

Fall 2025

John B. and Lillian E. Neff College of Business and Innovation



THE UNIVERSITY OF
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The John B. Neff Scholars Jumpstart Program

- Free four-day program
- Meet other first-year Business students
- Become familiar with campus before classes
- Community Service Project
- Early Residence Hall Move-In
- Toledo Mud Hens Game
- Must have 2.4 HS GPA

For questions, please contact

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The John B. Neff Scholars 2025 Jumpstart Application



**The more you learn,
the more you earn.**

COBI = CAREERS



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Our Majors

- Accounting
- Entrepreneurship & Innovation
- Finance
- Human Resource Management
- Information Systems
- Management
- Marketing
- Operations & Supply Chain Management
- Professional Sales



Employment Projections through 2033



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ACCOUNTING

(6% growth rate for career opportunities)

Those with UToledo accounting degrees are prepared for careers in public, business and government accounting.

They are hired by some of the biggest local and national companies, including PricewaterhouseCoopers; Ernst & Young; Plante & Moran; Marathon Petroleum Corporation; Owens Corning; and Libbey.

Courses include:

- Financial Accounting Information
- External Financial Reporting II
- Individual Taxation
- Auditing

MARKETING, ADVERTISING & P.R.

(8% growth rate for career opportunities)

Students in the bachelor's of marketing program study consumers, product design and quality, pricing, channels of distribution, advertising, and digital marketing.

Courses include:

- Social Media Marketing
- Buyer Behavior and Relationship Marketing
- Advertising Strategy
- Marketing Research and Data-Based Management

UToledo graduates find jobs as:

- Advertising specialist
- Brand marketing coordinator
- Product marketing manager
- Market researcher
- Communications specialist

Professional Sales

(6% growth for career opportunities)

Sales representatives are an important part of manufacturers' and wholesalers' success

- High earning potential, substantial travel, long hours including weekends
- Sales representatives spend much of their time traveling to and visiting with prospective buyers and current clients
- Obtaining new accounts is an important part of the job
- They also analyze sales statistics and prepare reports

Courses include:

- Sales Technologies and Strategies
- Salesforce Leadership
- Purchasing And Business Relationship Management

FINANCIAL ANALYSTS

(9% growth rate for career opportunities)

Financial analysts assess the economic performance of companies and industries for firms and institutions with money to invest

Courses include:

- Legal & Ethical Environments of Business
- Investments
- Managerial and Behavioral Processes
- Financial Markets and Institutions

UToledo graduates find jobs as:

- Finance departments of firms
- Banks, mutual funds and other financial institutions
- Government agencies
- Charitable organizations

FINANCIAL SERVICES SALES

(7% growth rate for career opportunities)

Personal financial advisors generally assess the financial needs of individuals, providing them a wide range of options

Courses include:

- Legal & Ethical Environments of Business
- Investments
- Managerial and Behavioral Processes
- Financial Markets and Institutions

UToledo graduates find jobs as:

- Retirement Planning
- Estate Planning
- Private bankers
- Wealth managers
- Licensed to buy and sell financial products, stocks, bonds, annuities.

HUMAN RESOURCES

(8% average growth rate for career opportunities)

Our undergraduates learn about compensation and benefits, and how to recruit and select employees. They also learn how to retain staff, resolve conflict and build effective teams.

Courses include:

- Legal and Safety Compliance
- Benefits, Health and Wellness
- Performance Management for Individuals and Teams
- Planning, Selection and Recruitment
- Compensation
- Training and Development

UToledo graduates find jobs as:

- Human Resource Generalist
- Employment and Placement Managers
- Recruiters
- Compensation, Benefits and Job Analysis Specialists
- Training Managers
- Labor Relations

INFORMATION SYSTEMS

(11% average growth rate for career opportunities)

Our undergraduates learn about compensation and benefits, and how to recruit and select employees. They also learn how to retain staff, resolve conflict and build effective teams.

