

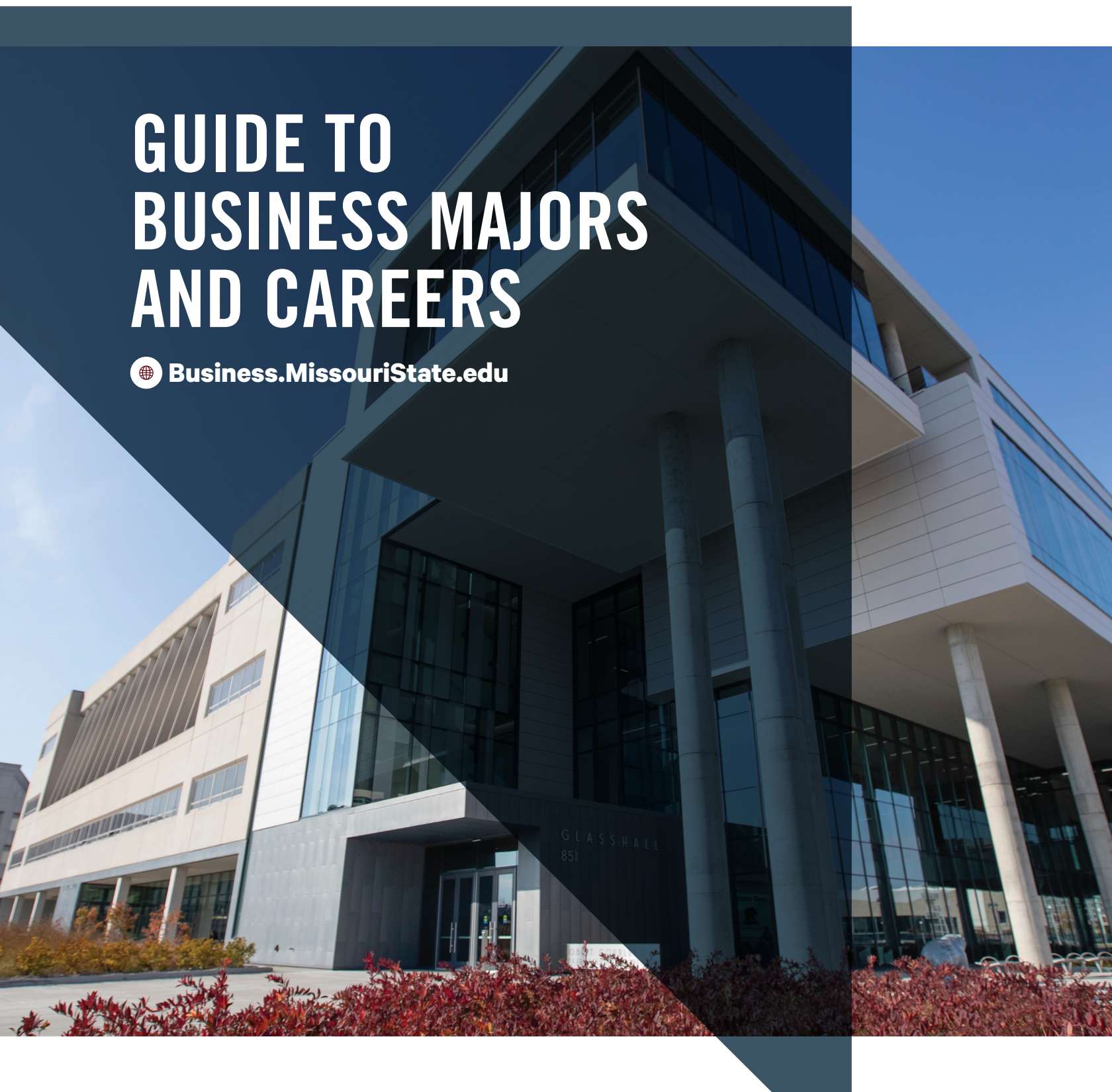


**Missouri
State**

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 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"/> Lay brick or tile <input type="checkbox"/> Repair household appliances <input type="checkbox"/> Raise fish in a fish hatchery <input type="checkbox"/> Assemble electronic parts	<input type="checkbox"/> Drive a truck to deliver packages to offices and homes <input type="checkbox"/> Test the quality of parts before shipment <input type="checkbox"/> Repair and install locks <input type="checkbox"/> Set up and operate machines to make products <input type="checkbox"/> Put out forest fires	Total <div></div>
Realistic checks =		
<input type="checkbox"/> Develop a new medicine <input type="checkbox"/> Study ways to reduce water pollution <input type="checkbox"/> Conduct chemical experiments <input type="checkbox"/> Study the movement of planets <input type="checkbox"/> Examine blood samples using a microscope	<input type="checkbox"/> Investigate the cause of a fire <input type="checkbox"/> Develop a way to better predict the weather <input type="checkbox"/> Work in a biology lab <input type="checkbox"/> Invent a replacement for sugar <input type="checkbox"/> Do laboratory tests to identify diseases	Total <div></div>
Investigative checks =		
<input type="checkbox"/> Write books or plays <input type="checkbox"/> Play a musical instrument <input type="checkbox"/> Compose or arrange music <input type="checkbox"/> Draw pictures <input type="checkbox"/> Create special effects for movies	<input type="checkbox"/> Paint sets for plays <input type="checkbox"/> Write scripts for movies or television shows <input type="checkbox"/> Perform jazz or tap dance <input type="checkbox"/> Sing in a band <input type="checkbox"/> Edit movies	Total <div></div>
Artistic checks =		
<input type="checkbox"/> Teach an individual an exercise routine <input type="checkbox"/> Help people with personal or emotional problems <input type="checkbox"/> Give career guidance to people <input type="checkbox"/> Perform rehabilitation therapy <input type="checkbox"/> Do volunteer work at a non-profit organization	<input type="checkbox"/> Teach children how to play sports <input type="checkbox"/> Teach sign language to people who are deaf or hard of hearing <input type="checkbox"/> Help conduct a group therapy session <input type="checkbox"/> Take care of children at a day-care center <input type="checkbox"/> Teach a high-school class	Total <div></div>
Social checks =		
