



College of Business  
Peter M. & Paula Green Johnson  
Student Success Center



# BUSINESS ENGAGEMENT GUIDE

ENGAGE. ENHANCE. EMPLOY.

WONDER UNWAVERING INTEGRITY

**RELENTLESS CURIOSITY**

OUTSIDE THINKERS

**INSPIRED CREATIVITY**

**ADVENTUROUS SPIRIT**

UNBENDABLE OPTIMISM

FEARLESS AUTHENTICITY

**BUILDING  
RELATIONSHIPS**

The best education we can provide is developed in collaboration with experts from the business community like yourself. In order to build the strongest relationship we can with our business partners, we focus on understanding what it takes for this relationship to be successful for you. We are proud that you have chosen the University of Wyoming College of Business as a partner and we look forward to working together to develop students who graduate ready to make an immediate impact for your organization.

UNBENDABLE OPTIMISM

AUTHENTIC VOICES

UNSHAKABLE DETERMINATION

**FEARLESS** WONDER

**INDEPENDENCE**

UNYIELDING COURAGE

UNWAVERING INTEGRITY

OUTSIDE THINKERS



“ Whereas we rely on company partners to help us maintain relevancy and emphasize experience in our curricula, they are absolutely essential to student learning in the College of Business at the University of Wyoming. We rely on them to know what current trends and practices to emphasize in the classroom. We rely on them for student projects ideas. In return, our graduates are better prepared upon graduation to make an immediate impact as their employees.”

– Chase Thiel, Ph. D., Associate Professor of Management

## ALIGNING PROGRAMS WITH INDUSTRY NEEDS.

Students within the College of Business have flexible curriculum requirements to purposefully encourage them to focus on interdisciplinary work; however, below is a sample of some of the classes our students take as a part of our core business programs.

### UNDERGRADUATE PROGRAMS

#### ACCOUNTING

Tax  
Cost  
Auditing  
Information Systems  
Intermediate I & II

#### ECONOMICS

Macroeconomics I & II  
Microeconomics I & II  
Sports Economics  
Oil Economics: Business, Culture, & Power  
Computational Economics (data analytics)

#### ENTREPRENEURSHIP

Entrepreneurial Mindset  
Innovation, Ideation, & Value Proposition  
Business Model Creation & Launch  
Sustainable Business Practices  
\$50K Entrepreneurship Competition

#### FINANCE

Financial Statement Analysis  
Investment Management  
Financial Modeling  
Portfolio Management I & II (real trading)  
Options & Futures

#### HUMAN RESOURCE MANAGEMENT

Organizational Behavior & Leadership  
Talent Acquisition  
Performance & Compensation  
Training & Development  
Organizational Design & Change

#### MARKETING

Consumer Behavior  
Marketing Research & Analysis  
Advanced Marketing Management  
Integrated Marketing Communication  
International Marketing

#### PROFESSIONAL SALES

Professional & Technical Selling  
Advanced Selling (role playing)  
Salesforce strategies  
Negotiation & Conflict Resolution  
Purchasing & Supply Management

#### INDUSTRY FOCUSED ELECTIVES

Business Applications of Blockchain  
Time Series and Forecasting  
Business Ethics



## **GRADUATE DEGREES**

### **MASTER OF SCIENCE IN ACCOUNTING**

Advanced Financial Accounting  
Fraud Examination  
Tax II  
Auditing II  
Tax Planning

### **MASTER OF SCIENCE IN ECONOMICS**

Advanced Macroeconomic Analysis  
Advanced Microeconomic Analysis  
Time Series Analysis & Forecasting  
Econometrics  
Game Theory

