BUSINESS ENGAGEMENT GUIDE
ENGAGE. ENHANCE. EMPLOY.
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.
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)
IF YOU’RE INTERESTED IN RECRUITING STUDENTS, GET INVOLVED TO EARN MORE RECOGNITION BENEFITS

HOW THE POINTS ADD UP:

### On-campus engagement

<table>
<thead>
<tr>
<th>POINTS</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>5+ engagements</td>
</tr>
<tr>
<td>2</td>
<td>3-4 engagements</td>
</tr>
<tr>
<td>1</td>
<td>1-2 engagements</td>
</tr>
</tbody>
</table>

**TOTAL:**

### Off-campus engagement

<table>
<thead>
<tr>
<th>POINTS</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>5+ engagements</td>
</tr>
<tr>
<td>2</td>
<td>3-4 engagements</td>
</tr>
<tr>
<td>1</td>
<td>1-2 engagements</td>
</tr>
</tbody>
</table>

**TOTAL:**

### Hiring business majors

<table>
<thead>
<tr>
<th>POINTS</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Hiring multiple interns and multiple full-time</td>
</tr>
<tr>
<td>2</td>
<td>Either more than 1 intern or more than 1 full-time</td>
</tr>
<tr>
<td>1</td>
<td>Either 1 intern or 1 full-time</td>
</tr>
</tbody>
</table>

**TOTAL:**

### Investment

<table>
<thead>
<tr>
<th>POINTS</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>$25,000+</td>
</tr>
<tr>
<td>2</td>
<td>$10,000-$24,999</td>
</tr>
<tr>
<td>1</td>
<td>$1,000-$9,999</td>
</tr>
</tbody>
</table>

**TOTAL:**

*Full-time hires and interns must be a business major to receive points*
# LEVELS OF RECOGNITION

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

**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 brings 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 INTERNSHIPS:

- 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

• 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

• 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.

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/
FAST FACTS

1,380 TOTAL ENROLLMENT

842 WYOMING RESIDENT
459 NON-RESIDENT

TOP STATES

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

1,133 UNDERGRADUATE CLASS ENROLLMENT

FEMALE: 418
MALE: 691

184 GRADUATE CLASS ENROLLMENT

FEMALE: 80
MALE: 112

150+ STUDENTS MINORING IN BUSINESS

STUDENTS STUDYING

404 DEGREES AWARDED IN 2019

88% STUDENTS HAD A JOB OFFER 6 MONTHS AFTER GRADUATING