

# Walker College of Business

APPALACHIAN STATE UNIVERSITY

Hire *Appalachian*



# The Appalachian Business Student

## Walker College of Business

Delivering transformational educational experiences that prepare and inspire our students to be ethical, innovative and engaged business leaders who positively impact our community.

## Key Values

Appalachian business students are:

- Quality Driven
- Ethical
- Relational
- Global
- Inclusive
- Innovative
- Collegial
- Responsive
- Sustainable

## A Regional Force

Enrolling approximately 3,000 undergraduates in 10 majors, as well as 175 graduate students in three master's programs, the Walker College's full time undergraduate enrollment is the highest in the UNC System.

## Highest Accreditation

Appalachian is consistently named one of "The Best Business Schools" by The Princeton Review, a best value college by Kiplinger's, one of America's Top Colleges by Forbes Magazine and is accredited by AACSB International, the premier global accrediting body for schools of business.

## Majors and Minors

Accounting, Computer Information Systems, Digital Marketing, Entrepreneurship, Environmental Economics and Policy, General Economics, International Economics, Regional Economic Development, Finance and Banking, Hospitality and Tourism Management, Human Resource Management, International Business, Management, General Marketing, Professional Selling, Risk Management and Insurance, Supply Chain Management, Sustainable Business

## Graduate Degrees

MS in Accounting, MS in Applied Data Analytics, MBA, MA in Industrial-Organizational Psychology and Human Resource Management



## Our Students are Globally Minded

The college incorporates a global orientation as an integral component of students' academic experience. With university partnerships across the globe and expansion of ground-breaking opportunities in emerging markets, business students study or complete internships in more than 20 countries on five continents each year.

## Engagement Opportunities

### Walker Business Connections and Spring Connect

During Walker Business Connections in the fall and Spring Connect in the spring, employers are invited to interact with students on varying levels throughout three days. In addition to career fair presence, this includes opting to sponsor a networking social and conducting formal interviews on campus.

### Classroom Visits and Club Meetings

Employers are invited by business faculty and staff to speak about relevant topics in the classroom or during club meetings. Employers can schedule class visits based on industry and major field of study to share career opportunities and industry trends and practices.

## *Our Students are* **Innovative**

Appalachian graduates possess critical thinking ability. Through co-curricular and academic programs, including those offered in the TI Center for Entrepreneurship and the Center for Analytics Research and Education, students learn how to become change-makers. Walker College graduates are catalysts to defining a more sustainable world. They are set to develop sustainable solutions to complex, real world problems.



### **Lunch and Learns**

Employers may host lunch meetings in Peacock Hall to offer topic-specific workshops. This is another good opportunity to interact with a smaller group of students in a particular concentration or area of interest.

### **Formal Interviews**

Employers are invited to use the facilities in Peacock Hall for formal interviews. This includes access to interview rooms, and assistance from career services staff for check-in, logistics and planning with students.

### **Practice Interviews**

Employers are invited to conduct practice interviews with business students. This allows a company to have a "first look" at students, pre-screen candidates and increase brand recognition.

### **Handshake**

Appalachian's career management system, Handshake, is available to all employers. Through Handshake, employers have access to post jobs for students to see and apply to, schedule on-campus interviews and register for campus events like career fairs.

### **Employer in the Foyer**

Employers are invited to host contact tables in the main lobby of Peacock Hall. Employers may opt to give away promotional materials and will have access to students during high-traffic times between classes. With this, an employer's logo and branding materials are featured on the electronic screens in Peacock Hall during the visit.

### **Coffee with the Coaches**

Employers are invited to join the career services staff virtually or in person to share more about their opportunities for students and graduates. This time includes a meeting with career coaches and other staff who frequently interact with business students and are aware of current career development trends on campus as well as ways to engage with students.

### **Jobs Board**

Every week, career coaches choose jobs to be featured on the career services jobs board with information about the position and links to apply.

### **Employer Site Visits and Shadow Days**

Business Career Services offers opportunities for students to travel to recruiting companies. Visits may include facility tours, panel discussions and professional development workshops and company overview presentations. Through Shadow Day opportunities, career services staff will pair students with employees prior to on-site visits.

### **Moving Mountains Symposium**

Business Career Services staff from across UNC Systems school meet annually. The Moving Mountains Symposium allows for benchmarking and sharing of best practices so students receive the best possible support. Opportunities exist for employers to engage to share industry expectations and trends.



## *Our Students are* **Civic Leaders**

Appalachian business students realize the importance of contributing to their community. Our students graduate having engaged with the local and global community through co-curricular programs including Women of Walker, President's Round Table and more than 20 student-run clubs and organizations.

### **Business-oriented Student Organizations**

- AIESEC International
- American Marketing Association
- Appalachian Accountants
- Appalachian Supply Chain Club
- Association of Information Technology Professionals
- Association of Student Entrepreneurs
- Beans 2 Brew
- Beta Alpha Psi
- Enactus Appalachian
- Executive Impact Club
- Finance Student Association
- Gamma Iota Sigma
- Honors Association
- Hospitality and Tourism Management Student Association
- Student Chapter of the Institute of Management Accountants
- International Business Student Association
- National Association for Business Economics
- Phi Beta Lambda
- Pi Sigma Epsilon
- Society for Human Resource Management
- Walker Fellows



### **Recent Highlights**



#### **Student-focused Centers**

Including Business Career Services in the BB&T Student Leadership Center, there are five centers in the college that engage students outside of the traditional classroom setting. Among those are the college's Brantley Risk and Insurance Center, which facilitates interaction between students, faculty and the professionals in the insurance industry and has helped Appalachian's Risk Management and Insurance Program become the fifth largest program of its kind in the country. The college's other centers include the Transportation Center for Entrepreneurship, the Center for Economic Research & Policy Analysis (CERPA) and the Center for Analytics Research & Education (CARE).



