



Missouri State | COLLEGE of BUSINESS

GUIDE TO BUSINESS MAJORS AND CAREERS

 Business.MissouriState.edu





Welcome to the Guide to Business Majors and Careers brought to you by the Missouri State University College of Business. We appreciate the challenges you face as a high school student in selecting a future career path and college major. There are many options out there, but a career in business will provide you with something truly unique: Flexibility.

Business graduates are employed across all industries from health care, to government, to not-for-profit and education, as well as entertainment and sports. As a business graduate, you can enjoy a career that bridges more than one industry or even more than one continent. A foundation in business education can help you carve out a career path that is unique to you.

Research continues to show business graduates are more in demand than ever. Job projections have been steadily increasing for several years and it appears this trend will continue (U.S. Bureau of Labor Statistics). Therefore, the time is right to select an in-demand business major and learn the valuable skills necessary for a fulfilling career.

Within this Guide to Business Majors and Careers, there are several resources:

- Interest inventory.
- Results to discuss and connections to make with viable business majors.
- Information on entry-level job titles and average starting salaries.
- Data on job growth projections in business.

Thank you for taking the time to review this guide. We hope it's helpful in identifying your interests and making connections with future business career paths. If you have any questions, please don't hesitate to contact us.

We would also like to invite you to visit us on campus. Missouri State offers many campus tours each week, and you may also attend a College of Business information session and tour. We would be happy to show you around our newly renovated and expanded business building, Glass Hall. It is an exciting time to be a business Bear at Missouri State!

To schedule a visit or learn more about our business-related majors, please contact us at COB@MissouriState.edu or **417-836-5646**.

Best wishes as you begin your higher education journey!

David B. Meinert, PhD

Dean and David D. Glass Distinguished Leadership Chair
 College of Business
 Missouri State University
 901 S. National Ave.
 Springfield, MO 65897

O*NET INTEREST PROFILER SHORT FORM

Read the 60 work activities below. Place a check in the box by the activities you would like to do. **Do not** think about how much education/training is needed or how much money you will make! Count the number of checks for each shaded section and write that total in the box to the right of each section. These are your scores for each interest area.

<input type="checkbox"/> Build kitchen cabinets	<input type="checkbox"/> Drive a truck to deliver packages to offices and homes	Total <input type="text"/>
<input type="checkbox"/> Lay brick or tile	<input type="checkbox"/> Test the quality of parts before shipment	
<input type="checkbox"/> Repair household appliances	<input type="checkbox"/> Repair and install locks	
<input type="checkbox"/> Raise fish in a fish hatchery	<input type="checkbox"/> Set up and operate machines to make products	
<input type="checkbox"/> Assemble electronic parts	<input type="checkbox"/> Put out forest fires	
Realistic checks =		
<input type="checkbox"/> Develop a new medicine	<input type="checkbox"/> Investigate the cause of a fire	Total <input type="text"/>
<input type="checkbox"/> Study ways to reduce water pollution	<input type="checkbox"/> Develop a way to better predict the weather	
<input type="checkbox"/> Conduct chemical experiments	<input type="checkbox"/> Work in a biology lab	
<input type="checkbox"/> Study the movement of planets	<input type="checkbox"/> Invent a replacement for sugar	
<input type="checkbox"/> Examine blood samples using a microscope	<input type="checkbox"/> Do laboratory tests to identify diseases	
Investigative checks =		
<input type="checkbox"/> Write books or plays	<input type="checkbox"/> Paint sets for plays	Total <input type="text"/>
<input type="checkbox"/> Play a musical instrument	<input type="checkbox"/> Write scripts for movies or television shows	
<input type="checkbox"/> Compose or arrange music	<input type="checkbox"/> Perform jazz or tap dance	
<input type="checkbox"/> Draw pictures	<input type="checkbox"/> Sing in a band	
<input type="checkbox"/> Create special effects for movies	<input type="checkbox"/> Edit movies	
Artistic checks =		
<input type="checkbox"/> Teach an individual an exercise routine	<input type="checkbox"/> Teach children how to play sports	Total <input type="text"/>
<input type="checkbox"/> Help people with personal or emotional problems	<input type="checkbox"/> Teach sign language to people who are deaf or hard of hearing	
<input type="checkbox"/> Give career guidance to people	<input type="checkbox"/> Help conduct a group therapy session	
<input type="checkbox"/> Perform rehabilitation therapy	<input type="checkbox"/> Take care of children at a day-care center	
<input type="checkbox"/> Do volunteer work at a non-profit organization	<input type="checkbox"/> Teach a high-school class	
Social checks =		
<input type="checkbox"/> Buy and sell stocks and bonds	<input type="checkbox"/> Negotiate business contracts	Total <input type="text"/>
<input type="checkbox"/> Manage a retail store	<input type="checkbox"/> Represent a client in a lawsuit	
<input type="checkbox"/> Operate a beauty salon or barber shop	<input type="checkbox"/> Market a new line of clothing	
<input type="checkbox"/> Manage a department within a large company	<input type="checkbox"/> Sell merchandise at a department store	
<input type="checkbox"/> Start your own business	<input type="checkbox"/> Manage a clothing store	
Enterprising checks =		
<input type="checkbox"/> Develop a spreadsheet using computer software	<input type="checkbox"/> Calculate the wages of employees	Total <input type="text"/>
<input type="checkbox"/> Proofread records or forms	<input type="checkbox"/> Inventory supplies using a hand-held computer	
<input type="checkbox"/> Install software across computers on a large network	<input type="checkbox"/> Record rent payments	
<input type="checkbox"/> Operate a calculator	<input type="checkbox"/> Keep inventory records	
<input type="checkbox"/> Keep shipping and receiving records	<input type="checkbox"/> Stamp, sort, and distribute mail for an organization	
Conventional checks =		

