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.
SUCCESSFUL STUDENTS. 
SUCCESSFUL CAREERS. 
SUCCESSFUL ORGANIZATIONS.

At the University of Wyoming College of Business, we strive to prepare our students to be ready for the uncertain problems they will face in the business world. The answer to solving such problems doesn’t show up in a multiple-choice fashion or fill in the blank. Instead, challenging problems are solved by knowing the right questions to ask, understanding how to gather information, building a diverse team to do something with that data, and ultimately developing partnerships that create sustainable solutions. It is through interactions with real-world businesses and business leaders that our students are able to learn these skills firsthand.

Most leaders agree that the ultimate strategy for success is hiring the right people. This simple phrase has become one of the most challenging problems the business world has faced. I want to take this opportunity to tell you that our college is committed to developing a partnership with you that can create a sustainable solution to this problem.

Today’s employers expect more, and at the College of Business, we do too. Our multi-faceted instructional environment ensures our graduates a competitive advantage as they enter the workforce.

Through a combination of relevant courses, career services, study abroad, and leadership opportunities in student organizations and business fraternities, College of Business students are exposed to career and personal development throughout their time on campus.

Whether it is the first time you are engaging with our college or you find yourself on our campus frequently, I want to thank you for helping us to develop strong future business leaders. You can be confident that our outstanding team in the Peter M. & Paula Green Johnson Student Success Center always stand ready to support your partnership.

Sincerely,

David E. Sprott, PhD  |  Dean and Professor 
College of Business  |  University of Wyoming
“We are excited to partner with the UW College of Business as one of our core recruiting schools for our sales positions. Wyoming’s ability to provide students with opportunities to engage with professionals in their career fields will help them understand modern day selling careers. UW students are inquisitive and engaged, qualities that make me excited to discuss each student’s postgraduate goals and how Dell can help achieve them.”

- Megan Evangelista, Dell Technologies

ALIGNING PROGRAMS WITH INDUSTRY NEEDS.

Student within the College of Business has 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

SALES
Professional & Technical Selling
Advanced Selling (role playing)
Salesforce strategies
Negotiation & Conflict Resolution
Purchasing & Supply Management
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 Track
Finance Track
Early Career Track
Dual Degree (JD/MBA, MS Engineering/MBA, PharmD/MBA)
EXPERIENTIAL LEARNING PROJECTS

Whether you are a new partner or have worked with us for years, 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, use open innovation methods to solve ambiguous problems, and utilize their expertise to provide solution-based deliverables during a semester-long course.

1. HOW TO COLLABORATE
Interested in working with our students and faculty on an experiential learning project? Follow our simple MOU process to submit your potential project.

2. MOU PROCESS

**PROBLEM OR OPPORTUNITY STATEMENT**

**Problems:**
- What are the symptoms of this problem that you see in your organization today?
- What facts and figures do you possess that substantiate the existence of the problem?

**Opportunities:**
- What is the opportunity that is available?
- How large is this opportunity and over what time frame?

**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 CONTEXT**

**Problem**
- How did this problem come about?
- Why is this problem so important to resolve?
- How does solving this problem fit with your organization’s strategic priorities?

**Opportunity**
- When was this opportunity recognized?
- Why has it not been explored before?
- How does exploiting this opportunity fit with your organization’s strategic priorities?

**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
3. BUSINESS INNOVATION EXPO

Experiential learning clients each semester are encouraged to join our college for the Expo the last Friday of the semester to not only hear students present their findings for your project, but listen to all of the project findings for the semester. Our way of saying thank you to our clients is by offering up this reverse career fair to meet more of our amazing students while also connecting with other industry partners.

FOR MORE INFORMATION OR TO APPLY FOR A PROJECT GO TO: WWW.UWYO.EDU/BUSINESS/SUCCESS
The University of Wyoming College of Business uses this recognition program to look back on the previous academic year and thank all of the organizations who have positively impacted our students’ experiences. We review the previous year based on an organizations engagements with us on and off campus, investments in our college, and their successful hiring outcomes. The stronger the partnership, the more unique opportunities are provided to enhance their future engagement with our college and our students. If you are interested in engaging with our college, please reach out to success@uwyo.edu to learn more about which engagement activities are available to you.

### ON-CAMPUS ENGAGEMENT

<table>
<thead>
<tr>
<th>POINTS</th>
<th>CRITERIA*</th>
</tr>
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<tbody>
<tr>
<td>3</td>
<td>5+ engagements</td>
</tr>
<tr>
<td>2</td>
<td>3-5 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>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>Hiring multiple interns and multiple full-time</td>
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<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>
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</table>

**TOTAL:**

### INVESTMENT

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<th>POINTS</th>
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<td>$25,001+</td>
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<tr>
<td>2</td>
<td>$10,001-$25,000</td>
</tr>
<tr>
<td>1</td>
<td>$1,000-$10,000</td>
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</tbody>
</table>

**TOTAL:**

### HIRING

<table>
<thead>
<tr>
<th>POINTS</th>
<th>CRITERIA*</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>1</td>
<td>Either 1 intern or 1 full-time</td>
</tr>
</tbody>
</table>

