



Missouri  
State

COLLEGE of  
BUSINESS

# WE MEAN BUSINESS

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UNDERGRADUATE  
PROGRAMS GUIDE

 [Business.MissouriState.edu](https://Business.MissouriState.edu)

MAKE YOUR  
MISSOURI  
STATEMENT



GLASS HALL  
851

ROBERT GOURLEY  
STUDENT SUCCESS CENTER





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 Mazars 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 2 percent** have AACSB accreditation and supplemental accounting accreditation.



Programs that maintain AACSB accreditation include: School of Accountancy; finance, economics and risk management; information technology and cybersecurity; management; and marketing. Bachelor of Science degrees in construction management, mechanical engineering technology and Master of Science in project management maintain accreditations not associated with AACSB, as they are not eligible for AACSB accreditation.

91%

of our 2022-23 graduates were employed or enrolled in graduate school within six months of graduation

## 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.

233

employers attended College of Business career fairs in 2023-24 to recruit our students



## 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.

\$441,147

awarded in College of Business donor-funded scholarships for AY 2023-24

## 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.







## 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

**37** 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

## ENHANCE YOUR EDUCATION IN FIRST-RATE FACILITIES.

### Glass Hall

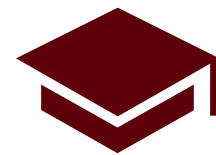
This is the home of most Missouri State business programs. Glass Hall underwent a \$35 million renovation and addition that was completed in 2017. We created spaces to meet the needs of today's students, including:

- 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.
- A Student Security Operations Center (completed in 2024).
- An entrepreneurship lab (completed in 2022).
- An accounting analytics lab (completed in 2023).
- A merchandising and fashion design lab.
- A new interior design studio and lab (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 to construction management and mechanical engineering technology students. You'll have access to:

- 14,000+ square feet of hands-on construction laboratories for active learning.
- An advanced manufacturing lab with state-of-the-art equipment and software used in facilities around the world.
- Two state-of-the-art computer labs.
- New indoor and outdoor student study spaces.



## 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





# 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, which provides healthy food and hygiene supplies for students, staff and faculty in need.
- The College of Business student organizations actively volunteer to support a 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.
- School of Construction, Design and Project Management students volunteer at events like Build My Future for middle and high school students. They 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!



## MAKAYLEE DOZA

**Major:** Information Technology  
(Cybersecurity) with Honors

**MSU activities:** Association for Business  
Information Technology Students (A-BITS)

**Hometown:** Republic, Missouri

### MY FAVORITE THING ABOUT BEING A BUSINESS BEAR:

The College of Business has provided the opportunity for me to learn from experienced faculty and access endless resources. Involvement with A-BITS has allowed me to gain hands-on experience outside the classroom.

### MY FAVORITE INSTRUCTOR:

Although several amazing instructors come to mind, Dr. Xiang Guo has supported me immensely both in and out of the classroom. As the ITC department head, he is always eager to provide guidance and help me reach my goals!

### ADVISEMENT AND SUPPORT FOR BUSINESS STUDENTS:

My advisor has always been quick to respond and offer assistance when needed. Also, several COB faculty members have been amazing mentors as I prepare for my career.



## NOEL DURANTE

**Major:** International Business

**MSU activities:** Men's Club Soccer, REC  
Sports Supervisor/ Official

**Hometown:** Uhingen, Germany

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

Missouri State has provided a strong foundation for my future success through its comprehensive program and supportive environment.

### WHY I CHOSE MY MAJOR:

I chose my major by recognizing my passion for management and my desire to explore diverse cultural perspectives through international experiences.

### MY FAVORITE THING ABOUT BEING A BUSINESS BEAR:

My favorite aspect is undoubtedly Glass Hall, where I've found a vibrant community and invaluable resources for my academic and professional growth.



## ISAAC MOON

**Major:** Accounting

**Minor:** Economics

**MSU activities:** Vice president and former president of Collegiate DECA and Accounting Club/IMA Student Chapter, peer mentor for Mentor Collective.