In the boxes below, write the names of the interest areas with the three highest scores. The first box is your highest or primary interest. If there are ties, choose the interest with activities that you think are the best fit for you.

1 2 3

Sponsored by the U.S. Department of Labor, Employment & Training Administration. Developed by the National Center for O*NET Development (v1)

Take the O*Net Interest Profiler online at <https://www.MyNextMove.org/explore/ip>

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OUTCOMES: WHAT DO YOUR INTERESTS MEAN?

Connect your interests to potential business majors.

Outcomes on pages 5-7 are a small snapshot of available outcomes for the O*NET Interest Profiler. Complete results may be accessed by scanning the QR code:

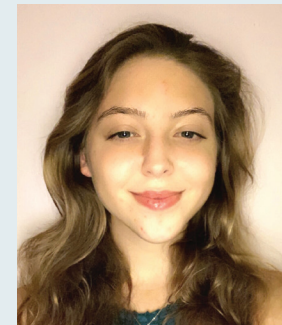


REALISTIC

People with Realistic interests enjoy work activities that include practical, hands-on problems and answers. They like working with plants and animals, and real-world materials, like wood, tools and machinery. They enjoy outside work.

Potential business majors

- Construction management
- Information technology (cybersecurity, IT infrastructure)
- Marketing (marketing management, professional sales)
- Mechanical engineering technology
- Supply chain, logistics and operations management



BELLA BAUTISTA

Major: Interior design
Minor: Criminology
Hometown: Washington, Missouri
Activities: Soccer and Italian

“I chose my major because I wanted to do something creative, while also getting to have connections with people. I want to help others, and what better way to do that than making a happy space for them!”



INVESTIGATIVE

People with Investigative interests like work that has to do with ideas and thinking rather than physical activity or leading people. They like to search for facts and figure out problems.

Potential business majors

- Accounting
- Data Analytics
- Economics
- Enterprise risk management
- Finance (corporate and investments, financial planning, fintech—financial technology)
- Information technology (application development, cybersecurity)
- Insurance
- Marketing (marketing management, marketing research)
- Supply chain, logistics and operations management



JULIETTE ROBINSON

Major: Finance; emphasis in corporate and investments with Honors
Hometown: Adelaide, Australia
Activities: Tennis team, International Student-Athlete Advisory Committee, Student-Athlete Advisory Committee, Financial Management Association

“My best tip for incoming students is 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.”