Courses include:

- Business Application Development
- Introduction to Database Systems
- Business Intelligence
- ERP System Configuration

UToledo graduates find jobs as:

- Cloud Computing
- Network & Computer System Administrator
- Application developers
- Database administrators
- Computer Security Specialists
- Healthcare Industry
- Webmasters

OPERATIONS & SUPPLY CHAIN MANAGEMENT

(19% growth for career opportunities)

Operation managers oversee a business' entire operation and help it run more smoothly. They manage people and resources.

Courses Include:

- Strategic Sourcing
- Quality Management & Process Improvement
- Manufacturing Resource Management

Here's a sampling of what they do:

- Coordinate the manufacturing & distribution of goods and services
- Direct the allocation of materials, supplies, and products
- Forecast and direct the alignment of a product's demand and supply flows
- Monitor and manage product risk

What Employers Want...



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Communication Skills (Verbal & Written)

- Ability to clearly and effectively communicate ideas, both in writing and speaking.

Technical Skills Relevant to the Job

- Especially important in STEM and business fields (e.g., Excel, data analysis, programming).

Adaptability and Flexibility

- Comfort with change and the ability to learn quickly in dynamic environments.

Internship or Work Experience

- Demonstrated ability to apply skills in a professional environment.

Cultural Fit and Professionalism

- Alignment with company values and ability to conduct oneself professionally.

Problem-Solving Skills

- Capacity to analyze issues, think critically, and develop practical solutions.

Teamwork and Collaboration

- Ability to work well in group settings and contribute meaningfully to team goals.

Leadership Skills

- Experience in leading projects, teams, or initiatives—even in informal settings.

Strong GPA (for some employers)

- Especially in competitive industries or roles that require analytical rigor.

Work Ethic and Initiative

- Dependability, strong motivation, and willingness to go above and beyond.



Internships & Co-ops



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Internships/Co-ops provide....

- Supervised work experience
- Challenging experiences for students
- Motivated and professional business students for area employers
- College credit
- The ability to apply coursework in a real work environment
- The opportunity to earn a salary while earning credit towards your degree

How do Internships & Co-ops benefit our students?

- Nationally 61 percent of all college seniors have completed at least one internship
 - COBI has 85 percent complete a paid internship
- Employers want to see experience on a resume
- Opportunity to take a “test drive” of your career path
- Develop interpersonal and communication skills
- Build your network early
- Salary received after graduation will be higher
- Employers see an internship as the best path for hiring entry-level candidates
- Students with internships secure jobs at approximately twice the rate of those without an internship

How do our students get internships?

Career/Job Fairs

- Job Fairs held 2x a year

On Campus Recruiting/Programming Organization's Internship programs

Employee Referrals

Handshake Platform

- Companies upload job/internship opportunities
- Students submit resume through Handshake
- Employers review resumes through Handshake
- Interviews are arranged

