
Business Administration

F. Bereskin, Chair, Finance Department
401 Cornell Hall
(573) 882-6272

Anthony Ross, Chair, Management Department
403 Cornell Hall
(573) 882-5058

Srinath Gopalakrishna, Chair, Marketing Department
David & Judy O'Neal MBA Professor
Faculty Director, execMBA
401C Cornell Hall
(573) 882-2443

On Campus Advising Contact

Undergraduate Advising Office
111 Cornell Hall
(573) 882-7073
businessadvising@missouri.edu

Online Advising Contact

(573)884-2004
BSBAonline@missouri.edu

Scholarship Information

TrulaskeScholarships@missouri.edu

Department of Finance

Through the study of finance, students learn to independently analyze security markets, understand basic valuation techniques, and use their knowledge to make investment decisions. In addition, students learn basic theoretical concepts in corporate finance and their application to corporate financing and investment decisions. Coursework focuses on investments, portfolio management, real estate, financial institutions, corporate finance, and risk management/insurance.

Department of Management

Management is, at its core, the analysis, planning, and execution of business processes and operations. This includes hiring, training, developing, leading and managing frontline and staff employees to accomplish organizational goals. As such, coursework provides students with the fundamental knowledge and skills needed to manage value-adding processes and projects, and to coordinate, allocate, and lead human resources. The Department offers a Certificate in Global Supply Chain Management (in partnership with the College of Engineering) and a Certificate in Human Resource Management. The Department also offers the Entrepreneurship Minor, which provides students with the mindset and skills to think and work in various entrepreneurial and innovation-focused settings. Students with a Management Emphasis accept positions as consultants, project managers, supply chain analysts, human resource managers, and in management rotational career positions.

Department of Marketing

Marketing focuses on acquiring, developing, and managing customers. It deals with understanding the strategies, tactics, and business processes involved in researching markets, deciding which markets and segments to pursue, identifying what unique value to provide, and then assembling the products, services, people, and partner firms needed to build,

communicate, and deliver that value. Coursework spans the domains of sales management, marketing analytics, retailing, marketing research, consumer behavior, digital marketing, and global marketing.

Exploratory Course

Students wanting to explore business administration as a major should take BUS_AD 1500.

Double Emphasis

Students in the on campus program may have a dual emphasis of Finance and Real Estate, or may add on an Economics emphasis to any other BSBA emphasis program.

Faculty

Finance

Professor J. Howe**, K. Pukthuanthong**

Associate Professor M. O'Doherty**, F. Bereskin**, A. Yore*

Assistant Professor M. Binfare*, K. Holland*, S. Jannati**, J. Shen*, M. Young*, J. Wang*

Associate Teaching Professor M. Griswold*, D. Johnson*, J. Stansfield*

Assistant Teaching Professor M. Dorigan*, D. Fischer, J. Hegger, K. Kim

Management

Professor R. Johnson*, A. Ross**, J. Schaubroeck**

Associate Professor D. Moesel*, A. Peng**, C. Robert**

Assistant Professor J. Andrus*, J. Arnold*, J. Bort*, J. Bush*, S. Downing*, J. H. Han*, E. Misati*, X. Wang*

Associate Teaching Professor G. Albright*, J. Christianson*, S. Crews*, W. Jaing, D. Lin, M. B. Marrs*, D. Smith*

Assistant Teaching Professor L. Brengarth*, S. Breske*, T. Ford, A. Jakubovskis*, K. Kim*, A. Kendall, S. Mariea*

Marketing

Professor S. Gopalakrishna**, D. Marinova**, M. Richins**, L. Scheer**, S. Zou**

Associate Professor N. Syam**

Assistant Professor Z. (Julien) Bei*, T. Eapen*, B. Hodges*, S. Rajendran*, S. Srinivas*

Associate Teaching Professor C. Cothren*, J. Poor*

Assistant Teaching Professor A. Essing, A. Vatterott

* Graduate Faculty Member - membership is required to teach graduate-level courses, chair master's thesis committees, and serve on doctoral examination and dissertation committees.