### **MASTER OF SCIENCE IN FINANCE**

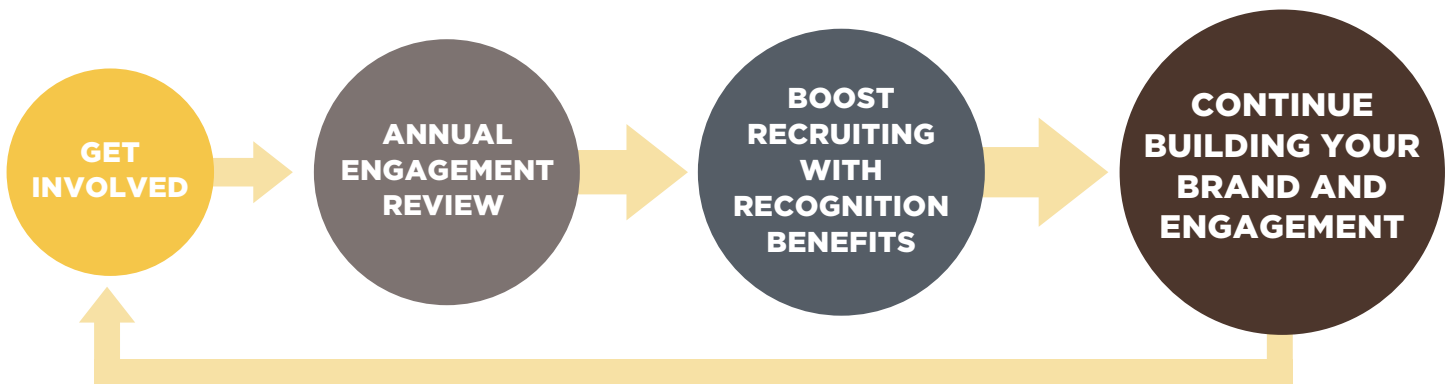
Investment Management & Analysis  
Wealth Management  
Tax Planning for Financial Planners  
Corporate Finance & Governance  
Financial Modeling

### **MASTER OF BUSINESS ADMINISTRATION**

Energy Management  
Finance  
Early Career  
Dual Degree (JD/MBA, MS Engineering/  
MBA, PharmD/MBA)

# BUSINESS PARTNERS RECOGNITION PROGRAM

IF YOU'RE INTERESTED IN RECRUITING STUDENTS, GET INVOLVED TO EARN MORE RECOGNITION BENEFITS



HOW THE POINTS ADD UP:

On-campus engagement	
POINTS	CRITERIA
3	5+ engagements
2	3-4 engagements
1	1-2 engagements
TOTAL:	

Off-campus engagement	
POINTS	CRITERIA
3	5+ engagements
2	3-4 engagements
1	1-2 engagements
TOTAL:	

Hiring business majors	
POINTS	CRITERIA
3	Hiring multiple interns and multiple full-time
2	Either more than 1 intern or more than 1 full-time
1	Either 1 intern or 1 full-time
TOTAL:	

Investment	
POINTS	CRITERIA
3	\$25,000+
2	\$10,000-\$24,999
1	\$1,000-\$9,999
TOTAL:	

\*Full-time hires and interns must be a business major to receive points

## LEVELS OF RECOGNITION

BENEFITS	FRIENDS	BRONZE	SILVER	GOLD
Company Logo on College of Business Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Post Internships & Jobs on Handshake	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to College of Business Career fairs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Participate in Consulting Project*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Partner Highlight		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated Employer Success Staff Member		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company Logo Displayed Within Student Success Center		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Participation in Classes (guest lecturing, case studies, etc.)*		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Annual Company Day on Campus			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Preferred Interview Room Booking*			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One College of Business Career Fair Fee Included in Partnership			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly Recruitment Call with Employer Success Staff			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Résumé Booklet*				<input checked="" type="checkbox"/>
Individualized/Customized Recruitment Events				<input checked="" type="checkbox"/>
Company Advertisement in College of Business Publication				<input checked="" type="checkbox"/>
Invitation and Announcement at Recognition Dinner				<input checked="" type="checkbox"/>

### RECOGNITION POINT LEVELS:

**Friend:** 1-3 points   **Bronze:** 4-6 points   **Silver:** 7-9 points   **Gold:** 10-12 points

\*Based on availability

# INTERNSHIP PROGRAM PROCESS



## **WHILE STUDENTS ENJOY THE BENEFITS OF EXPERIENTIAL LEARNING, THE EMPLOYER BENEFITS INCLUDE:**

- Opportunity to train future employees
- Easily accessible source of highly motivated pre-professionals
- Increased intellectual capital when students bring ideas/technology from the classroom
- Opportunity for mid-level staff to manage a team
- Increased visibility on campus



## **INTERSHIPS TYPICALLY:**

- Promote academic and career development.
- Have a duration of 3-9 months and are eligible for academic credit. If you would like an intern to tackle a short-term project, you may consider offering a 1-10 week microinternship.
- Are a part-time commitment during the school year and could extend up to a full-time commitment during the summer.
- Are paid - unpaid opportunities are typically for non-profit organizations and must align with standards outlined by the National Association for Colleges and Employers.



