Business
- Leadership
- Management

*May be earned fully online.

WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"A lot of employers look at, 'Was this student a superhero at their school?' Superhero, meaning: Were they an ethical leader? Were they involved? Having experiences in many different areas in college allowed me to stand out. We also learned the best ways to communicate and career etiquette. All of that was emphasized at Missouri State."

Derric Durham,
bachelor's in
management, 2019

**Job: Management
associate at Enterprise
Holdings**



**FIND US
ONLINE:**

MGT.MissouriState.edu

Marketing

Create, promote, sell, deliver — marketing places you at the center of many business relationships! Marketing is fun, innovative and analytical. We equip you with all you need to thrive in the industry.

WHY MISSOURI STATE FOR MARKETING?

- **Hands-on learning:** You will have plenty of chances to put your training into practice through internships, competitions and trips to marketing companies.
- **Incredible student success:** Our Ad Team, part of the marketing department, has won numerous national and international competitions.
- **Education abroad programs:** Put your training into practice around the globe! For example, students have studied international marketing and logistics in places such as Costa Rica and Cuba.
- **Amazing facilities:** The Marlin Think Tank for Creative Thinking in Business and the Tim Foote and Mike Oldham Families Peak Performance Sales Lab help you prepare for your future career.
- **Specialized degree programs:** You can major in marketing, or logistics and supply chain management. Specialize your marketing degree even further by selecting a track option. Choose from advertising and promotion, marketing management, marketing research or professional sales.

RECENT EMPLOYERS

- Abbott
- Aldi
- Anheuser-Busch
- Bass Pro Shops
- The Boeing Company
- Cove Logistics
- DHL
- Eli Lilly and Company
- GEICO
- Koch Industries
- Marisol International
- Paul Mueller Co.
- Prime Inc.
- Target Corporation
- Unyson Logistics
- Verizon Communications
- Walmart
- The Walt Disney Company

\$59,652

average starting salary for marketing majors

\$61,798

average starting salary for logistics/supply chain majors

Source: The National Association of Colleges and Employers starting salary projections for Class of 2022 new college graduates

UNDERGRADUATE PROGRAMS

Majors

- Marketing (*with options in advertising and promotion*; marketing management*; marketing research*; professional sales**)
- Supply Chain, Logistics and Operations Management*

Minors

- Advertising and Promotion
- Marketing

Certificate

- Relationship Selling*

GRADUATE PROGRAMS

Degree

- Master of Business Administration*

Certificates

- Marketing Analytics*
- Marketing*

*May be earned fully online.



WORDS FROM A GRADUATE NOW IN THE WORKPLACE

“Missouri State gave me the opportunity and confidence to pursue my dream and enter the world of advertising. The marketing department’s instructors and professors are so supportive and genuinely care to help each student achieve their goals.”

Jordan Moore, bachelor’s in marketing with emphasis in advertising, 2020

Job: Assistant account manager at Goodby Silverstein and Partners in San Francisco



FIND US ONLINE:

MissouriState.edu/MKT

Merchandising and Fashion Design

Merchandising and fashion design is part of the \$3 trillion fashion industry. This includes conception, production, promotion and marketing for fashion goods, products or services. As a student, you will learn the most updated design software, visual merchandising and product lifecycle management. Through simulated classroom projects, you'll build a portfolio to showcase for job placement.



WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"My experience at Missouri State helped me become successful in the fashion industry. MSU taught me many skills that I utilize in my job every day: paying attention to detail, managing time, and working as part of a team. For my degree, being part of the College of Business, helped differentiate me from other candidates within my field."

Macey Paddick,
bachelor's in
merchandising and
fashion product
development, 2019

**Job: Product
specialist— Gifts/Toys
at Bass Pro Shops**

Missouri State is among the **Top 50** fashion merchandising schools and colleges in the U.S.

Source: Fashion-Schools.org 2019 rankings

WHY MISSOURI STATE FOR MFD?

- **Industry connections and networking:** Our students may visit with Fashion Group International chapters in Kansas City and Dallas. They may also travel to New York City for an industry study tour. There, they visit with designers, businesses and showrooms.
- **Job-ready software and equipment:** You will have access to the latest technology for design and production used by industry professionals, including 3D design. Our new, state-of-the-art Merchandising and Fashion Design lab is equipped with Browzwear fashion design software, Adobe Creative Suite and MockShop visual-retailing tool. Students also have access to industrial embroidery and sewing machines.

- **An annual senior market and showcase:** This event, held in spring, highlights both merchandising and fashion product development students. Students display projects from 3D design, product development, visual merchandising internships, business analysis and other MFD courses. Prospective students, family, friends, employers and faculty are invited to attend.