Students earn on average \$18 hour – as high as \$32/hr

Two COBI Career Development courses

- BUAD 2000
- BUAD 3000

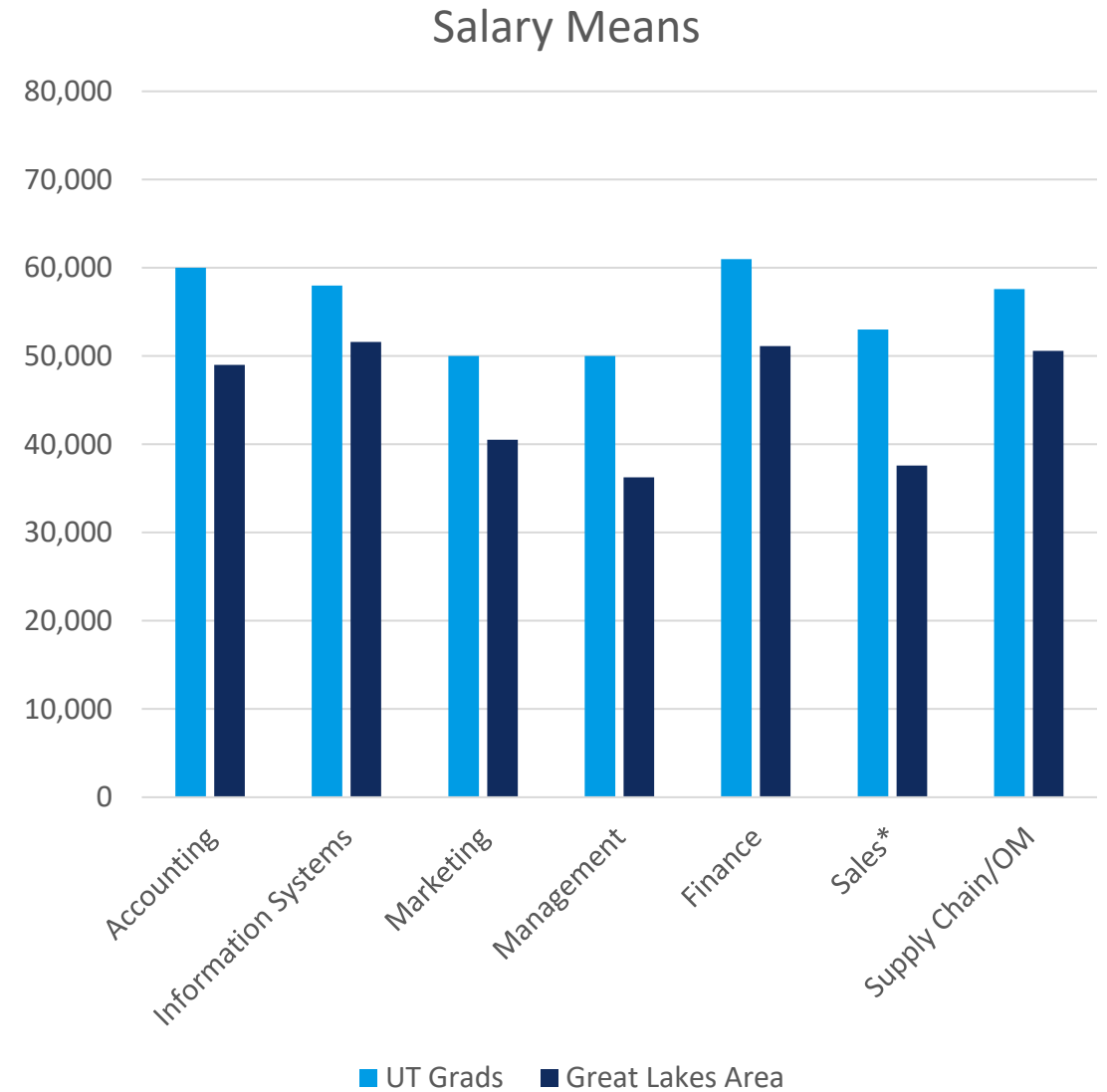


Handshake

Placement & Salary Data May Graduates

- Accounting
- Information Systems
- Marketing
- Management
- Finance
- Sales*
- Supply Chain/OM

* Sales salaries are often base pay, with the opportunity to earn commission



COMPANIES RECRUITING WITH COBI

GREAT INTERNSHIPS & FULL-TIME CAREERS



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Professional Student Organizations

Neff COBI has 14 Professional Student Organizations for Business Students. Here are just a few!

- **Alpha Kappa Psi (AKPsi):** Co-Ed National Business Fraternity
- **Pi Sigma Epsilon (PSE):** Co-Ed Professional Sales, Sales Management and Marketing Fraternity
- **Beta Alpha Psi (BAP):** Co-Ed National Accounting Fraternity. Must be at sophomore level or higher to join
- **Society for Human Resource Management (SHRM):** Open to all business & non-business majors
- **Women in Business Leadership (WiBL):** Organization open to all genders and majors



KeyBank Lobby



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Where Our Students Have Landed



MISSION ACCOMPLISHED!



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Questions?



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