



# DANIELS SECONDARY ADMISSION

## APPLICATION GUIDE

Information valid for those applying in  
Winter 2019 quarter.

### Winter 2019 Deadlines

- Online Application Opens: Friday, December 14, 2018
- MOS & DPDP Completion: Friday, January 11, 2019
- Online Application Deadline: Tuesday, January 15, 2019
- Notification of Decision: Friday, February 1, 2019

Refer to page 6 of this guide for important deadline details.



UNIVERSITY *of*  
DENVER

DANIELS COLLEGE OF BUSINESS

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## OVERVIEW

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### THE DANIELS MISSION

To benefit the public good by developing business pioneers through impactful scholarship, challenge-driven education and lifelong learning.

### THE DANIELS VISION

Pioneering business for the public good.

### THE DANIELS CORE VALUES

Culture of innovation and engagement:

- ❖ Learn through doing
- ❖ Interact with integrity
- ❖ Diversity and inclusion as a source of strength
- ❖ Global action and influence

The mission, vision and values are the foundation that links the Daniels, DU and global communities together as a cohesive unit with a shared past, present and future. We will hold ourselves and each other responsible for leading professional lives that uphold these tenets.

Learn more at <http://daniels.du.edu/about/vision-mission-values>

### Daniels Secondary Admission Process

Demand for business degrees is on the rise nationwide and at the University of Denver. It is necessary to have a secondary admission process to support academic quality, small and engaged classes, and strong student-faculty interaction.

Daniels requires a secondary admission process for undergraduate students *not directly admitted* to the business school upon entry to the university. Undergraduate students interested in pursuing a business major will be eligible to apply upon successful completion of pre-requisite coursework and professional development requirements. Application cycles are offered in fall, winter, and spring quarters. Students are encouraged to work with a Daniels advisor to ensure appropriate timing of their application.

## UNDERGRADUATE PROGRAMS SECONDARY ADMISSION ACADEMIC INTEGRITY POLICY:

Students in the Daniels College of Business are expected to uphold the values of *Integrity*, *Respect*, and *Responsibility* as expressed in the University of Denver Honor Code.

Engaging in plagiarism and other types of academic misconduct is a violation of the University of Denver Honor Code. As defined in the Honor Code, plagiarism includes “any representation of another’s work or ideas as one’s own in academic and educational submissions.” Other forms of academic misconduct may include, but are not limited to, false representation of facts or an actual or attempted effort to assist another student in carrying out academic misconduct.

The University of Denver Honor Code can be found at:

<http://www.du.edu/studentlife/studentconduct/honorcode.html>

### PLAGIARISM SCREENING

As a means of ensuring that students uphold the values of *Integrity*, *Respect*, and *Responsibility*, secondary admission application materials will be submitted to *VeriCite*®. *VeriCite*® is a web crawler which compares students’ submissions to a database, that includes millions of published materials and billions of web pages as well as other student materials previously submitted for secondary admission. *VeriCite*® screens for plagiarism and provides a report which notes what percentage of the submission is not original work based on its match to the materials in the database. Students also acknowledge and consent that their papers will be included in a secure repository strictly for comparison to papers submitted in the future, in order to protect their own intellectual property and to deter plagiarism by others.

To learn more about *VeriCite*®, visit: [www.Vericite.com](http://www.Vericite.com)

### PENALTY

In the event that a *VeriCite*® report indicates that a student has not submitted his/her own work or if a student is suspected of engaging in another form of academic misconduct, the case will be submitted to the University of Denver Office of Student Conduct. Through a conduct review, the Office of Student Conduct will determine whether the accused student is responsible for a violation of the University of Denver Honor Code. The Office of Student Conduct is responsible for maintaining all official University records related to student conduct. A student’s record will include copies of all cases in which a student is charged with academic misconduct. More information regarding these records can be found at: <http://www.du.edu/studentlife/studentconduct/records/html>

In addition, students found responsible for engaging in academic misconduct will be denied admission to the Daniels College of Business.

## **DANIELS STUDENT CHARACTERISTICS: What are we looking for?**

Daniels looks for well-rounded students who are energized, highly motivated and committed scholars who are interested in adding to the Daniels community in ways that will leave the college a better place for those who follow. A holistic set of criteria will be used to evaluate each applicant in the following categories:

### **Academic Performance**

An evaluation of a student's cumulative DU GPA and the subset GPA of the prerequisite courses required for admission. Previously admitted students had an average GPA of **3.2**.