#### **Dynamic Curriculum**

The Walker College has been commended from AACSB International for continuous improvement and curricular innovation. The college expands its curriculum to meet growing demands of industry regularly; recent responses to industry needs include the development of a master's degree in applied data analytics, a bachelor's degree in supply chain management, and a concentration in professional selling. Housed in the Department of Marketing, the professional selling program prepares graduates to begin careers with a solid foundation in business and specialized knowledge in sales and marketing. Students learn to drive industry initiatives that develop customer satisfaction, generate company revenues, and build connections with suppliers, distributors and the community.



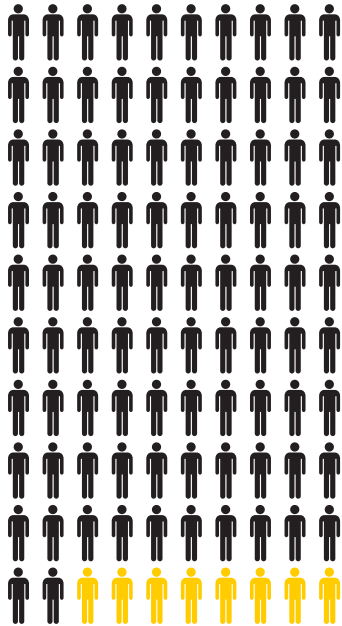
#### **Outstanding Programming**

Students in Walker College are encouraged to participate in experiential learning opportunities through co-curricular offerings. Experiences like Women of Walker accelerate professional development, personal growth, and leadership abilities through networking, travel and workshops. The college also boasts a long tradition of competing in-and winning- regional, national and global competitions as a method of experiential learning, helping students practice their discipline and test their knowledge and ability against peers.

2017 -  
2018

# UNDERGRADUATE STUDENT OUTCOMES

Undergraduate 6 Month Past Graduation



**92%**  
at First  
Destination

 Average  
Base Salary  
\$49,694

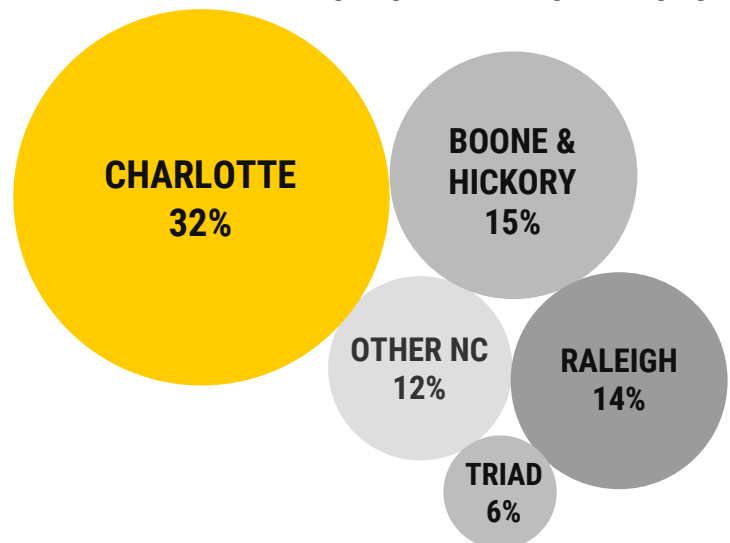
## TOP HIRING COMPANIES

Hiring Company	Students Hired
Bank of America	11
National General Insurance	10
ASU	8
BirdDog Logistics	8
Red Ventures	7
Wells Fargo	6
Acquire	5
Lowes	5
TTI	5
Tom James	5

## FIRST DESTINATION RATE by Undergraduate Major

%	Major	Mean Salary
96%	Accounting	52,500
100%	Computer Information Systems	56,052
95%	Economics	42,857
90%	Finance & Banking	52,395
93%	Hospitality & Tourism	38,000
96%	International Business	40,625
88%	Management	47,791
91%	Marketing	47,348
92%	Risk Management & Insurance	50,000
92%	Supply Chain Management	50,000

## TOP FULL TIME DESTINATIONS



# *Contacts*

## **Business Career Services**

**Michelle Boisclair, Executive Director**  
(828) 262-7579, boisclairm@appstate.edu

**Maureen Cathey, Associate Director**  
(828) 262-7574, catheyeme@appstate.edu

**Jackie Garner, Assistant Director**  
(828) 262-7456, garnerjn@appstate.edu

**Annie Love, Assistant Director**  
Career Coach and Employer Relations Manager  
(828) 262-6175, loveam2@appstate.edu

**Veronica Lozano-Toub, Associate Director**  
Career Coach, Employer Relations Manager and  
Coordinator of Internships for Credit  
(828) 262-7455, lozanotoubvm@appstate.edu

**Amy Odom, Associate Director**  
Career Coach and Employer Relations Manager  
(828) 262-8119, odomah1@appstate.edu

**Josh Silvey, Associate Director**  
(828) 262-2069, silveyjl@appstate.edu

**Walker College of Business Dean's Office**  
(828) 262-2057  
wcob@appstate.edu  
business.appstate.edu

## **Business Dean's Office**

## **University Career Center**

**Appalachian State University Career Development Center**  
(828) 262-2180  
careercenter@appstate.edu  
careers.appstate.edu

**Jennifer Shaffer**  
Associate Director of Marketing and Employer Relations  
(828) 262-8691, shafferjl@appstate.edu