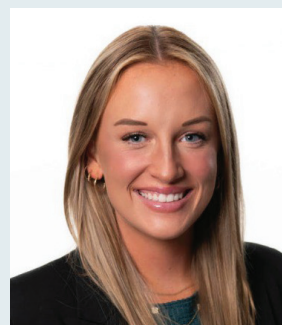


ARTISTIC

People with Artistic interests like work that deals with the artistic side of things, such as acting, music, art and design. They like creativity in their work and work that can be done without following a set of rules.

Potential business majors

- Entertainment management
- Digital fashion and merchandising (digital design, merchandising)
- Interior design
- Marketing (advertising and promotion)



CLAIRE DUENCKEL

Major: Entertainment Management
Hometown: Jefferson City, Missouri
Activities: Entertainment Management Association, Alpha Delta Pi Sorority, University Ambassadors, MO State Lead - Centennial Leader, Mo State Movement Dance Team

“My future career in entertainment has immensely brightened because of all the professional development opportunities the College of Business offers.”



SOCIAL

People with Social interests like working with others to help them learn and grow. They like working with people more than working with objects, machines or information. They like teaching, giving advice, helping and being of service to people.

Potential business majors

- Data analytics
- Economics
- Entertainment management
- Finance (financial planning)
- General business
- Human resource management
- Insurance
- Management and leadership
- Marketing (advertising and promotion, professional sales)



AMARI JOHNSON

Major: Marketing; emphasis in advertising and promotion
Hometown: Gladstone, Missouri
Activities: American Marketing Association

“The best tip I would give to incoming business students is to network amongst peers and instructors. Building these bonds will not only bring long-lasting relationships but can also help further your career.”



ENTERPRISING

People with Enterprising interests like work that has to do with starting up and carrying out business projects. These people are predisposed to action. They like persuading and leading people, making decisions and taking risks for profit.

Potential business majors

- Entertainment management
- Entrepreneurship
- Finance (corporate and investments, financial planning, fintech—financial technology)
- General business
- Human resource management
- Information technology (application development, IT infrastructure)
- Insurance
- International business
- Management and leadership
- Marketing (advertising and promotion, marketing management, marketing research, professional sales)
- Supply chain, logistics and operations management



CONNER WILKINSON

Major: Information Technology; emphasis in IT Infrastructure
Hometown: Branson, Missouri
Activities: Association for Business Information Technology Students

“Missouri State and the College of Business have afforded me countless opportunities to meet, learn from, and work directly alongside fellow tech industry professionals on rewarding and technically challenging IT and cybersecurity projects.”



CONVENTIONAL

People with Conventional interests like work that follows set procedures and routines. They prefer working with information and paying attention to detail rather than working with ideas. They like working with clear rules and following a strong leader.

Potential business majors

- Accounting
- Data Analytics
- Construction management
- Enterprise risk management
- Finance (corporate and investments)
- General business
- Human resource management
- Information technology (application development, IT infrastructure)
- Insurance
- Mechanical engineering technology
- Supply chain, logistics and operations management



GERALD SCHIELE

Major: Accounting
Hometown: Kansas City, Missouri
Activities: Beta Alpha Psi and Student Government Association

“My experience at MSU and COB have allowed me to get some of the best mentorship and guidance when trying to navigate different career and academic situations specifically from my professors and department head.”

BUSINESS ACROSS ALL INDUSTRIES

Business graduates are employed across all industries. If you have an interest in health care, but do not want to be a practitioner, you could be employed in the human resources, finance, risk management or marketing departments of a hospital. Do you have a passion for sports? There are many business careers in professional and semi-professional sports, from accounting to IT, to sales and advertising, etc. This also makes business careers flexible, as you can work within multiple industries throughout your career.

Now that you know you have identified your interests and looked at connections with potential business majors, let's examine possible entry-level jobs.



