

WE MEAN BUSINESS



COLLEGE OF BUSINESS
AND ECONOMICS



BOISE STATE UNIVERSITY

Bronco Business

Business school graduates are uniquely positioned to transform organizations, create value, strengthen communities and impact lives.

“Shoutout to all my COBE professors, who helped me realize that while there are many great investments to make in the world, the best investment to make is in one’s knowledge.”
—Brian Wilkerson, Finance



The College of Business and Economics (COBE) at Boise State University prepares its students to shape the world of tomorrow. While you earn a COBE degree, you will gain world-class business skills and competencies, and develop your teamwork, innovation and problem-solving abilities. At COBE, you will learn to conduct critical analysis, communicate effectively, formulate action plans, and have the opportunity to solve business and economics grand challenges. COBE alumni are known to have fulfilling careers as well as the skills and opportunities to improve lives and make positive change in the world.

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Idaho LAUNCH



Most COBE majors are included in Idaho Launch, a grant program aiming to prepare Idaho’s students for Idaho’s workforce needs. Idaho Launch provides students a one-time opportunity to have 80% of the tuition and fees at an eligible institution covered to a maximum amount of \$8,000. Up to one-half of the initial grant award can be awarded in the first year of a program. To be eligible, a student must graduate from an Idaho high school, home school, or GED program in 2024, be an Idaho resident, enroll in a qualifying Idaho institution, and start their education the fall after graduation.

For more information or to apply, go to nextsteps.idaho.gov/launch or scan the code.

Meet Gabriela “Gaby” Curtiz, a student in COBE’s business administration program and Gorongosa National Park’s first female safari guide. Born in Mozambique, Curtiz was raised by a single mother of five in a small village near the Gorongosa coffee plantation. She took an interest in environmentalism from an early age, and taught herself Portuguese so she could attend school. Following her environmental work in elementary and high school, Curtiz taught herself English so she could take the exam to become certified as a safari guide and pursue higher education. She hopes to take the skills she learns at COBE back home to improve life for the people and wildlife at Gorongosa.





Starting Out Right

Start your journey with a unique and innovative class—**Business for the New Generation**. This class explores current business issues such as social responsibility, business ethics, sustainability, international business, and technology in business. The content of this course emphasizes strategy, teamwork, communication, problem solving and professional business etiquette, as students learn how to navigate and impact the ever-changing world of business.

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Living Learning Community

Unlock your potential for lifelong success with the COBE Living Learning Community at Boise State University. Join a dynamic cohort of motivated, first-year business students and embark on a transformative journey that combines academic excellence, leadership development, and career exploration. Discover your passion, build essential skills and connect with industry professionals, all within a supportive and close-knit community. Don't miss out—apply early as space is limited.

Learn more at boisestate.edu/cobe/students/live-with-cobe-students



The Micron Business and Economics Building

“The first time I was in the Micron Business and Economics Building, I felt like I was upping my game. The building has a sense of professionalism while also being very welcoming. I knew it would be a place where if I needed help throughout my college career, I could receive it.”

—Allison Duggan, marketing, Bend, Oregon

A Beautiful Place to Learn

COBE is housed inside the beautiful Micron Business and Economics Building (MBEB). Here, COBE students can find everything they need to succeed and thrive—a café to keep you fueled throughout the day, 26 team rooms for working on group projects or solo study sessions, a vibrant, open commons area and a beautiful plaza, all with plenty of space for individual study, or just to hangout. MBEB is the perfect home away from home for COBE students.





Business-Specific Academic and Career Advising

The first floor of the MBEB is a service hub dedicated to student success. Here, we focus on preparing and supporting our students by connecting them with various on-campus tools and resources such as advising, tutoring, medical, therapeutic, financial and other such services.

COBE is also home to its very own advising services, where you will work with skilled academic advisors to explore major opportunities, develop a strategic academic plan and find exciting ways for you to grow both professionally and personally, all so you can be more successful at Boise State and beyond.