**TOTAL:**

### ON-CAMPUS ENGAGEMENT EXAMPLES
- University-level career fair
- College-level career fair
- Subject-matter expert speaker in a class
- Be a mentor to one of our students
- Engage in mock interviews and other career prep events
- Be engaged in an experiential learning project with a class

### OFF-CAMPUS ENGAGEMENT SAMPLES
- Posting internship and/or full-time opportunities on Handshake
- Organizing student trips to company offices
- Being a part of a location-based student trip
- Employees who are UW alumni re-engaging with the college
- Trips for career services staff or faculty to company offices
- Sitting on an advisory board at the college or departmental level (invitation only)
## LEVELS OF RECOGNITION

<table>
<thead>
<tr>
<th></th>
<th>FRIENDS</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>Company Logo on College Website</td>
<td>✓</td>
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<tr>
<td>Access to Post Internships &amp; Jobs on Handshake</td>
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<tr>
<td>Invitation to BIG Job Fair On-Campus</td>
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<tr>
<td>Invitation to Participate in Experiential Learning Project</td>
<td>✓</td>
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<tr>
<td>Company Highlighted as a Partner on Appropriate Social Media Channels</td>
<td>✓</td>
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</tr>
<tr>
<td>Dedicated Employer Success Staff Member</td>
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<tr>
<td>Company Logo Displayed Within Student Success Center</td>
<td>✓</td>
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</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>Your Own Company Day on Campus</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Preferred Booking for Interview Rooms</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Career Fair Fee Included in Partnership</td>
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<td>✓</td>
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<tr>
<td>Quarterly Recruitment Call with Employer Success Staff</td>
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<td>✓</td>
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<tr>
<td>Access to Résumé Booklet (as available)</td>
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<td>✓</td>
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<tr>
<td>Individualized/Customized Recruitment Events</td>
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<tr>
<td>Company Advertisement in FOCUS Alumni Magazine</td>
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<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
As new and innovative ways to engage with our students become available, we help our business partners understand the best practices for utilizing these opportunities.

**UTILIZING HANDSHAKE**

All University of Wyoming College of Business Partners post their internship and full-time job opportunities on Handshake.

- Tailor your internship and job opportunities by providing specific details on what you are looking for when posting.
- Post jobs and internships in different locations that our students can see (Remember: our business students come from and end up working all across the nation).
- Build your image on campus through student reviews of your internship and full-time offerings that are shared on Handshake.
- Register and participate for professional development and career-related events on campus through Handshake.

**MANAGING YOUR BRAND**

Our graduates are concerned with everything from salary and benefits to social responsibility and culture. Make sure that your company’s brand is reflected holistically to give students the best picture of your opportunity.

- Provide up-to-date and detailed information about your company on Handshake and during events.
- Provide detailed job descriptions – this can sometimes be your first impression to a student.
- Bring subject matter experts to campus in addition to recruiters.
- Messaging to younger students is crucial to ensure your recruiting pipeline is strong – if you are not recruiting a student’s major or their year at that time, help them understand how to stay engaged.

**INTERNSHIP PROGRAM PROCESS**

Business students are encouraged to earn course credit for their internships if they meet the criteria below.

- A 3-credit internship = 240 work hours
- Requires a designated supervisor
- Must be a new experience for the student
- Our staff can help you develop an internship if you do not already have one.
ENGAGEMENT OPPORTUNITIES

CLASSROOM PARTICIPATION
Faculty members invite employer to engage students in hands-on learning. Possible ways employers can engage include:
- Guest lecturer as a subject matter expert
- Case study development or competition hosting
- Panel participation or Zoom conferencing into a class

SOCIAL MEDIA HIGHLIGHTS
Our team will work with you to find the best solution for promoting news about your organization through our social media channels. This may include promotion of:
- Your organization in general
- Upcoming visits to campus
- Events or programs you may host at your home office

COMPANY DAYS
A day on campus focused on increasing student awareness of your organization - the more people you bring to campus, the more opportunity for exposure. Our team will work with you to find niche opportunities to engage with students, faculty, and staff inside and outside of the classroom.

RÉSUMÉ BOOKS
Opportunities may be available to review résumé books related to certain industries, subsets of students, programs of study, or specific job focus areas. Students volunteer their résumés to ensure that they are interested in job opportunities and have been reviewed by our career and professional development team.

CUSTOMIZED RECRUITMENT EVENTS
For our closest partners, we are nimble enough to create new opportunities for engagement. Have you been a part of a unique event in the past that was an effective way for your organization to engage with students? We want to hear about it!

WANT TO LEARN MORE?
TOTAL ENROLLMENT
1,380

WYOMING RESIDENTS
861

NON-RESIDENTS
519

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

STUDENTS MINORING IN BUSINESS
150+

FEMALES
513

MALES
867

STUDENTS STUDYING

- Undeclared Business: 176
- Accounting: 186
- Business Administration: 68
- Economics: 87
- Finance: 287
- Management: 219
- Marketing: