

Interested in Business, just NOT sure which area?

GENERAL BUSINESS DEGREE

Start broad. Build your business path.

Interested in business, but not sure which area fits yet? General Business gives you **option value**: a flexible starting point that lets you explore business, keep multiple majors in play, and move toward the path that fits your goals.

WHY START IN GENERAL BUSINESS?

- **Get advising support:** Assigned to an advisor in the Business Advisement Center
- **Explore first:** Try different business areas before locking into
- **Stay on track:** Begin with business courses that support College of Business degrees
- **Customize your degree:** Build around interests like finance, accounting, marketing, IT, management, economics, law, risk management and insurance or entrepreneurship

A strong fit for students who...

- like business but are still deciding on a major
- want a broad business degree with flexible electives
- may later move into another College of Business major
- need transfer-friendly or online-friendly options

TRANSFER + ONLINE

Flexible pathways for students who are exploring business, transferring credits, returning to school, or balancing work and classes.

- **Transfer friendly:** get help reviewing credits and mapping what remains
- **Online pathway:** complete the degree from anywhere with flexible course options
- **Advising support:** compare majors and degree requirements before you choose

Start in business now. Explore where you fit before you pick a specific degree. Work with an advisor to stay in General Business or move toward another College of Business major when your goals become clearer.

Possible areas: Accounting • Finance • Financial Planning • Fintech • Management • Marketing • Information Technology • Economics • Risk Management & Insurance

You can learn more about the **General Business Degree** program by scanning the QR code to the **RIGHT**.





Finance / Corporate & Investments – This track is regarded as the “traditional” finance degree. Students who pursue this track are generally more interested in working primarily with numbers. The Corporate & Investments track prepares students for a wide variety of career opportunities. Students interested in pursuing the Chartered Financial Analyst (CFA®) designation generally choose this track. You can learn more about this track by scanning the QR code to the left.



Finance / Financial Planning – This track is designed for students who want to become financial planners or advisors and work closely with clients to help them achieve their financial goals. The premier professional designation in the financial planning field is the Certified Financial Planner (CFP®), and this track is certified by the CFP® Board. This means that students who graduate from this track are immediately eligible to sit for the CFP® exam. You can learn more about this track by scanning the QR code to the left.



Finance / Fintech – Launched in 2022 to meet the fast-growing industry demand for finance graduates with tech skills. As the finance world increasingly relies on technology, the Fintech track is designed to produce graduates who can speak both the language of Finance and the language of Technology. Students who pursue this track are likely more interested in working behind the scenes with data and numbers. You can learn more about this track by scanning the QR code to the left.



Economics majors study how individuals, communities, corporations, and even nations decide to use their limited resources. Students in an economics program also learn to analyze human decision-making and interaction. The study of economics often goes beyond money, as it can be applied to food and water, health care, education, environmental policy, and more. Our Economics program is STEM-designated, allowing international students to work in the US for up to 3 years without employer sponsorship. You can learn more about the Economics program by scanning the QR code on the left.



RMI / Insurance – This track is regarded as the “traditional” RMI program. Students who complete this track are generally interested in working in a field that involves helping people. However, this track is versatile and can lead to a variety of career paths. You can learn more about this track by scanning the QR code to the left.



RMI / Enterprise Risk Management – This track prepares students for careers in corporate risk management. Enterprise risk management (ERM) addresses risk at the highest level and focuses on identifying, quantifying, and mitigating risk. You can learn more about this track by scanning the QR code to the left.

For more information, contact your advisor or the Department Head, Dr. Seth Hoelscher (sethhoelscher@missouristate.edu), or visit www.missouristate.edu/FERM.