**Hometown:** Marshfield, Missouri

### MY FAVORITE THING ABOUT BEING A BUSINESS BEAR:

Having so many resources available to me such as professors that are always willing to help, PASS mentors, the Business Advisement Center, career fairs and countless student organizations. All of these combined create an environment where I can grow professionally and be prepared for my future career.

### MY FAVORITE INSTRUCTORS:

Dr. Ravenscraft and Dr. Hines are two of the very best professors I have had. They are happy to provide additional help as needed.

### MY BEST TIP FOR INCOMING BUSINESS STUDENTS:

Become involved and take every opportunity available to you. Becoming involved in student organizations has not only led to great friendships, but has also allowed me to apply the knowledge I gain in the classroom to real-world scenarios outside of the classroom.



## JULIETTE ROBINSON

**Major:** Finance (Corporate and Investments) with Honors

**MSU activities:** Tennis team, International Student-Athlete Advisory Committee, Student-Athlete Advisory Committee, Financial Management Association

**Hometown:** Adelaide, Australia

### MY FAVORITE SPOT IN GLASS HALL:

The fourth-floor terrace on a sunny day. It has amazing views of campus, downtown Springfield and is a great spot to hang out with friends or read a book.

### MOST FUN ACTIVITY I HAVE DONE IN A BUSINESS CLASS:

Playing Kahoot in my marketing class to help us review the chapter and prepare for the exam.

### MY BEST TIPS FOR INCOMING BUSINESS STUDENTS:

Get to know your professors and try your very best on the first exams. This helps relieve stress in the second half of the semester.



## AMARI JOHNSON

**Major:** Marketing (Advertising and Promotion)

**MSU activities:** American Marketing Association

**Hometown:** Gladstone, Missouri

### MY BEST TIP FOR INCOMING BUSINESS STUDENTS:

Network amongst your peers and instructors. Building these bonds will not only bring long-lasting relationships but can also help further your career.

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

Missouri State has set me up for success by the importance of community engagement in the city of Springfield. Being able to be part of organizations like the American Marketing Association, has given me the opportunity to be around like-minded individuals and also support others in the community.

### WHY I CHOSE MY MAJOR:

I enjoy enhancing a brand's reputation through creative storytelling. Marketing is also very diverse when it comes to career roles, and understanding the process of how a product/service is eventually released to the public is fascinating!

## HEAR MORE FROM OUR BEARS!

Follow this hashtag on  
Instagram and Facebook:  
**#BizBears**



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 growth strategies and survival challenges.

### WHY MISSOURI STATE FOR ACCOUNTING?

- **Commitment to hands-on learning:** We work with accounting professionals to adapt industry 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, artificial intelligence, 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, ISACA, 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.
- **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:** Programs within the business unit in the College of Business are fully accredited by the Association to Advance Collegiate Schools of Business, or AACSB. The School of Accountancy is among only 2 percent of programs worldwide to have both AACSB accreditation and supplemental accounting accreditation.

### CAREER OUTCOMES

- Auditor (CPA)
- Chief Financial Officer (CFO)
- Compliance Officer (CIA)
- Controller (CMA)
- FBI/CIA Agent, Criminal Investigator

- Financial Analyst (CFA)
- Forensic Investigator (CRFAC)
- Fraud Examiner (CFE)
- 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

- Accountancy
- Accounting Analytics
- Accounting Technology
- Financial Accounting
- Forensic Accounting
- Management Accounting
- Tax Accounting

*\*All accounting programs may be earned fully online.*

## \$63,968

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

Source: The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries for Class of 2022 new college graduates.



### WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"My time at Missouri State helped me develop relationships early in my college career with several great employers, including Forvis Mazars where I now work for as an audit associate. Whether in my classes or in the halls, it was easy to meet and develop relationships with real professionals in the accounting industry thanks to the COB's meaningful commitment to fostering informational and networking opportunities."

**Hannah Childs, bachelor's degree in accounting, '21; master's degree in accounting, '22**

**Job: Audit associate with Forvis Mazars**



**FIND US ONLINE:**  
[MissouriState.edu/SOA](https://MissouriState.edu/SOA)



# Finance, Economics and Risk Management

Do you want a career that can have a large, lasting effect on our economy? Try a major in finance, economics or 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. Can't decide? Start as a general business major.

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 Mazars 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. Finance students may also manage real money via our Student Management Investment Fund. Economics students have access to the Missouri State Experimental Economics Lab, where students can get paid to participate in cutting-edge economics research or conduct their own research.

■ **Prestigious industry contacts:** We 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:

International students who complete the full economics degree program may qualify for Optional Practical Training, 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 Mazars, LLP (formerly known as FORVIS, LLP)
- Lockton Companies
- Lord Abbett
- Koch Industries
- Mariner Wealth Advisors
- O'Reilly Auto Parts
- U.S. Bank
- Wells Fargo & Company

# \$66,650

average starting salary for entry-level finance majors

# \$60,998

average starting salary for entry-level economics majors

# \$59,206

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

Source: The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries for Class of 2022 new college graduates.

## UNDERGRADUATE PROGRAMS

### Majors

- Finance (options in corporate and investments\*, financial planning, fintech – financial technology\*)
- Economics\* (BS, BA)
- Risk Management and Insurance (options in enterprise risk management, 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 College of Business helped me to develop into the business professional I am today. Students are in an environment where they are going to thrive and receive the skills they need to ensure their success in the job market. MSU professors care about their students long after they complete their class."

Liam Stros, bachelor's degree in finance (corporate and investments), economics, enterprise risk management, '23; MBA, '25

Job: Licensed Broker with Charles Schwab

- Economic Principles\*
- Financial Awareness\*
- Insurance
- The Modern Global Economy

## 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.

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:** MSU A-BITS students compete in the US IT Collegiate Conference with IT students all over U.S. The team has dominated the competition for multiple years. They have also 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 in 2023.

■ **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

analysts, digital forensic 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, and Student Security Operations Center.

## RECENT EMPLOYERS

- American National Insurance
- Ameren Missouri
- Bass Pro Shops
- The Boeing Company
- Cerner Corporation
- City Utilities
- ConocoPhillips Company
- Deloitte
- Expedia Group
- Forvis Mazars, LLP (formerly FORVIS)
- GM Financial
- Hallmark Cards, Inc.
- H&R Block
- Jack Henry & Associates
- MasterCard Worldwide
- O'Reilly Auto Parts
- Phillips 66
- Walmart corporate office

# \$86,964

average starting salary for information technology or data analytics majors in IT careers

Source: The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries for Class of 2022 new college graduates.

## UNDERGRADUATE PROGRAMS

### Majors

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

### Minors

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

### Certificates

- Information Technology\*

## GRADUATE PROGRAMS

- Cybersecurity\*
- Information Technology\*

## WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"My professors in the College of Business paved the way for my success in cybersecurity by providing opportunities to challenge myself and grow as a student and as a professional. The world of cybersecurity is always changing, so I'm thankful to have had the opportunity to learn from current industry professionals and apply what I had learned in my current position."

Emma Drew, bachelor's degree in information technology, '23

Job: Cybersecurity Incident Response Specialist with Boeing

## Certificates

- Cybersecurity\*
- Data Analytics\*
- Information Technology\*

\*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
- BDO Global
- 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

**\$61,821**

**average starting salary for business administration/management majors**

Source: The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries 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

"Missouri State University not only helped me grow while I was a student, but has continued to help me as an alumni. I've been connected to alumni in my field, therefore, strengthening my professional connections and outreach. I can confidently say that I have a forever reliable and willing support system at MSU."

**Colin Weber, bachelor's degree in human resource management, '23**

**Job: Development Coordinator with Chicago House and Social Service Agency**



**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, Sales Team and American Marketing Association Student Organization have competed in and won numerous national and international competitions.
- **Education abroad programs:** Continue to learn 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

**\$53,359**

**average starting salary for marketing majors**

Source: The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries for Class of 2022 new college graduates.