** Doctoral Faculty Member - membership is required to chair doctoral examination or dissertation committees. Graduate faculty membership is a prerequisite for Doctoral faculty membership.

Undergraduate

- BSBA in Business Administration (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration/>)
 - with emphasis in Economics (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-economics/>)

- with emphasis in Finance and Banking (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-finance-banking/>)
- with emphasis in Real Estate (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-real-estate/>)
- with emphasis in Management (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-management/>)
- with emphasis in Marketing (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-marketing/>)
- with emphasis in International Business - Economics (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-economics/>)
- with emphasis in International Business - Finance (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-finance/>)
- with emphasis in International Business - Management (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-management/>)
- with emphasis in International Business - Marketing (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-marketing/>)

Trulaske EDGE (Professional EDGE)

In addition to completing required coursework to earn a Bachelor of Science, Business Administration degree, students must fulfill the requirements of the Trulaske EDGE. The goal of the Trulaske EDGE is to offer opportunities to all BSBA and Accounting students to develop core competencies and values necessary for success in their professional careers.

As a graduation requirement, the program is comprised of the following:

- Completion of designated professional activities to acquire points for admission to the upper level. Once admitted to the upper level, students will continue to earn points to meet the graduation requirements. Specific activities may be required.
- Completion of BUS_AD 3500 once admitted to the upper level. BUS_AD 3500 must be completed in residence.
- Completion of BUS_AD 4500 once admitted to the upper level. This will include completion of a professional level internship/practicum experience. Practicums can be completed over a summer or semester-long period of time (intersession assignments will not meet the Trulaske EDGE requirement). Students must seek final approval of their internship/practicum experience from the Trulaske EDGE Office before beginning the assignment. BUS_AD 4500 must be completed in residence.

If a student fails to meet the requirements of the Trulaske EDGE at either the lower or upper levels, the student will not be allowed to continue in or graduate from the Trulaske College of Business.

Trulaske EDGE Graduation Requirement

- The student must earn a minimum of 100 EDGE points at the lower level by the end of the semester they apply for admittance to the upper level. Once admitted, students must earn a total of 200 EDGE points by the end of their final semester to meet the graduation requirement. Specific activities and workshops may be required.
- The student must earn a C- (or higher) in BUS_AD 3500 to satisfy the requirement.
- BUS_AD 4500 is graded as Satisfactory/Unsatisfactory. Students must complete practicum course to a satisfactory level of 70% or greater to receive a passing grade for the course.

Admission to the Business Administration Program

Capacity Limitations (On Campus Program Only)

Admission into the upper-level Bachelor of Science in Business Administration (BSBA), or International Business (BSBA) degree program is highly competitive, because enrollment is limited. Each of the individual emphasis areas (Economics, Finance and Banking, Management, Marketing or Real Estate) has its own capacity limitation. Students who have earned a 3.4 minimum UM cumulative GPA or higher will be guaranteed admission to the upper level emphasis area of their choice. Other students with at least a 2.6 minimum UM cumulative GPA will be admitted on a space available basis.

Pre-Professional Information

To apply to the upper-level BSBA (and a related emphasis area program, if an on campus student), a student must have at least a UM Cumulative GPA of a 2.6 (does not guarantee admission to Upper Level), and meet the Trulaske EDGE requirements. A student must be admitted by the semester after the 60th credit hour is earned. The following courses must be among the credits completed or in progress at the time of application.