## **ACADEMIC CREDIT FOR INTERSHIPS:**

- The decision to receive academic credit resides with the College of Business and is determined through an application completed by the student.
- The supervisor will be asked to provide key information to determine if credit can be awarded. Our staff is happy to review internships in advance of posting.
- The number of free-elective credit hours received correlates with the number of hours worked. A 3-credit internship requires 180 hours of work.
- The work must align with the content of a business degree in order to be considered for credit.

“ I found out about an internship opportunity at Black Hills Energy while attending one of the career fairs held at the University of Wyoming. That internship proved to be invaluable in helping me pursue my career goals. I gained experience in the field, connections with extraordinary individuals, and job placement possibilities.”

– Wade Eyre, Black Hills Energy Intern



“ We love recruiting entry level accountants and interns from the UW College of Business. The COB students have a good balance of academia and practical skills that produce a well-rounded employee. UW students also take pride in what Wyoming is all about and show commitment and value to our people.”

– Amy Stinson, McGee, Hearne & Paiz, LLP

## ENGAGEMENT OPPORTUNITIES



### ON-CAMPUS ENGAGEMENT EXAMPLES

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- Attend a College of Business networking event
- Attend a College of Business career fair
- Be a subject-matter expert speaker in a class
- Be a mentor to one of our students
- Engage in career prep events
- Be engaged in a consulting project with a class



### OFF-CAMPUS ENGAGEMENT EXAMPLES

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- Post internship and/or full-time opportunities for College of Business students on Handshake
- Organize student trips to company offices
- Be a part of a location-based student trip
- Engage with the College as a College of Business alumni
- Host a trip for career services staff or faculty to company offices
- Sit on an advisory board at the college or departmental level (invitation only)
- Refer another employer



# CONSULTING PROJECTS

Take advantage of the opportunity to tap into the talent and knowledge of College of Business students as they provide a fresh set of eyes on your existing challenges and utilize their expertise to provide solution-based deliverables with a project.

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## PROJECT PROPOSAL PROCESS

### **PROBLEM OR OPPORTUNITY STATEMENT**

- What is the problem you have identified?
- What data do you have to support this problem?
- When was this problem identified? Is this a newly recognized problem, or have you been experiencing it for a long period of time?

### **PROJECT OBJECTIVES**

- What do you want to happen as a result of the project?
- How will you measure project success? What key performance indicators will you use? What targets will you set?

### **PROJECT SCOPE**

- Topics in scope: Areas that the project is definitely expected to cover
- Topics outside scope: Areas that the project is definitely not expected to cover

### **CHALLENGES, RISKS AND ISSUES**

- What do you see as the major challenges that the team will face in developing this project?
- Are there any other organizational issues that could impact this project?

### **PROJECT ORGANIZATION & DETAILS**

#### **Project Timeline:**

The project must be defined and agreed upon between the faculty member and the organization's point of contact between 1-3 months ahead of the project beginning.

#### **Company Resource Requirements:**

The most important requirement is a dedicated point of contact within the organization that students can directly communicate with. All companies are encouraged to support our college and our students through donations, but no monetary amount is required for the execution of this project unless otherwise agreed upon due to student travel or data gathering methodologies.

#### **Nondisclosure Agreements (NDA):**

If you desire students or faculty members to sign a nondisclosure agreement to protect your company's proprietary data, please send your proposed NDA to the College of Business for approval right away.