Accountancy

Major:
Accounting (BS)

Potential careers:

- Auditor (CPA)
- Chief financial officer (CFO)
- Commodities trader
- Compliance officer (CIA)
- Entrepreneur
- Environmental accountant
- FBI/CIA investigator
- Financial analyst (CFA)
- Fraud examiner (CFE)
- Forensic investigator (CRFAC)
- Government accountant (CGFM)
- Information systems consultant (CISA)
- Management accountant (CMA)
- Movie producer
- Nonprofit manager
- Tax attorney, consultant or preparer (CPA)

 Missouri State is among a small number of AACSB-accredited institutions that have also earned supplemental AACSB accounting accreditation.

Finance, Economics and Risk Management

Majors:

- Finance (BS)
 - Corporate and investments
 - Fintech (financial technology)
 - Financial planning

Economics (BS, BA)

Risk Management and Insurance (BS)

- Enterprise risk management
- Insurance

General Business (BS)

Potential careers:

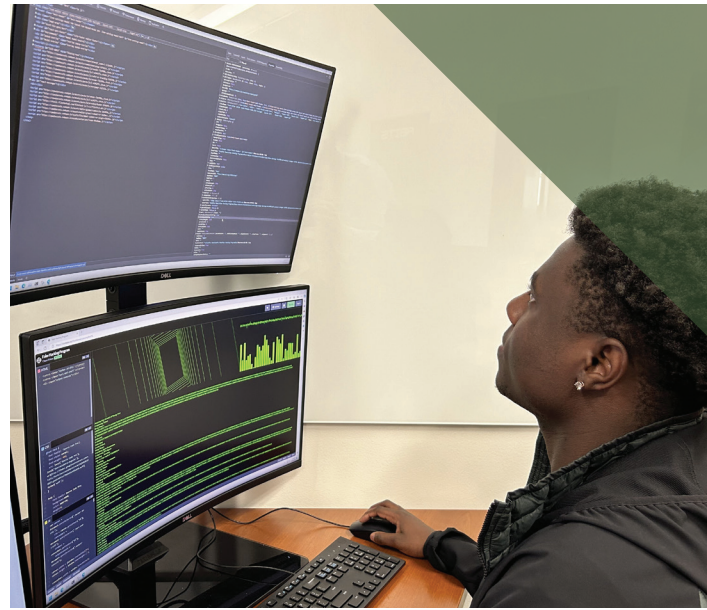
- Banking
- Credit analyst
- Economist
- Financial advisor
- Financial analyst
- Insurance broker
- Insurance producer
- Portfolio manager
- Risk analyst
- Underwriter contract specialist

Missouri State's risk management and insurance program is the largest in the state of Missouri, and is one of approximately 60 nationwide.



Hear how the College of Business has helped students pursue successful careers:





Information Technology and Cybersecurity

Majors:

Data Analytics (BS)

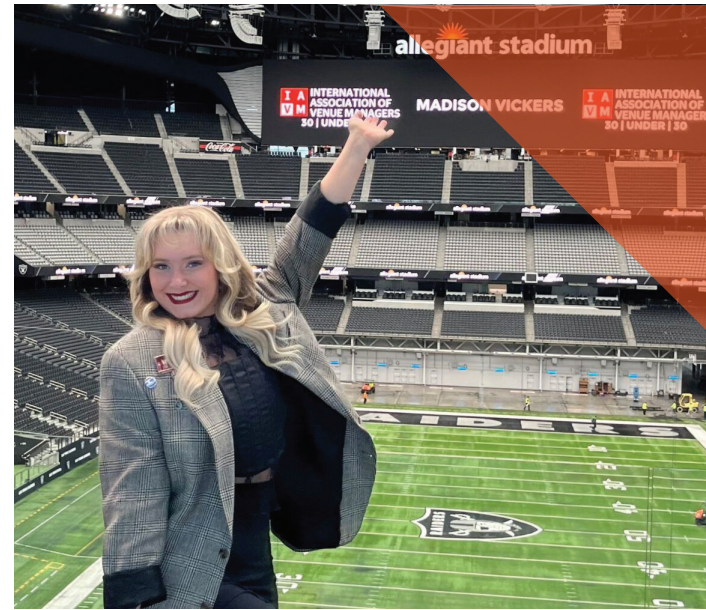
Information Technology (BS)