COBE's academic advisors will guide you through course selection and scheduling, as well as the COBE admissions process. We will help you navigate degree requirements, university policies and procedures and coach you to graduation. COBE Career Services offers business-focused, student-centered advice. Our career-coaching staff will help you one-on-one to prepare resumes, practice interviews, find internships and jobs, and network with business professionals. COBE is the only college at Boise State—and the only business school in Idaho—to have embedded career services.





We Bring Employers to You

Along with career workshop series, career treks and networking events, COBE Career Services brings companies to campus to actively recruit students. Business professionals participate in events such as classroom panel discussions, career fairs, mentorship programs, professional dinners and networking socials.

The Thompson Family Writing Lab

COBE's investment in student success just doesn't stop. The Thompson Family Writing Lab is a satellite of the Boise State Writing Center, conveniently located in MBEB on the first floor and has drop-in hours. It helps students advance their careers by developing strong and effective writing and communication skills.

Bronco Corps Internships

COBE students can take advantage of the Bronco Corps internship program, which provides students with paid internships. Bronco Corps connects COBE students with local small businesses and nonprofits, allowing COBE students to gain real-world experience while working on high-need community projects.



Our Academic Degree Programs

COBE's innovative and in-demand academic programs provide our students with an education that is both challenging and rewarding.

In the classroom, our students are receiving an innovative, hands-on education from COBE's dedicated, nationally recognized faculty. Here, we incorporate the ideals of business ethics into academic activities and curricula while engaging learning opportunities challenge students and provide them with an invaluable academic experience.

COBE graduates leave the college with solid, world-ready business knowledge ready to excel as professionals.

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Meet Nicholas Lloyd, a COBE student pursuing dual majors in accountancy and finance. Lloyd has been selected as a Public Company Accounting Oversight Board Scholar—an award which recognizes excellent accounting students across America. Beyond the classroom, Lloyd serves as an Honors College Senator in Boise State's student government, is the vice president of outreach for Beta Alpha Psi and the vice president of finance for Beta Gamma Sigma. He is also a standing member of Phi Kappa Phi, as well as the co-founder of the Special Olympics Club on campus.

MEET THE STUDENTS



Accountancy

COBE's accountancy program is built on the strength of academic integrity, strong community bonds and student involvement.

With an accounting major, you can have a career in a growing profession with a strong entry-level job market, opportunity for rapid advancement and a backstage pass to the business world. Accountants are trusted business advisors that leverage their technical and analytical skills to help organizations run efficiently. Answering the industry demand, we are enhancing our curriculum with data analytics. Students will be well prepared to use data to understand clients' whole businesses and anticipate needs. The Department of Accountancy has strong ties with accounting professionals that we leverage for the benefit of students.

Beta Alpha Psi

Beta Alpha Psi is an award-winning international honor organization for financial information students and professionals. BAP membership gives students opportunities for leadership, service, teamwork, camaraderie and professional development. One of Boise State BAP's crowning achievements is the annual Get to Know CFOs event. In partnership with the Treasure Valley CFO Forum, this event exposes students to financial executives' secrets of success. Students gain networking experience interacting one-on-one with C-suite leaders from financial services, accounting, banking, healthcare and manufacturing.



Beta Alpha Psi organizes community service events such as Feed the Funnel which packs shelf-stable meals for food banks.



Business Administration

Learn critical management skills—strategic planning, teamwork, leadership and more. You will dive into topics on business law, building a workforce, global markets and corporate social responsibility. Wide varieties of employment opportunities are possible with a business administration degree in hand. The business administration major provides a broad curriculum for students who want experiences in several functional areas. You will develop the competencies to become a business leader and decision maker. You will gain communication and analytic skills to make informed business decisions. A broad range of business knowledge prepares you for a career in a variety of areas.



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MEET THE STUDENTS



Meet Eric Torres-Garcia.

Eric is a graduate of COBE's Bachelor of Business Administration program, as well as the founder of global food-sensation Cocoa Bombs. Torres-Garcia started the company in 2019, after going viral on TikTok with a video showing off his revolutionary new idea for hot chocolate "bombs." Since its founding, Cocoa Bombs has become a household name, and has expanded to include retail, private-label and direct-to consumer sales, boasting six-figure annual revenue.



Business and Economic Analytics

Would you like to help a business by analyzing data to discover the paths for growth? Business and economic analysts identify and describe business problems and opportunities by using analytical tools to formulate statistical models. A degree in business and economic analytics will give you the skill set necessary to turn big data into actionable information to make strategic decisions. Every industry needs this type of analysis in order to succeed in and adapt to ever-changing business environments.



GET INVOLVED with a Student Organization for Early Business Connections

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Alpha Kappa Psi, a co-ed business fraternity, is recognized as the premier developer of principled business leaders. Membership is lifelong and rewarding. Join the more than 298,000 members and alumni worldwide who are dedicated to helping one another achieve academic excellence and succeed in their careers.

Business Professionals of America prepares members to contribute to the world-class workforce through the advancement of leadership, citizenship, academic and technological skills. See other student organizations on the COBE website,

boisestate.edu/cobe/students/student-organizations



Economics

Economists study how people and societies decide what goods and services to produce, how to allocate resources for production and how to divide the income created in the process. Economics courses deal with national economic health and the behavior of industries and individual firms, as well as the decisions made by individuals in households and families. Economists have the opportunity to guide companies in critical business decisions, influence politicians at all levels of government, address social problems and affect positive change in people's material wellbeing.



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MEET THE STUDENTS



MEET THE STUDENTS



Meet David Shin (above) and Jackson Blackwell (right).

Shin and Blackwell are graduates from COBE's Department of Economics, and are both recipients of the prestigious Truman Scholarship—the premier graduate scholarship for students interested in public service. At Boise State, Shin majored in economics and physics before earning a master's degree from Tsinghua University and attending Yale Law School. Blackwell majored in economics and political science at COBE before pursuing a Master in Public Affairs at Princeton University's School of Public and International Affairs.

Meet Christian Perry, a COBE student who is double-majoring in entrepreneurial management and business administration. In addition to being a COBE student, Perry is an avid entrepreneur, as well as the founder and CEO of ChatterQuant. ChatterQuant is a financial tech company that uses AI to extract valuable insights from social media, news articles and other online sources to be used by investors. In 2022, Perry won an international FinTech award for the company, which was recently acquired by Money.Net, a leading financial data tech company.

MEET THE STUDENTS



Entrepreneurship Management

Learn the valuable entrepreneurial skills you need to launch a new venture, lead a growing business or manage a family-owned or small business. The program helps you develop the skill and competencies for problem solving, opportunity assessment, marketing, funding and leadership. Your entrepreneurial abilities will help you with your own business or be a big plus with an employer.

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Bruno DeRose, Pueblo, Colorado, pictured with flag, BBA in entrepreneurship '19 and an MBA '21





Finance

Finance classes emphasize pragmatic applications of current financial decision-making theory in a changing global environment.

As a finance student, you will develop important financial competencies such as cash flow analysis and financial risk estimation and you'll have access to a wealth of technological tools.

Experience High Finance in New York City

Annually, the Financial Management Association (FMA) student organization travels to New York City. Students immerse themselves in the world of high finance and learn about cutting-edge solutions to current issues involving financial systems. Students visit iconic organizations like Bloomberg, Goldman Sachs and J.P. Morgan.

“Being in New York was a highlight of my collegiate career,” said student Roxy Herron. “Students should capitalize on these opportunities and they will develop professionally and personally.”

MEET ISIAH GROVER, a finance graduate from San Juan Capistrano, California. Grover came to Boise State as a biomedical engineering major. However, his passion for business led him to change majors to finance, in hopes he could learn the skills he needed to start his own business. Shortly after, Grover came up with the idea for a tech marketing company that connects advertisers with gig workers to create mutual benefit. He entered the company in Idaho’s 2022 Entrepreneur Challenge, where it won a \$1,000 prize for first runner-up in the Service Track.