### **Academic Drive**

Student demonstrates academic potential, a passion for learning and an appreciation of academic challenge.

### **Adaptability & Resiliency**

Student demonstrates the ability to adjust readily to ever changing, adverse conditions.

### **Community Engagement**

Student demonstrates meaningful involvement in campus or community organizations.

### **Inclusiveness**

Student demonstrates his/her values, engages and acknowledges the rich diversity of people and all the valuable social dimensions that they bring to campus, including but not limited to race/ethnicity, sexual orientation, gender identity, gender expression, religion, nationality, age and disability.

### **Integrity & Ethics**

Student portrays strength and firmness of character.

### **Interest in Business**

Student can articulate his/her interest in business and future career goals.

### **Leadership**

Student demonstrates experience with leadership positions and involvement.

### **Professionalism**

Student displays professionalism in his/her work and interactions with others and submits high quality work with attention to detail.

### **Work Experience**

Student demonstrates work experience through jobs or internships relating to business or future career goals.

# THE APPLICATION PROCESS

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## APPLICATION REQUIREMENTS

**A minimum cumulative GPA of 2.5 is required to apply. Students on academic warning or probation are not eligible to apply. The application is located on the Student tab in MyWeb. Completing the requirements below does not guarantee admission to Daniels. It is important to consider other majors in case you are not admitted.**

**The following prerequisite courses must be completed in order to apply\***

BUS 1000: Gateway to Business\*\*

ECON 1020: Introduction to Micro- and Macroeconomics I\*\*

FSEM 1111: First-Year Seminar (transfer students exempt)

INFO 1010: Analytics I: Data Management and Analysis\*\*

INFO 1020: Analytics II: Business Statistics and Analysis\*\*

MATH 1200/MATH 1951: Business Calculus/Calculus I\*\*

WRIT 1122: Academic Writing

WRIT 1133: Writing and Research

**\*For students transferring prerequisite courses from other institutions, transcripts/grades must be received, processed and reflected on your degree audit prior to the application deadline.**

**\*\*Must earn a C- or better.**

### Microsoft Office Certification

- ✓ Excel 2016
- ✓ Word 2016
- ✓ PowerPoint 2016

### DPDP Checkpoint 1/BUS 1099

- ✓ Attend a Major-Specific workshop
- ✓ Attend 2 Career Services workshops
- ✓ Daniels Career Services **approved** professional cover letter & resume

### Other

- ✓ Obtain sophomore standing (45 credits)
- ✓ Attend a Secondary Admission information session before applying
  - Refer to Daniels Undergraduate Programs Canvas page for dates and times.
- ✓ Prepare a Secondary Admission cover letter and resume
  - Schedule a meeting with a Daniels career advisor via Student tab on PioneerWeb to review materials.
- ✓ Submit online application – see page 7.

## SECONDARY ADMISSION APPLICATION DEADLINES

Daniels requires a secondary admission process for undergraduate students not directly admitted to the business school upon entry to the University. Most students will be eligible to apply in the fall quarter of their sophomore year. Application cycles are offered in fall, winter, and spring quarters. Students should work with a Daniels advisor to ensure appropriate timing of their application.

### Winter 2019

- Online Application Opens: Friday December 14, 2018
- Microsoft & DPDP Completion\*: Friday, January 11, 2019
- **Online Application Deadline\*\***: **Tuesday, January 15, 2019**
- Notification of Decision: Friday, February 1, 2019

### Important:

For those transferring prerequisite courses from other institutions, transcripts/grades must be received and processed by the DU Registrar's Office prior to the application deadline.

\*If you have taken an MOS exam at an outside Certiport Authorized Testing Center, exam scores must be received and processed by Daniels Undergraduate Programs prior to the Microsoft Certification Deadline.

\*\*Applications will not be accepted after these deadlines. If you fail to meet the application deadline, you must wait until the following quarter to apply. You are encouraged to work closely with your Daniels advisor to determine the best cycle for you to apply.

Dates are subject to change. Students will be notified of any changes via email and Canvas in a timely manner.