**\$64,538**

**average starting salary for logistics/supply chain majors**

Source: The National Association of Colleges and Employers Winter 2024 starting salary projections for Class of 2024

## 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\*
- Supply Chain Management\*

\*May be earned fully online.

## WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"The College of Business prepared me for my career by providing unparalleled educational opportunities that pushed me to become a creative problem solver. I'm so fortunate that the instructors and curriculum were intentionally curated to ensure that all students could be successful in and out of the classroom."

**Christina Nguyen, bachelor's degree in marketing (advertising and promotion), '23**

**Job: Associate project manager with Signal Theory**



**FIND US ONLINE:**  
**MissouriState.edu/MKT**



# School of Construction, Design and Project Management

Design and build the future you want! At Missouri State, you can join construction, design and project management programs that are part of a business college. This unique benefit means you learn engineering principles and technical skills which are built upon business skills that will help you stand out to employers.

## WHY MISSOURI STATE FOR CDPM?

- **State-of-the-art facilities:** Construction management students have access to more than 14,000 square feet of hands-on laboratories for active learning. Mechanical engineering technology students learn in an advanced manufacturing lab with software and equipment used in facilities around the world. The Linda Bailey Interior Design Studio and the Design Lab By Grooms give interior design students modern spaces for collaboration. Digital fashion and merchandising students have access to a new lab with the latest technology for design and production used by industry professionals, including 3D design.
- **Advanced computational design capabilities:** Whether you are creating a 3D rendering of an interior space, performing finite element analysis on a new product design, or creating interactive 3D retail spaces, 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, production facilities and firms, and acquire experience through

internships, student competitions and capstone projects.

## RECENT EMPLOYERS

- Alberici
- Bass Pro Shops
- 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
- Prada
- Scott Rice
- S.M. Wilson
- Snyder Construction Group
- Target corporate office
- T.J. Maxx corporate office
- Walmart corporate office
- Whiting-Turner

## \$65,280

average starting salary for construction management majors

## \$65,341

average starting salary for mechanical engineering technology majors

## \$48,489

average starting salary for interior design majors

## \$55,508

average starting salary for merchandising majors

Source: The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries for Class of 2022 new college graduates.

## UNDERGRADUATE PROGRAM Majors

- Construction Management  
*Accredited by the American Council for Construction Education (ACCE)*
- Digital Fashion and Merchandising (with options in digital design, merchandising)
- Interior Design  
*Accredited by the Engineering Technology Accreditation Commission of ABET*
- Mechanical Engineering Technology  
*Accredited by the Engineering Technology Accreditation Commission of ABET*

## Minors

- Construction Management
- Industrial Management
- Interior Design

## Certificates

- Digital Fashion Design
- Fashion Merchandising

## WORDS FROM A GRADUATE NOW IN THE WORKPLACE

"Missouri State University and the College of Business provided me with resources in and out of the classroom that truly made a difference in my college experience. It allowed me to gain the work experience and the lifetime friendships that I needed to be successful after graduation."

Lindsey Sanderson, bachelor's degree in construction management with a minor in interior design, '23

Job: Project engineer with JE Dunn Construction Co.

## 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.



FIND US ONLINE:  
[Build.MissouriState.edu](http://Build.MissouriState.edu)

In the College of Business, students compete at local, regional, national and international competitions. They travel, gain hands-on experience, work as teams or independently and