Trading Room and Student Managed Funds

The Dykman Financial Trading Room houses nine individually licensed Bloomberg terminals. Available databases provide hands-on experience with powerful financial management applications. You can use the same cutting-edge data, research, analytics and news that industry professionals employ. The room has an exciting Wall Street atmosphere with an electronic stock ticker streaming the latest market activity. Students stay abreast of rapidly changing financial market conditions and make investment decisions with real money in the student managed funds.



Human Resource Management

Human resource management is one of the fastest growing careers in the world today. HR professionals help manage an organization's most important assets—people—by creating policies and practices that influence employees' behavior and performance. HR professionals are not only employee champions but also act as administrative experts, change agents and strategic partners. You will learn talent management, problem solving, change management, strategic HR planning (including recruitment, selection, compensation and training) and decision-making skills.



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Interested in a career in human resources?

The Boise State chapter of the Human Resource Association (HRA) is a student organization focused on the HR field with opportunities for mentoring, networking and experience. They are Merit Award winners through the National Society for HR Management, the world's largest association of HR professionals.



Information Technology Management

ITM is the application of technology to solve business problems in every facet of the organization. ITM graduates are highly in demand, with management analyst jobs expected to grow 10% through 2032.

Source: Bureau of Labor Statistics

Business Analytics Service Experience (BASE)

Are you interested in working with nonprofits? Hosted by the Department of Information Technology and Supply Chain Management, BASE is a student group that offers students the opportunity to learn and apply data skills for nonprofits and partners in local communities. Each semester, students in BASE choose teams and projects where they gain valuable real-world experience by using data skills to solve problems and complete projects.

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MEET THE STUDENTS



MEET DREW LORONA. Lorona is a graduate from COBE's MBA program, as well as the co-founder of Boise's Treefort Music Fest. Lorona graduated from COBE in 2012 and started Treefort the same year. Since its founding, the festival has grown to include hundreds of musical acts, and has become one of the defining cultural events of the city. Recently, the organization expanded to open Treefort Music Hall, a year-round live music venue in the heart of downtown Boise. Lorona also co-founded Duck Club Presents, an organization which promotes and supports artists and music in Boise.



International Business

Breaking new ground with international internships and global partnerships.

Many of the most dramatic changes in the business landscape come from the globalization of markets and supply chains. As an international business major, you will study both traditional business areas such as management, marketing and finance in an international context as well as gain a basic mastery of history, political science and language courses—all of which makes international business a uniquely strong interdisciplinary degree. Furthermore, you will complete an international business career experience and are strongly encouraged to take advantage of our many study abroad options. International business will prepare you to solve global challenges both in business and society as a whole.



Student Amy Schneider near the Great Barrier Reef in Australia while on spring break with a global scholars program.



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“The College of Business and Economics has played a pivotal role in my academic path and career. From growing my interest in Asia to supporting my graduate school applications, the international business program truly changed my life. I could not have asked for more supportive and erudite professors.”

— *Greg Wischer, BBA international business '20, from Grand Forks, North Dakota*

Management (Online)

The online Bachelor of Business Administration (BBA) in Management degree is designed for working adults and other non-traditional students who want to advance their careers and build on prior college and professional experience. Online BBA students cultivate the skills necessary to be effective, ethical leaders and managers.

state of Idaho. Students in this program will learn how to become a leader in the thriving hospitality industry with courses that develop leadership, financial and management skills. The program can also be completed fully online, either as an emphasis for the Online Management BBA, or in just one year as a certificate.

Interested in Hospitality?

COBE's Resort and Hospitality Management program is the first university-level hospitality degree in the



Marketing

Does a career managing a brand or introducing new products and services into the marketplace interest you? Or are you interested in a career in advertising, digital marketing, or social media promotions? Students majoring in marketing can choose a concentration in brand and product marketing or marketing communications that will lead to a rewarding career in the dynamic field of marketing.

Run an Ad Agency

Put your marketing knowledge to the test in our Advertising Agency Management courses. Be part of a team that creates a functioning advertising agency with local advertising professionals as your instructors. Develop an integrated marketing campaign for a real client and pitch to that client in a competition with other northwestern universities.

Meet Natalie Wilson, a recent graduate of COBE's online management program. Wilson is an Idaho native and COBE Signature Student—born and raised in a small town in the Magic Valley. As a nontraditional student, Natalie began her career with an associate degree, working at McKee Foods (Little Debbie) before applying to COBE to earn her bachelor's. Her time in the online Management program helped build her leadership and teamwork skills as she continues to build on her successful career as a marketing specialist.





Supply Chain Management students work alongside Micron employees to analyze data and solve real-world problems in a professional environment.

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Johannes de Quant (above) was selected to participate in a project with Micron. After the project de Quant was hired at Micron.

“The experience the project gave me was instrumental in my growth as a career professional. It allowed me to apply the knowledge I learned throughout the course of my major in a professional setting.”

—Johannes de Quant

Supply Chain Management

Do cutting-edge business processes like using drones to deliver packages fascinate you? If so, supply chain management may be for you. Supply chain professionals focus on the important and rewarding managerial activities required to design, plan, produce, distribute and support goods and services around the globe.

The Supply Chain Management program at Boise State has a reputation for being one of the most comprehensive and respected programs in the Pacific Northwest.



No Minor Thing

Adding a business-related minor gives you a major competitive edge in the job market and skill sets employers want and need. Minors are available in most of our business subjects and also in nonprofit management and sustainability. Certificates are available in business analytics, business creation, business prep and resort and hospitality management.

Not Planning to Major in Business? Add +Business to Your Major

Add a **+Business certificate or minor** to complement your major field of study. You will gain business competencies and develop knowledge and skills which will help you succeed in any career.

Learn More—Go to Grad School

Continue your education in a graduate program at the College of Business and Economics at Boise State University.

- Master of Science in Accountancy (on-campus or online)
- Master of Science in Accountancy-Taxation (concurrent Juris Doctorate available)
- Master of Business Administration
 - Career Track (full time)
 - Professional (part time)
 - Online
 - Concurrent Juris Doctorate
 - Executive
- Master of Economics
- Master of Science in Economics
- Graduate Certificate in Cybersecurity Management

Economic Development and Outside Services

MBEB is home to the Idaho Small Business Development Center (SBDC) and TechHelp, Idaho's manufacturing specialists. These organizations service the state-wide small business community in big ways and students benefit from this connection. Having these services as part of the college keeps us close to the pulse of new business development and gives a let's-work-together vibe. Students are involved through projects, internships and events. idahosbdc.org | techhelp.org



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Donor Support Drives Student Success

The College of Business and Economics is fortunate to have a community of engaged partners. Our generous donors help support scholarships, making it possible for COBE students to take full advantage of the outstanding extracurricular activities in COBE, many of which are funded through donor support.

Opportunities Made Possible by Donors:

- Bronco Corps Internship Program
- Student-managed investment fund (more than \$1,000,000)
- Atkins Law Career Closet
- COBE Connect Interview Room
- Thompson Family Writing Lab
- Professional Networking Dinner
- COBE Student Hardship Fund