## SUBMITTING YOUR APPLICATION

The application, available via PioneerWeb, needs to be completed without exiting the online system. If you exit, your work will not be saved and you will need to start a new application. Therefore, it is essential that applicants have all materials ready to upload at the time of application. Once an application has been submitted, no changes will be able to be made.

### Online Application

1. Log into PioneerWeb account with your student ID number and password.
2. Select **MyWeb > Student > Daniels Undergraduate Secondary Admission**
3. Follow the on-screen directions to choose major, confirm the honor code statement, upload Secondary Admission cover letter and resume, and submit the application.
  - If asked to pay for the application or asked for additional testing scores, this is the wrong application. Reference step 2 & 3. There is no application fee for this process.
  - If a message stating you are not eligible to apply appears, contact [Daniels.Undergrad@du.edu](mailto:Daniels.Undergrad@du.edu) or 303.871.6910.
  - Applicant transcripts will be pulled directly into the system. Submission of transcripts are not needed with the Daniels application.

### Microsoft Certification (MOS requirement)

By completing Microsoft Office Certification at the University of Denver, exam scores will automatically be recorded. Exams taken outside of DU, must have scores submitted and processed by the required deadline. Contact the Microsoft Certification Program at [MOscertification@du.edu](mailto:MOscertification@du.edu) for instructions.

### DPDP Checkpoint 1 Requirement

Attendance at DPDP eligible workshops will be automatically recorded and processed. It is the student's responsibility to ensure that they check-in with staff at DPDP workshops to receive attendance credit.

### Resume and Cover Letter

Resume and Secondary Admission cover letter are uploaded during the admission process. These documents must be in PDF format. ***\*Note: your required DPDP cover letter may NOT be used as your Secondary Admission cover letter.*** See the Resume and Cover Letter section for more information about the Daniels Career Center and advice on building a resume and Secondary Admission cover letter.



## FREQUENTLY ASKED QUESTIONS

### **Who do I contact for special accommodations?**

Students needing special accommodations should contact University Disability Services at [dsp@du.edu](mailto:dsp@du.edu) , 303.871.3939 or visit: [du.edu/studentlife/disability-services/index.html](http://du.edu/studentlife/disability-services/index.html)

### **Why does Daniels have a separate application process?**

Demand for business degrees is on the rise nationwide and at the University of Denver. It is necessary to have a secondary admission process to support academic quality, small and engaged classes, and strong student-faculty interaction.

### **When can I apply to Daniels?**

Upon successful completion of the application requirements, students can apply at the beginning of fall, winter, or spring quarter. Most students become eligible to apply in fall of their second year.

### **Do I need to declare my major when I apply to Daniels?**

There is a section of the application where students can indicate his/her choice of major when filling out your application. Upon acceptance, the application will serve as the major declaration form. For a list of majors and minors, visit [daniels.du.edu/academic-programs/undergraduate/majors-minors/](http://daniels.du.edu/academic-programs/undergraduate/majors-minors/)

### **If I switch away from a business major, but then decide to return to Daniels as a business major, do I have to go through secondary admission?**

Yes. If a student changes to a major outside of Daniels, and then decides at a later date to return to a business major, the student will need to work through the secondary admission application process or become eligible via Fast Track criteria.

### **How and when will I be notified of my admission status?**

Admission decisions will be made in a timely manner after all applications have been reviewed. Applicants will be notified via email at their DU email address.

### **Can I still apply if I am unable to meet all of the requirements during my first year?**

Successful completion of all requirements listed on the checklist on page 5 is required prior to applying. Meet with a Daniels advisor to determine when best to apply.

### **When is the latest in my undergraduate career that I can apply to Daniels?**

The majority of applicants apply during their sophomore year. Graduation may be delayed for those applying late in their undergraduate career. A Daniels advisor can assist with mapping academic plans.

### **Is it possible to apply to Daniels while I am abroad?**

Yes. All prerequisites and requirements must be completed before leaving the country. Work with your Daniels advisor to determine eligibility and notify Janeen Todd ([Janeen.Todd@du.edu](mailto:Janeen.Todd@du.edu)) of your intent to apply.

### What grade-point average (GPA) do I need to be admitted?

The ideal secondary admission candidate will be applying with a cumulative GPA of 3.0 or higher. A minimum cumulative GPA of 2.5 is required to apply. Students on academic warning or probation are not eligible to apply.