RECENT EMPLOYERS

- Bass Pro Shops
- Hallmark Corporate
- Helmut Lang
- HSN corporate buying office
- KBL Group International
- Lyssé
- Macy's, Inc. buying office
- Oscar de la Renta
- Prada
- Rebecca Minkoff
- Rock & Republic
- Ross Stores, Inc.
- Stitch Fix
- Target corporate
- T.J. Maxx
- Walmart corporate office

\$63,000

average salary (not starting) for fashion design and merchandising majors

Source: Payscale.com

UNDERGRADUATE PROGRAM

Major

- Merchandising and Fashion Product Development
(with options in fashion design, merchandising)

Certificate

- Fashion Merchandising



WE HAVE OUR OWN MAGAZINE!

Sartorial Magazine is Missouri State's student-run online magazine about fashion, beauty and culture.



FIND US ONLINE:

MissouriState.edu/MFD

Technology and Construction Management

Do you want to coordinate the work behind a construction project? Maybe you want to help a business implement the best technology, or design spaces for living, working or gathering. At Missouri State, we're unique because these programs are part of a business college. You not only learn technical skills, you also learn business principles that help you stand out.

WHY MISSOURI STATE FOR TCM?

■ State-of-the-art facilities:

Develop proficiency with the tools and equipment you'll see in the workplace. Our advanced manufacturing laboratory has the same equipment used in facilities around the world. You can also experience a 6,000-square-foot construction laboratory with full-scale mock-ups and a steel crane. If you're an interior design student, you will be able to dig into one of the most comprehensive "sample libraries" in the state, with wallpaper, flooring and more for class projects. The new Linda Bailey Interior Design Studio, completed in 2023, gives students a modern space for collaboration.

■ Advanced computational design capabilities:

Whether you are creating a three-dimensional rendering of an interior space or performing finite element analysis on a new product design, you will gain experience with industry-leading technology that will help you succeed after graduation.

■ Strong ties to employers:

Our degree programs, guided by industry advisory boards, emphasize industry experience and career readiness. You will visit project sites and production

facilities, acquire first-hand experience through internships, student competitions and capstone projects.

RECENT EMPLOYERS

- Alberici
- Cushman & Wakefield
- Emerson Climate Technologies
- Haute Design interior design firm
- Hensel Phelps
- JE Dunn Construction Co.
- John Deere Reman
- Kiewit Corporation
- McCarthy Building Companies
- McCownGordon Construction
- Paul Mueller Company
- Scott Rice
- S.M. Wilson
- Snyder Construction Group
- Whiting-Turner

\$57,000

average salary (not starting) for interior design majors

Source: Payscale.com

\$74,000

average salary (not starting) for construction management majors

Source: Payscale.com

\$73,000

average salary (not starting) for engineering technology majors

Source: Payscale.com

UNDERGRADUATE PROGRAMS

Majors

- Construction Management
Accredited by the American Council for Construction Education (ACCE)
- Interior Design
- Mechanical Engineering Technology
Accredited by the Engineering Technology Accreditation Commission of ABET

Minors

- Construction Management
- Industrial Management
- Interior Design

GRADUATE PROGRAMS

Degree

- Master of Project Management*
Accredited by the Project Management Institute (PMI) Global Accreditation Center for Project Management Education

Certificate

- Project Management

*May be earned fully online.



WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"There's an attitude that while you're here, if you want to accomplish something, you can pretty much make it happen. Construction Club always did a great job of incorporating industry professionals from the area. We did a lot of luncheons and events with professionals. It made it a lot easier to approach potential employers confidently, shake their hands and ask for a job, essentially."

Jordan Ford Bond, bachelor's in construction management, 2019

Job: Project engineer at JE Dunn Construction Co.



FIND US ONLINE:

Build.MissouriState.edu

JOIN THE LAND OF THE BEARS

We also mean business when it comes to fun outside of class! Make friends and gain professional contacts in our student groups. If you're a member or officer, you could learn from guest speakers, tour businesses, attend conferences, participate in competitions, give back to your community and more.