**TO SUBMIT A PROJECT PROPOSAL, GO TO:  
[WWW.UWYO.EDU/BUSINESS/SUCCESS/FOR\\_EMPLOYERS/](http://WWW.UWYO.EDU/BUSINESS/SUCCESS/FOR_EMPLOYERS/)**

# FAST FACTS



**1,380**  
TOTAL ENROLLMENT

**842**

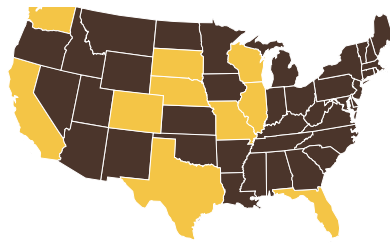
WYOMING  
RESIDENT

**459**

NON-  
RESIDENT

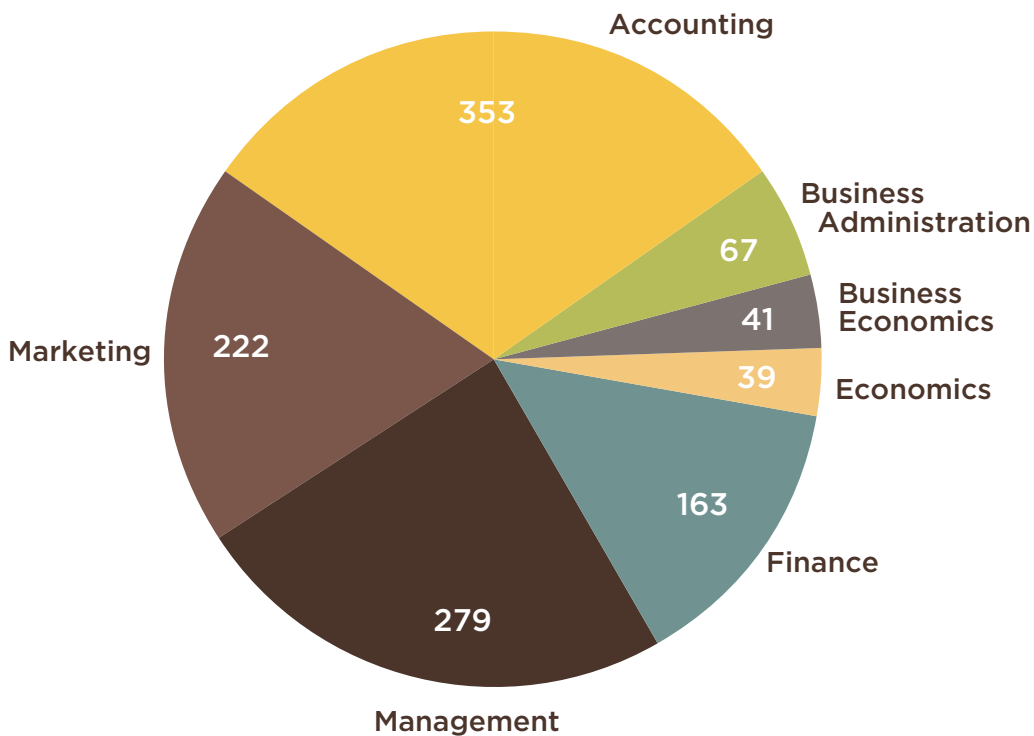
## TOP STATES

- |               |                 |
|---------------|-----------------|
| 1. COLORADO   | 6. WISCONSIN    |
| 2. CALIFORNIA | 7. FLORIDA      |
| 3. TEXAS      | 8. SOUTH DAKOTA |
| 4. ILLINOIS   | 9. MISSOURI     |
| 5. NEBRASKA   | 10. WASHINGTON  |



**150+** STUDENTS MINORING  
IN BUSINESS

## STUDENTS STUDYING



UNDERGRADUATE  
CLASS ENROLLMENT

**1,133**

FEMALE: 418  
MALE: 691

GRADUATE CLASS  
ENROLLMENT

**184**

FEMALE: 80  
MALE: 112



**404**

DEGREES AWARDED  
IN 2019



**88%**

STUDENTS HAD A JOB  
OFFER 6 MONTHS  
AFTER GRADUATING

# Simplex tableau



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