<input type="checkbox"/> Buy and sell stocks and bonds <input type="checkbox"/> Manage a retail store <input type="checkbox"/> Operate a beauty salon or barber shop <input type="checkbox"/> Manage a department within a large company <input type="checkbox"/> Start your own business	<input type="checkbox"/> Negotiate business contracts <input type="checkbox"/> Represent a client in a lawsuit <input type="checkbox"/> Market a new line of clothing <input type="checkbox"/> Sell merchandise at a department store <input type="checkbox"/> Manage a clothing store	Total <div></div>
Enterprising checks =		
<input type="checkbox"/> Develop a spreadsheet using computer software <input type="checkbox"/> Proofread records or forms <input type="checkbox"/> Install software across computers on a large network <input type="checkbox"/> Operate a calculator <input type="checkbox"/> Keep shipping and receiving records	<input type="checkbox"/> Calculate the wages of employees <input type="checkbox"/> Inventory supplies using a hand-held computer <input type="checkbox"/> Record rent payments <input type="checkbox"/> Keep inventory records <input type="checkbox"/> Stamp, sort, and distribute mail for an organization	Total <div></div>
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	<div></div>	2	<div></div>	3	<div></div>
---	-------------	---	-------------	---	-------------

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>

This page includes information from the O*NET Career Exploration Tools by the U.S. Department of Labor, Employment and Training Administration (USDOL/ETA). Used under the CC BY-ND 4.0 license. O*NET® is a trademark of USDOL/ETA. Outcomes shown on pages 5-7 are only a small snapshot of the available outcomes for the O*NET Interest Profiler. Complete results may be accessed at <https://www.MyNextMove.org/explore/ip>

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



LINDSEY SANDERSON

Major: Construction management

Minor: Interior design

Hometown: Wichita, Kansas

Activities: Missouri State Women in Construction • Construction Club • Sigma Lambda Chi • URSA Major

“The College of Business has provided me with many resources and opportunities that have helped me to be successful in my career today.”



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



SPENCER INGRAM

Majors: Data Analytics

Minor: Legal studies in Business

Hometown: Springfield, Missouri

Activities: Phi Beta Lambda

“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.”



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
- Fashion design/merchandising
- Interior design
- Marketing (advertising and promotion)



NIA HARRISON

Major: Fashion merchandising

Hometown: Kansas City, Missouri

Activities: Bears LEAD • Artistic director for Sartorial, the school's fashion, beauty and culture magazine

"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."