- Application development
- Cybersecurity
- IT infrastructure

Potential careers:

- Computer and information systems manager
- IT systems administrator
- Penetration tester
- Computer network architect
- Security specialist
- Software developer
- Forensic analyst
- Systems analyst
- IT consultant

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



Management

Majors:

Entertainment Management (BS)

Entrepreneurship (BS)

Human Resource Management (BS)

International Business (BS)

Management and Leadership (BS)

Potential careers:

- Assistant administrator/manager
- Management associate
- Office manager
- Benefits coordinator or specialist
- Program manager
- Project coordinator or manager
- Event manager
- Recruiter
- Human resources assistant
- Shift supervisor
- Staff development coordinator or specialist
- Human resources coordinator or specialist
- Team leader/team lead
- Leave administrator

Get your undergraduate and graduate degrees in just 5 YEARS through one of our six business accelerated master's options, including an MBA.



Marketing

Majors:

Marketing (BS)

- Advertising and promotion
- Marketing research
- Marketing management
- Professional sales

Supply Chain, Logistics and Operations Management (BS)

Potential careers:

- Account manager
- Logistics manager
- Advertising manager
- Marketing analyst
- Brand manager
- Marketing research associate
- Business development specialist
- Operations manager
- Content creator
- Product manager
- Digital marketing manager
- Public relations coordinator
- Event marketing coordinator or specialist
- Sales manager
- Fleet manager
- Sales representative
- Inventory manager
- Social media specialist
- Supply chain analyst

Missouri State's Ad Team, part of the marketing department, has won 9 national and international competitions in the last 10 years.



Construction, Design and Project Management

Majors:

Construction Management (BS)

Digital Fashion and Merchandising

- Digital design
- Merchandising

Interior Design (BS)

Mechanical Engineering Technology (BS)

Potential careers:

- Construction estimator
- Project designer
- Design engineer
- Project engineer
- Digital product creator
- Project manager
- Engineering technician
- Purchasing coordinator
- Fashion designer
- Quality engineer
- Interior designer
- Safety manager
- Product development engineer
- Scheduler
- Site manager
- Superintendent

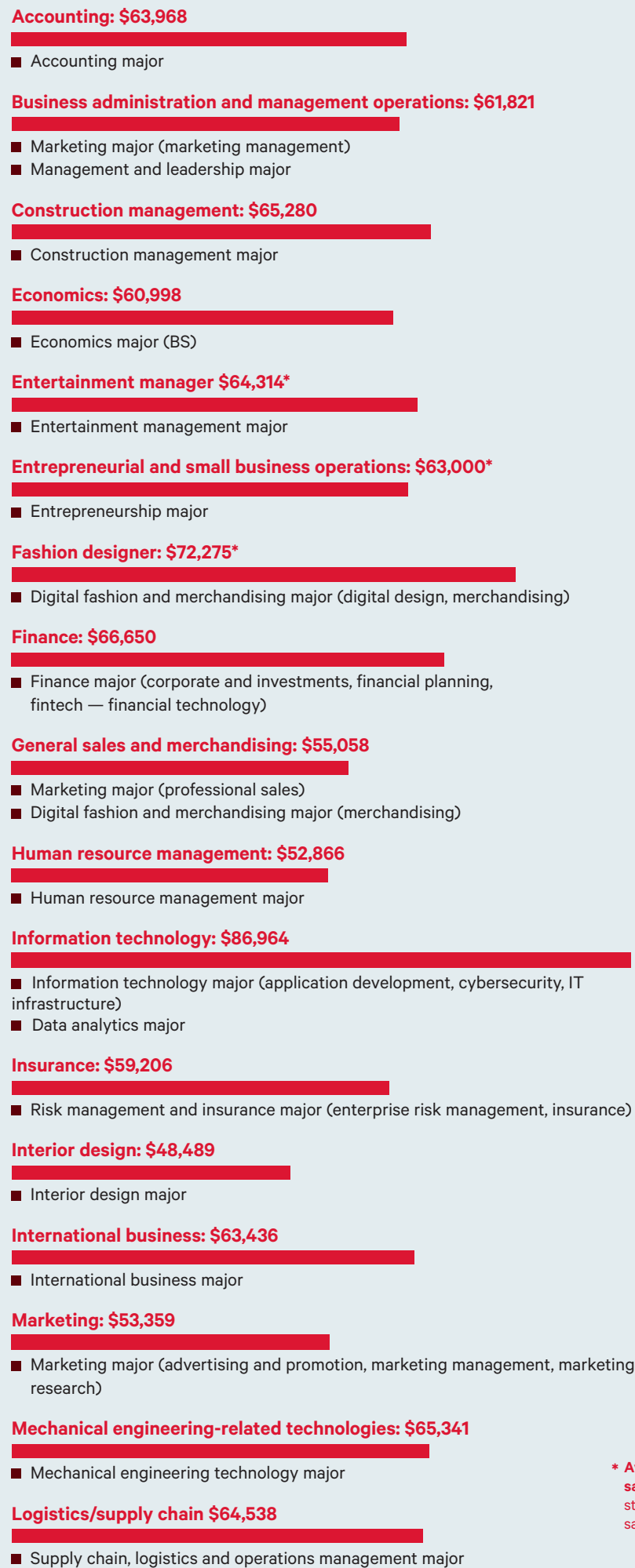
Learning by doing is a fundamental component of the education process of our students. Through hands-on labs, computer simulations and site visits, our graduates are career ready.



AVERAGE STARTING SALARIES FOR ENTRY-LEVEL BUSINESS GRADUATES (BY MAJOR)

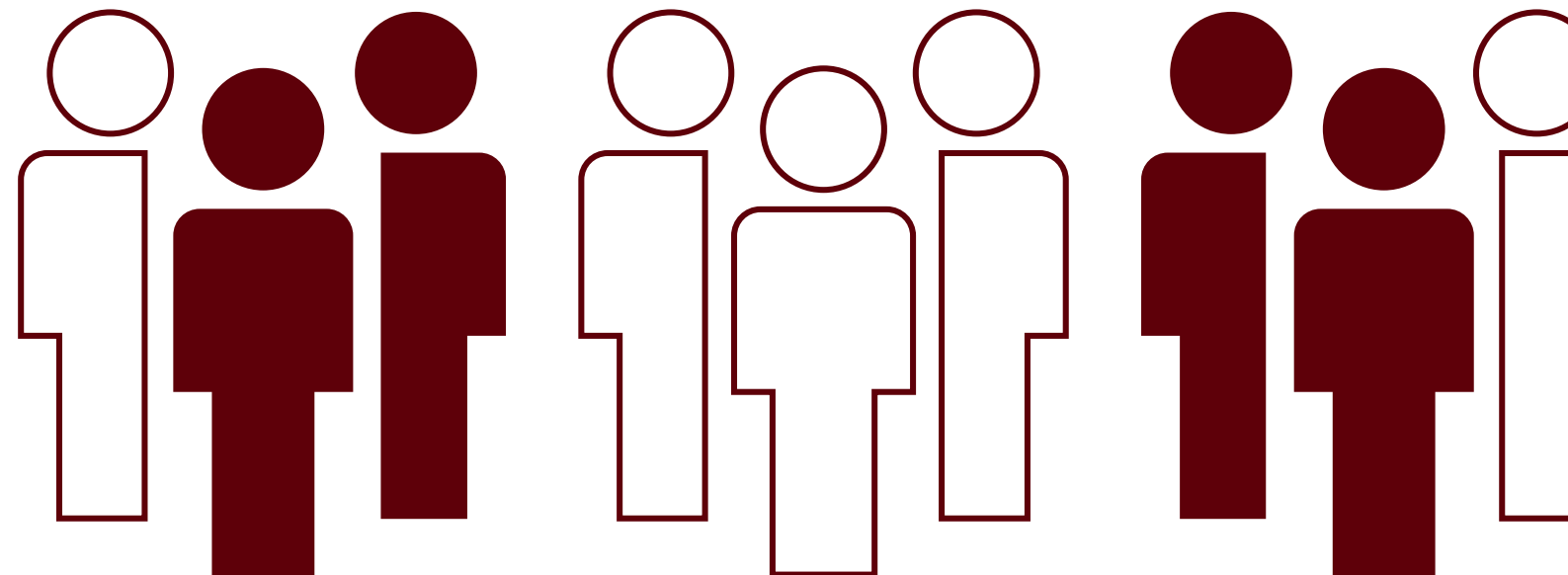


Sources:
The National Association of Colleges and Employers Summer 2023 salary survey of final starting salaries for Class of 2022 new college graduates.
Payscale.com



HEALTHY JOB GROWTH PREDICTED THROUGH 2030

The U.S. Bureau of Labor Statistics released its biennial projections for job growth across hundreds of occupations between 2020 and 2030.



16 OF THE TOP 30 FASTEST AREAS OF JOB GROWTH ARE IN BUSINESS OCCUPATIONS:

- | | |
|--|--|
| #1. Software developers and software analysts
Projected new positions by 2030: 409,500 | #16. Sales representatives of services
Projected new positions by 2030: 97,000 |
| #3. General and operations managers
Projected new positions by 2030: 226,300 | #17. Construction managers
Projected new positions by 2030: 51,400 |
| #4. Financial managers
Projected new positions by 2030: 118,200 | #19. Personal service managers, entertainment management
Projected new positions by 2030: 42,200 |
| #7. Management analysts
Projected new positions by 2030: 124,400 | #20. Information security analysts
Projected new positions by 2030: 47,100 |
| #8. Market research analysts and marketing specialists
Projected new positions by 2030: 163,600 | #24. Human resource specialists
Projected new positions by 2030: 70,200 |
| #10. Computer and information systems managers
Projected new positions by 2030: 52,700 | #25. Logisticians (supply chain)
Projected new positions by 2030: 56,400 |
| #11. Project management specialists and business operation specialists
Projected new positions by 2030: 99,200 | #26. Marketing managers
Projected new positions by 2030: 29,400 |
| #12. Accountants and auditors
Projected new positions by 2030: 96,000 | #27. Computer systems analyst
Projected new positions by 2030: 42,800 |



**TOUR COB
VIRTUALLY**
Explore Glass
Hall, the home
of the College of
Business.



MISSOURI STATE UNIVERSITY YOUR PATH TO SUCCESS

At **Missouri State**, we deliver 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'll learn about ethics and leadership. When you graduate, you're prepared to be a global citizen in the truest sense of the word. Our enrollment of 24,000+ students come from around the state and the world.

The **College of Business** places a premium on experiential learning to ensure you have the practical knowledge, skills and abilities coveted by recruiters.

Visit our main campus in Springfield, Missouri. You'll see a close-knit community that challenges you in the ways that matter. When you graduate, you'll bring more to your career and your community.

You'll always be ready to
MAKE YOUR MISSOURI STATEMENT.

VISIT CAMPUS

We can tell you all of our favorite stories about Missouri State, but we believe in showing, not telling. Showing you: Who we are. What we stand for. And most importantly, why this is the best school for you.

Customize your time on campus with an in-depth look into the College of Business. Sign-up for a College of Business presentation and tour of Glass Hall, which underwent a \$35 million renovation and expansion in 2017. We are continuously creating spaces to meet the needs of today's students. Our University Ambassadors will show you all around our welcoming, friendly campus.

Are you a construction management or mechanical engineering technology major? Request a tour of nearby Kemper Hall. Students have access to more than 22,000 square feet of hands-on laboratory space including a high bay construction operations environment, a mechanical/electrical/plumbing systems lab, an advanced manufacturing production facility, a new state-of-the-art computer lab, as well as team study spaces and outdoor study terrace.

MissouriState.edu/Visit

APPLY EARLY

We can't wait to have you on campus! You may apply up to one year prior to the beginning of the semester for which you plan to enroll. The earlier you apply, the better your chances to be considered for the maximum amount of financial aid.

MissouriState.edu/Apply

BE ASSURED OF OUR 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. Among global colleges and universities offering business degrees only **2 PERCENT** have AACSB accreditation and supplemental accounting accreditation.



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




Have any questions?

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