Degrees at a Glance

Degree	If you like to...	Careers and Average Wages**
Accountancy, BBA* (See page 9)	<ul style="list-style-type: none"> Solve problems Work with money Work with numbers Analyze finances Catch errors 	<ul style="list-style-type: none"> Financial managers \$177,880 Financial analysts \$97,310 Accountants and auditors \$91,140 Bookkeeping and auditing clerks \$46,690
Business Administration, BBA (See page 10)	<ul style="list-style-type: none"> Lead others Organize Problem solve Have career options Develop skills in many areas 	<ul style="list-style-type: none"> General managers \$185,320 Credit analysts \$97,340 Business operations specialists \$89,460 Buyers and purchasing agents \$86,440 Labor relations specialists \$107,400 Payroll and timekeeping clerks \$56,390
Business and Economic Analytics, B.S.* (See page 11)	<ul style="list-style-type: none"> Conquer complex challenges Think critically and creatively Make data driven decisions Steer organizational success Work in a dynamic field 	<ul style="list-style-type: none"> Computer and information analysts \$111,630 Data scientists \$113,920 Operations research analysts \$99,730 Management analysts \$101,780
Business Economics, BBA Economics, B.A.* (See page 12)	<ul style="list-style-type: none"> Think critically Analyze and interpret data Propose solutions Learn about how the world works Work in many different fields 	<ul style="list-style-type: none"> Economists \$144,610 Management occupations \$173,020 Economics teachers postsecondary \$127,410 Financial analysts \$97,310 Insurance underwriters \$76,660 Advertising sales agents \$143,730
Entrepreneurship Management, BBA (See page 13)	<ul style="list-style-type: none"> Be your own boss Work with people Generate ideas Be creative 	<ul style="list-style-type: none"> Top executives \$207,340 Purchasing managers \$162,390 Training and development managers \$143,060 Business operations specialists \$89,460

*BBA: bachelor of business administration, B.S.: bachelor of science, B.A.: bachelor of arts

**Information is from the U.S. Bureau of Labor Statistics, bls.gov/oes/current/oes_stru.htm

Salaries shown are for mid- to late-careers and may vary depending on geographic location and experience.

Degree	If you like to...	Careers and Average Wages**
Finance, BBA (See page 14)	<ul style="list-style-type: none"> • Make decisions • Work with money • Work with numbers • Analyze • Think critically 	<ul style="list-style-type: none"> • Financial managers \$177,880 • Personal financial advisors \$91,710 • Financial analysts \$197,310 • Securities commodities and financial services sales agents \$120,450 • Financial examiners \$97,500 • Budget analysts \$77,780 • Credit counselors \$40,380
Human Resource Management, BBA (See page 15)	<ul style="list-style-type: none"> • Work with people • Organize • Help people • Improve organizations 	<ul style="list-style-type: none"> • Compensation and benefits managers \$160,940 • Human resources managers \$163,760 • Training and development managers \$143,060 • Human resources assistants \$46,680 • Payroll and timekeeping clerks \$56,390
Information Technology Management, BBA (See page 16)	<ul style="list-style-type: none"> • Lead others • Solve problems • Think critically and creatively • Implement technology 	<ul style="list-style-type: none"> • Information systems managers \$173,200 • Computer network architects \$127,320 • Information security analysts \$117,520 • Computer systems analysts \$110,050 • Database administrators \$107,770 • Web developers \$95,930
International Business, BBA (See page 17)	<ul style="list-style-type: none"> • Lead others • Make decisions • Travel the world • Work with people of other cultures • Learn new cultures 	<ul style="list-style-type: none"> • Sales managers \$169,850 • Financial analysts \$97,310 • Operations research analysts \$99,730 • Logisticians \$86,180 • Training and development specialists \$79,990 • Meeting convention and event planners \$75,960
Marketing, BBA (See page 18)	<ul style="list-style-type: none"> • Think creatively • Work with people • Design sales promotions • Communicate with customers 	<ul style="list-style-type: none"> • Marketing managers \$169,380 • Advertising and promotions managers \$162,570 • Market research analysts and marketing specialists \$92,240 • Public relations specialists \$88,860
Supply Chain Management, BBA (See page 19)	<ul style="list-style-type: none"> • Use data to solve problems • Tackle new challenges every day • Analyze and improve business processes 	<ul style="list-style-type: none"> • Industrial production managers \$159,230 • Transportation storage managers \$146,980 • Buyers and purchasing agents \$86,440 • Production occupations \$60,980



BOISE STATE UNIVERSITY

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APPLY NOW!

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COLLEGE OF BUSINESS AND ECONOMICS

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**AACSB
ACCREDITED**

Accredited since 1979, we are among the less than three percent of business schools in the world to earn AACSB International accreditation for both business and accountancy.



When this balloon landed next to the Micron Business and Economics Building, COBE students helped roll up and pack the balloon.