### What is Fast Track admission?

Students who meet the following fixed criteria will not be required to undergo the secondary admission process and will, due to their demonstrated academic success, be eligible for direct admission to Daniels. To be eligible, students must:

- Have completed at least two quarters at DU with full-time status (minimum 12 credits/quarter) with a cumulative GPA of 3.5 or higher.
- Successful completion of MATH 1200/1951 with a C- or higher.

Students who are eligible for Fast Track admission will be notified via email by a Daniels Undergraduate Programs advisor.

#### Fast Track Fine Print

GPA will NOT be rounded. Must be 3.5 or higher for Fast Track admission.

This policy is contingent upon available undergraduate capacity within Daniels.

Students who were previously denied and are re-applying to Daniels are not eligible for Fast Track admission and must participate in the secondary admission process.

Review of student eligibility will occur on a quarterly basis by Undergraduate Programs Staff.

### What happens if I'm not admitted to Daniels?

If a student is denied admission to Daniels for not meeting the expected academic standards or if found responsible for academic misconduct by the DU Conduct Review Board, the student may reapply one time.

- Students denied for not meeting academic standards may reapply only when there have been significant improvements in their credentials and academic achievement. Daniels advisors will work continually with students who are not admitted to provide guidance on improving their academic profile and to ascertain when a significant improvement has been made.
- Students denied for academic misconduct reasons may reapply during the next secondary admission cycle. Students should work with their Daniels advisor throughout the process.

For assistance with selecting majors outside of business, contact the Center for Academic and Career Development at [advising@du.edu](mailto:advising@du.edu) or 303.871.2455.

# MICROSOFT OFFICE CERTIFICATION

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## Overview

The Microsoft Office Specialist (MOS) requirement is designed to help students take advantage of the full features and functionality of Microsoft's Excel, Word, and PowerPoint applications. This industry-standard certification program includes online learning to support classroom instruction, practice tests, and software designed to teach you the concepts necessary to master each program. For each program you are required to complete a project-based certification exam that reflects real world application and comprehension, not just memorization of individual skills.

## Academic Benefits

Knowing the tools of business is important to your academic success. Mastery of the various Microsoft Office applications allows you to work more efficiently and produce professional and compelling deliverables. Developing validated Excel, Word, and PowerPoint skills early in an academic career helps students prepare for upper-level business courses where lack of proficiency can impede learning. By investing in this knowledge, these are skills that will carry throughout Daniels and beyond.

## Career Benefits

Microsoft certification serves as a tangible differentiator for Daniels students, allowing them to gain a competitive hiring advantage over other internship or job applicants, no matter the industry. With this certification on a resume, students will graduate from Daniels demonstrating they have attained a universal and extensive level of skill in Excel, Word, and PowerPoint, which naturally improves marketability.

*Aside from these advantages, MOS is required for the application for secondary admission and graduation. Failure to complete this requirement will delay the ability to apply to Daniels, enroll in most business courses, and graduate.*

## MOS FREQUENTLY ASKED QUESTIONS

### How do I complete my MOS requirement?

MOS certification is completed in labs associated with INFO 1010 (Excel) and INFO 1020 (Word and PowerPoint) coursework. If the INFO courses requirement have been met through AP/IB/Transfer credits, register for INFO 1011 and INFO 1021 zero-credit labs. If INFO 1010 and 1020 courses have not been completed, do NOT register for the 1011 or 1021 labs without speaking to an academic advisor in Daniels.

### What if I have previously taken a Microsoft Office training course?

While many may have taken courses in high school or elsewhere that centered around the Office applications, all students are required to complete the Microsoft Office Specialist licensed exams through Certiport. Other courses may give extra preparation for the certification exams, they do not fulfill the MOS requirement.

### **Why is there a lab fee and what does this lab fee cover?**

There is a \$325 lab fee associated with both the INFO 1010/1011 and 1020/1021 courses. This fee covers the cost of testing, customized learning materials, practice software, Teaching Assistant availability and proctoring exams.

### **What if I do not pass my certification exam?**

The course fee provides two attempts at each exam. Additional attempts can be purchased for \$50 per attempt.