ACCTCY 2036 or ACCTCY 2026 or ACCTCY 2136H	Accounting I Accounting I Honors Accounting I	3
ACCTCY 2037 or ACCTCY 2027 or ACCTCY 2137H	Accounting II Accounting II Honors Accounting II	3
ACCTCY 2258 or CMP_SC 1050 or INFOTC 1040	Computer-Based Data Systems Algorithm Design and Programming I Introduction to Problem Solving and Programming	3
BUS_AD 1500	Foundations of Business and Professional Development Principles	3
ECONOM 1014 or ECONOM 1000 or ECONOM 1014H or ECONOM 1051H	Principles of Microeconomics [^] General Economics for Journalists Principles of Microeconomics-Honors General Economics - Honors	3-5
ECONOM 1015 or ECONOM 1015H	Principles of Macroeconomics [^] Principles of Macroeconomics - Honors	3
ENGLISH 1000	Writing and Rhetoric ⁺	3
MATH 1100	College Algebra ⁺	3
MATH 1300	Finite Mathematics [#]	3
MATH 1500	Analytic Geometry and Calculus I ⁺	3
MATH 1400	Calculus for Social and Life Sciences I [#]	3

MATH 1500	Analytic Geometry and Calculus I ⁺	
STAT 2500	Introduction to Probability and Statistics I ⁺	3
or STAT 1200 and STAT 2200	Introductory Statistical Reasoning ⁺ and Introductory Statistical Methods ⁺	
or STAT 1300	Elementary Statistics ⁺	
or STAT 1400 and STAT 2200	Elementary Statistics for Life Science ⁺ and Introductory Statistical Methods ⁺	
or ESC_PS 4170 and STAT 2200	Introduction to Applied Statistics ⁺ and Introductory Statistical Methods ⁺	
or STAT 4710	Introduction to Mathematical Statistics ⁺	
or STAT 2530	Statistical Methods in Natural Resources ⁺	

- [^] ECONOM 1051H OR ECONOM 1000 may be taken in place of ECONOM 1014 and ECONOM 1015.
- [#] Needs grade of C- or better in MATH 1300 or MATH 1400
- ⁺ Needs grade of C- or better in ENGLISH 1000, MATH 1100, and STAT 2500.

Admission to BSBA Degree and Emphasis Areas

In addition to meeting the previous requirements, students are admitted to an upper-level BSBA emphasis area based on UM cumulative grade point average.

On Campus students request an emphasis area when applying to the upper-division BSBA degree program. If the requested emphasis area is at capacity, students who qualify for admission to the upper-division BSBA degree program are given the opportunity to choose another emphasis area. Online students do not select an emphasis area. Students are notified by email when they are eligible to apply for upper-level status. Students are admitted to upper level in February and September of each year.

Students who complete 60 credits without gaining admission to an upper-level BSBA emphasis area will not be eligible to re-enroll in the Trulaske College of Business, and should meet with an Academic Advisor in the Undergraduate Advising Office to discuss their options.

A student may take no more than six credit hours of 3000 or higher business courses (Accounting, Business Administration, Finance, Economics, Management, or Marketing) off campus. University of Missouri sponsored study abroad courses are excluded from this requirement.

Graduate

- MBA in Business Administration (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/mba-business-administration/>)
- PhD in Business Administration (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/phd-business-administration/>)
 - with emphasis in Business (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/phd-business-administration-emphasis-business/>)

About the Crosby MBA (traditional full-time program)

The 100% online Crosby MBA program is AACSB accredited, nationally recognized, and highly ranked by U.S. News America's Best Graduate Schools, Forbes, Princeton Review, and The Wall Street Journal.

Through the Crosby MBA program, students study a curriculum including business essentials, leadership development, and specialized certificates, preparing them for a variety of career paths. Graduates obtain employment in fields such as financial analysis, investments, banking, human resources, project management, strategy, operations and logistics, marketing, marketing analytics, consulting, and non-profit management.

Factors considered in the admissions decision include work experience, professional internships and/or co-ops, leadership, community involvement and service, quality of undergraduate work (GPA) and rigor of coursework, and a personal interview. A baccalaureate degree in any discipline from an accredited school is required. See the Crosby MBA website (<https://business.missouri.edu/apply-now/>) to apply.

About the execMBA Program (for working professionals)

This innovative executive MBA is specifically designed for high achieving professionals seeking a first-rate MBA program that provides flexibility around their work schedules. This is the same renowned degree and the same renowned faculty offered with the Crosby MBA, but is specially designed for executives. Combining face-to-face class time with online delivery for professionals with substantive experience, the 21-month execMBA program will connect you with peers, challenge you in relevant ways, and develop the mind- and skill-set to match today's marketplace.