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



OVIDIO DE LEON

Major: Marketing; emphasis in advertising and promotion

Hometown: Verona, Missouri

Activities: Delta Sigma Phi • Diversity, Equity and Inclusion Chair • Financial Student Advisory Board • SOAR Leader

"We have such a wide range of resources that prepare us for success. From mock interview rooms, to the College of Business tutoring lab, we have it all. It makes me feel so secure about being a business Bear."



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

- Economics
- 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



COLIN WEBER

Major: Human resource management

Hometown: Hallsville, Missouri

Activities: Student Government Association • Theta Chi Fraternity • Homecoming King • Orientation and Transition Programs

“Missouri State has taught me more than I could put into words. Missouri State 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.”



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
- Economics
- 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



JAMEY ARTER

Major: Accounting

Hometown: Springfield, Missouri

“Missouri State has prepared me for my future professional career in accounting through data analytics, critical thinking and hands-on learning in the classroom.”

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.



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



Accounting

Major:

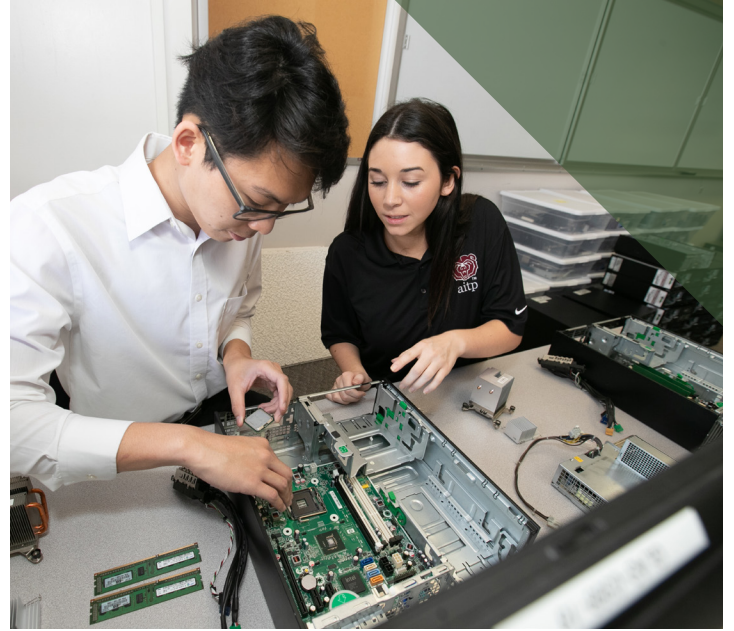
Accounting (BS)

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
- Insurance broker
- Credit analyst
- Insurance producer
- Economist
- Portfolio manager
- Financial advisor
- Risk analyst
- Financial 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.

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
- Computer network architect
- Penetration tester
- Forensic analyst
- Security specialist
- IT consultant
- Software developer
- Systems analyst

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

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



Merchandising and Fashion Design

Majors:

Merchandising and Fashion Product Development (BS)

- Fashion design
- Merchandising

Potential careers:

- Apparel production manager
- Apparel technical designer
- Digital product creator
- Fashion designer
- Product developer
- Quality control director
- Retail buyer
- Textile designer
- Trend forecaster

Our fashion program is unique because it is housed within the College of Business. Students benefit from a solid foundation in business course work. We train digital designers and merchandisers using 3D technology.



Technology and Construction Management

Majors:

Construction Management (BS)

Interior Design (BS)

Mechanical Engineering Technology (BS)

Potential careers:

- Construction estimator
- Design engineer
- Engineering technician
- Interior designer
- Project designer
- Product development engineer
- Project engineer
- Project manager
- Purchasing coordinator
- Quality engineer
- Safety manager
- 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 starting salary projections for class of 2022 new college graduates.