### **Will the exam schedule fit within my class schedule?**

The certification exams are offered on multiple days/times (including weekends) throughout the week. Exam dates will be announced at the beginning of each quarter. Testing must be done during the scheduled times, otherwise this will result in forfeiture of an exam attempt. Make-up exams are only for students with university approved conflicts.

### **Is there a deadline to complete my certification exam?**

Students should make every effort to pass the exam when enrolled in the course. Students will not be allowed to submit an application for secondary admission until passing scores for all three exams have been received and processed.

### **Can I complete the certification exam outside of DU?**

Completing a certification exam outside of DU is possible by locating a Certiport Authorized Testing Center (CATC) that offers Microsoft Office Specialist exams in English. It is the student's responsibility to contact the testing site regarding scheduling exams, pay any testing fees and submit scores to Daniels before the deadline. Once the exam is complete, contact us at [MOScertification@du.edu](mailto:MOScertification@du.edu) for instructions on submitting scores.

### **How should I prepare for my exams?**

Students who attend lab are more than twice as likely to pass their exam as students who do not attend. These labs will provide hands-on practice with various features of each program. Students will also have access to online video tutorials, homework and practice software to study outside of lab. TAs hold weekly office hours for individualize support.

### **How do I prepare if I have a Mac?**

Per the specific technology requirements for Daniels, all students intending to pursue a business major must be able to run Windows and Office 2016 for their business coursework. While we strongly encourage PCs, there are options available to run Windows on Macs. Technology setup is held for students in Microsoft labs at the beginning of each quarter. Practicing on Office 2008 or 2011 for Mac will not prepare you for your MOS exams as you will be tested on the Office 2016 version.

**Who do I contact if I have other questions?** Direct questions to [MOScertification@du.edu](mailto:MOScertification@du.edu)

# RESUME & COVER LETTER

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## RESUME & COVER LETTER

A resume is a concise document that highlights your most relevant credentials for admission to college, consideration for a scholarship, fellowship, employment or other professional purposes. An effective resume:

- Is ONE page in length.
- Persuades your readers that you are the best candidate and deserve an interview.
- Constructs your professional image and establishes your credibility.
- Provides a sample of your written communication skills and specific examples of your proven experiences.

A cover letter supplements your resume and goes into specific detail about what you hope to get out of the experience and also what skills you have to offer. An effective **Secondary Admission** cover letter:

- Specifically addresses the Daniels College of Business, what you hope to major in and why, as well as your career goals.
- Provides specific examples of how your skills, experience and personal attributes will contribute to your eventual success as a Daniels student.

### Identify & Describe Your Accomplishments

For an effective resume and cover letter, it is important to know your abilities, what skills you have developed and what you can offer a potential employer or school.

Refer to Daniels Student Characteristics on page 4, then compile a list of your skills and accomplishments. Ask yourself these kinds of questions:

- *What skills have I developed through my involvement?*
- *What strengths have I acquired or enhanced?*
- *What have I accomplished?*
- *Why should someone hire me?*

**Resumes must be submitted to VMock at [Vmock.com/Daniels](https://vmock.com/Daniels) for content and layout assessment. A minimum VMock score of 70 is recommended for secondary admission.**

For more information on VMock, visit Daniels Professional Development in Canvas.

Students are encouraged to meet with Daniels Career Services for assistance in fine-tuning their resume and/or for a cover letter review.

For additional resources, visit the Daniels Career Services website at:

[www.danielscareers.com](http://www.danielscareers.com)

# SAMPLE COVER LETTER

## Secondary Admission Cover Letter Format

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Your Name  
City, State, Zip  
Email, Phone } *same header as your resume*

Date (Ex.: *January 1, 2016*)  
(double space)

Secondary Admission Selection Committee  
Daniels College of Business  
2101 S. University Blvd.  
Denver, CO, 80210

Dear Secondary Admission Selection Committee:  
(double space)

Introductory Paragraph: This is the attention grabber that should arouse the reader's interest. Compliment the school. This paragraph may include your knowledge of the school and specific program you're interested in, why you want to be a Daniels student and what you intend to major in. Most introductory paragraphs are short, so be brief and clear.

