



OUR MISSION IS

- **To provide** undergraduate majors with relevant business knowledge, critical thinking abilities, and professional skills through classroom and applied learning opportunities.
- **To integrate** entrepreneurial activities into our learning processes.
- **To contribute** to the leadership of Missouri Western State University as the New American Regional University serving a geographical region centered in St. Joseph, Missouri.

THE STEVEN L. CRAIG SCHOOL OF BUSINESS

MISSOURI WESTERN STATE UNIVERSITY



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For more Information:

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We are the preferred choice for students seeking relevant business knowledge and entrepreneurial learning opportunities.

CSB Vision Statement (2009)



STUDENTS WILL FIND THE FOLLOWING IN THE CRAIG SCHOOL OF BUSINESS:

- A quality program accredited by AACSB International, the Association to Advance Collegiate Schools of Business. Only 5 percent of business schools worldwide have earned this accreditation.
- The CSB has the most popular majors on campus. More than 850 students have either declared or are intending to declare a business major.
- Students can major in Accounting, Finance, Management, and/or Marketing.
- Classes that are typically smaller than those offered in other universities.
- An advising program to help you take the correct courses in the correct sequence.
- Opportunities for practical business experiences.
- Special entrepreneurial opportunities!
- Faculty and staff who are student focused, care about you, and want you to succeed.
- Faculty with strong academic and business credentials.

SPECIAL PROGRAMS AVAILABLE FOR CSB STUDENTS:

- **Applied Learning classes.** You can choose from among several applied learning classes. These classes offer you the opportunity to apply your classroom knowledge to the world of business. They will make your résumé stand out from the crowd!
- **Internships.** Many of our majors choose an internship experience to fulfill the applied learning requirement for graduation. More than 100 students complete internships every year. More than 70 percent of our interns report that their internships helped them get a job after graduation.

(2009 Craig School Alumni survey)

- **Research opportunities.** If you want to attend graduate school and/or if you are interested in working with faculty, we have a special research program for you. The Aspirations Program provides tuition support for you and the opportunity to conduct research with a faculty member. You will also have the opportunity to present your research at a professional conference.
- **Study Abroad.** Our Global Viewpoint classes give you the opportunity to travel with our professors and students. After studying a country and its business environment, you'll travel in May to that country and attend seminars presented by company officials. Another great item for your résumé!
- **Membership in clubs/organizations.** You have the opportunity to join Alpha Kappa Psi, a national business fraternity, Students in Free Enterprise, the Professional Student Investment Organization. Joining these organizations will help you establish your all-important career network. These organizations often travel to regional or national competition or meetings.
- **Trading Room.** Finance students have access to a specially-designed Trading Room with media access, computers, and software to help increase knowledge and skill in evaluating and building portfolios. Every year, selected students travel to an international finance conference held at the University of Dayton to meet peers from other schools and to learn from internationally-recognized finance experts.
- **Entrepreneur Opportunities.** You may enroll in the Practicum class taught by a faculty member with significant business experience. You'll be a member of a consulting team that works with a regional business on a real world problem.

- **A unique "model" entrepreneurship program.** Every year a partnership between the CSB, our benefactor Steven L. Craig, and the Rocky Mountain Chocolate Factory franchise creates an opportunity for a CSB student to fulfill his or her dream of becoming an entrepreneur. Our graduates partner with Mr. Craig to own and operate RMCF stores in Mississippi, Colorado, and California. This could happen to you through **our sweet entrepreneurial program.**

Here's how it works:

- You enroll in a special entrepreneurship class, if you have a cumulative GPA of 3.0 or above.
- You prepare a business plan for a RMCF store in a specific location.
- You compete for and successfully complete an internship in a RMCF store operated by one of our graduates.
- You present your business plan to a selection panel.
- You, as winner, are awarded the store.
- You are supported by faculty from the Craig School of Business and the CSB Advisory Council.



"Attending MWSU was one of the best choices of my life. The jump-start the CSB gave to my career is unmatched. I could not have received such preparation or such an opportunity anywhere else! The entrepreneurship program is breaking new ground and daring to go where no business school has gone!"

Seth Lyons (2008),
Owner of the Rocky
Mountain Chocolate Factory
Store, Silverthorne, Colorado

**Come join us and
experience the SWEET
LIFE of the entrepreneur!**