Payscale.com

Institute of Management Accountant U.S. Salary Survey

Bureau of Labor Statistic

Accounting: \$79,325

- Accounting major

Merchandising and Fashion Design: \$63,000*

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

Business administration and management operations: \$59,514

- Marketing major (marketing management)
- Management and leadership major

Construction management: \$112,790*

- Construction management major

Economics \$64,405*

- Economics major

Entertainment manager \$64,314*

- Entertainment management major

Entrepreneurial and small business operations: \$63,000*

- Entrepreneurship major

Finance: \$60,776

- Finance major (corporate and investments, financial planning, fintech — financial technology)

Sales: \$59,452

- Marketing major (professional sales)
- Fashion merchandising and design major (merchandising and management)

Human resource management: \$57,357

- Human resource management major

Information technology: \$74,420*

- Information technology major or data analytics majors in IT careers

Insurance: \$58,610

- Risk management and Insurance major (enterprise risk management, insurance)

Interior design: \$64,460*

- Interior design major

International business: \$57,841

- International business major

Marketing: \$59,652

- Marketing major (advertising and promotion)
- Marketing major (management)
- Marketing major (research)

Mechanical engineering and related technologies: \$64,530*

- Mechanical engineering technology major

Logistics/supply chain \$61,798

- Supply chain, logistics and operations management major

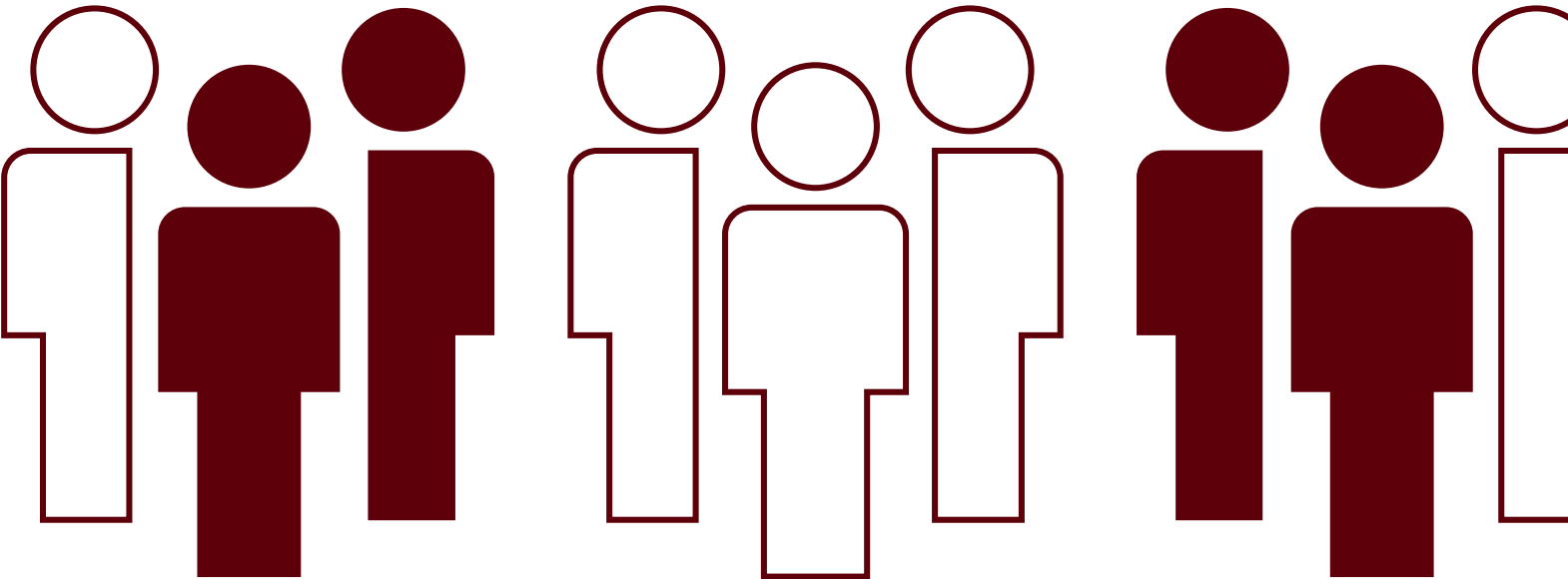
Venue operations manager: \$66,772*

- Entertainment management major

* Average salary (not starting salary)

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 |



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



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



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.

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.



**AACSB
ACCREDITED**

* Programs within departments that are a part of the business unit maintain AACSB accreditation and 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.



Have any questions?

CONTACT US!



Business.MissouriState.edu



COB@MissouriState.edu



417-836-5646



**Missouri State University
College of Business
901 S. National Ave.
Springfield, MO 65897**



**Missouri
State**
UNIVERSITY