Middle Paragraph(s): This is your sales pitch. It is the longest of your paragraphs (may be split into two paragraphs) where you attempt to persuade the committee that you are worth an interview. Present specific abilities, skills, leadership roles, academic achievements, and work experience that make you an attractive candidate. Reveal a long-term goal that shows your interest in business. Prove that your skills and abilities match the Admission Criteria.

Final Paragraph: Reiterate your interest in attending Daniels. Mention how you will fit in with the school's culture (values, mission, vision, etc.). Thank them for their time and consideration.  
(double space)

Sincerely,  
Your Name

# SAMPLE RESUME

## Joe Daniels

Denver, CO 80208 • 720-555-1234 • jane.daniels@du.edu • www.linkedin.com/in/JaneDaniels

### EDUCATION

University of Denver, Denver, CO Expected Graduation: June 2020  
Candidate for the Daniels College of Business  
*Bachelor of Science Business Administration – Finance*  
• GPA: 3.75

Roseville Area High School, Roseville, MN Graduated: June 2016  
• GPA: 3.9

### PROFESSIONAL EXPERIENCE

Northstar Investment Advisors, LLC, Denver, CO March 2017 – Present  
*Intern – Mergers & Acquisitions Group*  
• Actively participate in all areas of M&A transactions, public offering processes and private placements  
• Advise management on financial statement presentation, creating management and roadshow presentations, organizing data rooms, preparing SEC documents and evaluating bids and term sheets  
• Execute extensive valuation analyses through creation of financial models including leveraged buyout, discounted cash flow, earnings accretion/dilution, weighted average cost of capital, initial public offering, comparable public company and comparable transaction analyses for public and private companies

Daniels College of Business, University of Denver, Denver, CO January 2016 – February 2017  
*Research Assistant*  
• Compiled data and assisted in mathematical analyses on macro-economic study of wage compensation  
• Published results in Quarterly Journal of Economics  
• Recruited, hired, and trained 5 new lab assistants on duties and specific responsibilities

### LEADERSHIP EXPERIENCE

Delta Sigma Pi, University of Denver September 2016 – Present  
*Member*

Rebuilding Together Metro Denver, Denver, CO September 2016 – Present  
*Team Captain Beta*

Yearbook Staff, Roseville Area High School September 2015 – June 2016  
*Editor*

Varsity Hockey, Roseville Area High School September 2015 – June 2016  
*Captain*

### SKILLS

Language: Proficient in German  
Computer: Certified in Microsoft Excel, Word and PowerPoint



## COVER LETTER & RESUME FREQUENTLY ASKED QUESTIONS

### What is VMock?

VMock is an online instant resume feedback application. It quickly analyzes your resume and provides feedback regarding content and layout. VMock is designed to work with resumes from different industries, majors and fields and ensures that your resume meets Daniels resume guidelines. [www.vmock.com/daniels](http://www.vmock.com/daniels).

### Where can I get help with my resume and cover letter?

The best way to prepare is to schedule an appointment with Daniels Undergraduate Career Services. Career advisors are available to assist with the development of resumes and cover letters. Visit the Student Tab on Pioneer Web or call 303.871.6910 to schedule a career advising appointment.

### How can I build a resume if I have no work experience?

Not all experience gained is on the job. Highlight your volunteer work including bullets detailing your responsibilities. Include details on academic awards or recognition. Extra-curricular and leadership activities and skills should also be included. A job is recommended between your first and second year to enhance your application.

### What is the rule of thumb on resume length?

Keep your resume to one page. After you've acquired five to 10 years of post-graduation work experience, you can extend it to two pages.

### Should I include my GPA on my resume if it's below 3.0?

Generally, you should not include your GPA on your resume unless it is 3.5 or higher.

### Do I need to include my high school involvement?

Generally, no; however, there are exceptions for relevant experiences. Your resume needs to highlight your college experiences and accomplishments.

## ADDITIONAL CAREER RESOURCES

The Daniels Career Center offers numerous resources. They are available on the Daniels Career Center webpage: [www.danielscareers.com](http://www.danielscareers.com) Visit the Student Tab on Pioneer Web or call 303.871.6910 to schedule a career advising appointment with Toni Gabrielli or Kelli Sessions.

### Questions?

Undergraduate Programs  
Daniels College of Business

Margery Reed Hall, 107  
303.871.6910 • [Daniels.Undergrad@du.edu](mailto:Daniels.Undergrad@du.edu)