COLLEGE OF BUSINESS STUDENT ORGANIZATIONS

Accounting Club/IMA Student Chapter

Advertising Club

American Society of Interior Designers

American Society of Mechanical Engineers

Associated Builders and Contractors of MSU

Association for Business Information Technology Students (A-BITS)

Association of Fashion and Design

Beta Alpha Psi
(honorary organization for accounting, finance and computer information systems students)

Collegiate DECA
(for students interested in marketing, finance, hospitality and management)

Concrete Consortium

Construction Club
(affiliated with Associated General Contractors of America)

Delta Sigma Pi
(national co-ed business fraternity)

Entertainment Management Association

Entrepreneurship Club

Financial Management Association

Financial Planning Association

Gamma Iota Sigma-Alpha Lambda chapter
(national co-ed fraternity for students in insurance, risk management and actuarial science)

Home Builders Organization

Interior Design Society

International Interior Design Society

Logistics and Supply Chain Management Association

Marketing Club

MBA Association

Mechanical, Electrical and Plumbing Club

MSU Future Healthcare Leaders

Phi Beta Lambda — Future Business Leaders of America (FBLA)

Project Management Student Organization

Sartorial Magazine
(student-run newspaper highlighting fashion, beauty and culture)

Sigma Lambda Chi
(national construction honor society)

Society for Human Resource Management

Society of Automotive Engineers

Springfield Design Association

Women in Construction



WANT TO LIVE IN A RESIDENCE HALL COMMUNITY CENTERED ON BUSINESS?

We offer several different living-learning communities, or LLCs. Here, students with similar academic or lifestyle interests live, study and socialize together in a residence hall. You could apply for the **Bears Business Community**. If you're selected, you will live in a hall with other Business Bears. You will be invited to activities related to academics and personal growth. You will also be offered tours of businesses. It doesn't cost any more than our regular residence hall fees to live in an LLC and get all the social, educational and personal benefits!

Learn more: MissouriState.edu/LLCs



IF YOU DON'T KNOW US YET,

MEET MISSOURI STATE



WHAT MAKES MISSOURI STATE DIFFERENT?

We're a major state university, but we're not too big. We offer you a close-knit, friendly community.

When you're here, you're a citizen Bear. You'll learn how to see the world differently and follow your path with integrity. When you graduate, you're prepared to be a global citizen



in the truest sense of the word. You'll bring more to your career and your community.

You'll always be ready to **Make Your Missouri Statement.**

SPRINGFIELD: A REGIONAL BUSINESS CENTER

Springfield is the third-largest city in Missouri. It's a growing hub for young professionals. You can expect great networking here as you start your career.



Missouri State University is a public university system with an enrollment of

24,000+

students from around the state and the world

1 MAIN CAMPUS

■ Springfield, Missouri

3 OTHER PHYSICAL CAMPUSES:

■ West Plains, Missouri

■ Dalian, China

■ Mountain Grove, Missouri

YOU MAKE YOUR STATEMENT. WE'LL PUT THE COST WITHIN REACH.

Our total costs are lower than most other universities in the state and well below the national average. We invite you to compare.



270+

College of Business donor-funded scholarships available to business students



Missouri State is ranked among

THE LOWEST

in student loan debt in Missouri and the nation.

Source: LendEDU



You're ready to be a Business Bear.

TAKE THE NEXT STEPS.

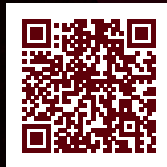
SET UP A VISIT OR VIRTUAL TOUR

We'd love to welcome you. You can see where you will be learning, living and hanging out. Visit us any time you want online! Or set up a customized visit.

MissouriState.edu/Visit

LEARN ABOUT OUR GRADUATE PROGRAMS

Want to get a head start on your career or decide if graduate school is right for you? Explore our accelerated graduate programs.



TOUR COB VIRTUALLY

Explore Glass Hall, the home of the College of Business.



APPLY NOW

MSU is now on the Common App, so it's never been easier to apply. The earlier you apply, the better your chances to be considered for the maximum amount of financial aid.

MissouriState.edu/Apply

LEARN ABOUT COLLEGE OF BUSINESS ENTRANCE REQUIREMENTS

Being admitted to Missouri State University is separate from being admitted to MSU's College of Business, or COB. Most students are admitted to COB during their sophomore or junior year. If you want to pursue a degree in the business unit, you will have to complete a minimum number of credit hours, including designated pre-admission classes, and satisfy the minimum grade point average (GPA) requirement.

Business.MissouriState.edu/Admission

Missouri State University adheres to a strict nondiscrimination policy and does not discriminate on the basis of race, color, national origin (including ancestry, or any other subcategory of national origin recognized by applicable law), religion, sex (including marital status, family status, pregnancy, sexual orientation, gender identity, gender expression, or any other subcategory of sex recognized by applicable law), age, disability, veteran status, genetic information, or any other basis protected by applicable law in employment or in any program or activity offered or sponsored by the university. Sex discrimination encompasses sexual harassment, which includes sexual violence, and is strictly prohibited by Title IX of the Education Amendments of 1972. | COB 06-12-2023