# WIN BIG!

## HERE ARE A FEW RECENT ACCOMPLISHMENTS:

- The Association for Business Information Technology Students (A-BITS) competed at the U.S. Information Technology Collegiate Conference and brought home **11 trophies from nationals!**
- **Five** of our DECA team members had **Top 10** finishes at the **DECA International Career and Development Conference**.
- Construction Management students brought home **three FIRST place** awards, **three SECOND place** awards and **one THIRD place** award at the Associated Schools of Construction Competition.
- A marketing student placed **FIRST** in Speed Selling at the Northeast Intercollegiate Sales Competition in Rhode Island.
- Two Beta Alpha Psi Chapter teams placed **FIRST** in their categories in the Best Practices Competition at the mid-year meeting in Dallas.
- School of Accountancy's graduate team placed **FIRST** in the Association of Government Accountants annual Government Finance Case Challenge and each brought home **\$1,000 prize for college expenses**.
- MSU's Future Business Leaders of America collegiate chapter placed **8th** in the **Outstanding Chapter** category at the **National Leadership Conference** in Orlando.
- The CFA Research Challenge Team **WON** the KC CFA Society Regional Competition, each earning a **\$1,000 cash scholarship** and a **CFA exam scholarship**.
- Our American Marketing Association chapter placed **SECOND** in web design, had **two Top 10** finishes for video, and a **finalist** award at the American Marketing Association International Collegiate Conference.
- The Institute of Management Accountants Student Chapter won the **Award of Excellence – Gold Chapter Status**.
- Ad Team placed **SECOND** at nationals and has **many national titles**.
- A COB student **WON** Outstanding Poster Presentation at the Frank Einhellig Graduate Interdisciplinary Forum.



**THAT'S JUST OUR STUDENTS.** Our professors win national teaching and advising awards, are sources for mainstream media news stories, have research published all over the country, sit on prestigious boards and so much more.



# 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

- |   |   |  |
|---|---|--|
| <b>Accounting Club/IMA Student Chapter</b>  | <b>Delta Sigma Pi</b><br><i>(national co-ed business fraternity)</i>  | <b>Marketing Club</b>  |
| <b>Advertising Club</b>   | <b>Economics Club</b>   | <b>MBA Association</b>   |
| <b>American Society of Interior Designers</b>   | <b>Entertainment Management Association</b>   | <b>Mechanical, Electrical and Plumbing Club</b>  |
| <b>American Society of Mechanical Engineers</b>   | <b>Entrepreneurship Club</b>  | <b>Phi Beta Lambda — Future Business Leaders of America (FBLA)</b>   |
| <b>Associated Builders and Contractors of MSU</b>   | <b>Financial Management Association</b>   | <b>Project Management Student Organization</b>   |
| <b>Association for Business Information Technology Students (A-BITS)</b>  | <b>Financial Planning Association</b>   | <b>Sartorial Magazine</b><br><i>(student-run online magazine highlighting fashion, beauty and culture)</i> |
| <b>Association of Fashion and Design</b>  | <b>Gamma Iota Sigma-Alpha Lambda Chapter</b><br><i>(national co-ed fraternity for students in insurance, risk management and actuarial science)</i> | <b>Sigma Lambda Chi</b><br><i>(national construction honor society)</i>                                    |
| <b>Beta Alpha Psi</b><br><i>(honorary organization for accounting, finance and computer information systems students)</i> | <b>Home Builders Organization</b>   | <b>Society for Human Resource Management</b>   |
| <b>Collegiate DECA</b><br><i>(for students interested in marketing, finance, hospitality and management)</i>              | <b>Interior Design Society</b>  | <b>Society of Automotive Engineers</b>   |
| <b>Concrete Consortium</b>  | <b>International Interior Design Society</b>  | <b>Springfield Design Association</b>  |
| <b>Construction Club</b><br><i>(affiliated with Associated General Contractors of America)</i>                            | <b>Logistics and Supply Chain Management Association</b>  | <b>Women in Business</b>   |
|   |   | <b>Women in Construction</b>   |



## 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](https://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

## 2 OTHER PHYSICAL CAMPUSES:

■ West Plains, Missouri

■ Dalian, China

## 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.



# 315+

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***

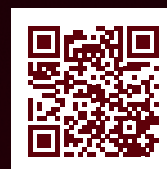
## LEARN ABOUT OUR GRADUATE PROGRAMS

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 05-10-2024

**Missouri  
State**  
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