All applicants to the MU execMBA must have a minimum of 5-7 years of professional work experience, as well as a letter of endorsement from their employer to participate in the program. Other factors considered in admission include undergraduate GPA (a bachelor's degree in any discipline from an accredited school is required), demonstrated leadership experience and a personal statement addressing criteria outlined on the exec MBA website. Interviews by invitation will also be conducted.

About the PhD Program

The PhD program (<http://catalog.missouri.edu/collegeofbusiness/businessadministration/phd-business-administration/>) is designed to prepare graduates for careers as university researchers and teachers or for senior research positions in business or government. The program involves course work and research activities such as literature review and critique, theoretical modeling, research design, empirical analysis and preparation of proposals, presentations, and research papers. Students work with faculty to develop their individual research skills. PhD candidates teach courses in their specialty area, with assistance from faculty. In addition, students are expected to participate in national and regional academic conferences.

Program Location: Cornell Hall

Cornell Hall, a state-of-the-art building, houses the Robert J. Trulaske, Sr. College of Business. It contains labs with over 230 computers with a variety of up-to-date software. The College subscribes to the following online services, databases and software packages: Wharton Research Data Services, Audit Analytics Compustat, CRSP, Datastream/

Worldscope, Eventus, I/B/E/S, IRRC, ISSM, Mergent FISD, Mutual Fund Links, SDC Platinum, Thomson Reuters, Stock Trak, and Qualtrics (an online survey system).

BUS_AD_0501: College of Business Study Abroad Pre-departure required on-Campus Information Session

Place holder Course for required per-departure on campus information sessions Zero credit and billing hours No term finalization

Credit Hours: 0

BUS_AD 1500: Foundations of Business and Professional Development Principles

This course will provide students the opportunity to learn how to be successful in the Trulaske College of Business (TCoB) as they prepare for a career in business. Students will be led through an exploration of opportunities in our college as well as their personal strengths and how those strengths match with various business academic and career paths. Further, students will learn competencies that are necessary for both academic and professional success. This course is offered as a component of the college's unique Professional Development Program. Graded on A-F basis only.

Credit Hours: 3

BUS_AD 1500H: Foundations of Business and Professional Development Principles - Honors

This course will provide students the opportunity to learn how to be successful in the Trulaske College of Business (TCoB) as they prepare for a career in business. Students will be led through an exploration of opportunities in our college as well as their personal strengths and how those strengths match with various business academic and career paths. Further, students will learn competencies that are necessary for both academic and professional success. This course is offered as a component of the college's unique Professional Development Program. Graded on A-F basis only.

Credit Hours: 2

Prerequisites: Restricted to freshman and sophomore students during early registration; Honors eligibility required

BUS_AD 2500: Intermediate Professional Development Principles

Introduction to Professional Development in Business, will provide students the opportunity to learn about professional interpersonal dynamics - understanding and working with others. Students will learn skills imperative to forming and nurturing professional relationships and will have the opportunity to practice these skills via field experience. Throughout the course, students will continue to develop the professional competencies necessary for career success. This course is offered as a component of the college's unique Professional Development Program. Graded on A-F basis only.

Credit Hours: 2

Prerequisites: 27 credit hours

Corequisites: BUS_AD 1500 or MANGMT 1050

BUS_AD 2500H: Intermediate Professional Development Principles - Honors

Introduction to Professional Development in Business, will provide students the opportunity to learn about professional interpersonal dynamics - understanding and working with others. Students will learn

skills imperative to forming and nurturing professional relationships and will have the opportunity to practice these skills via field experience. Throughout the course, students will continue to develop the professional competencies necessary for career success. This course is offered as a component of the college's unique Professional Development Program. Graded on A-F basis only.

Credit Hours: 2

Prerequisites: 27 credit hours; Honors eligibility required

Corequisites: BUS_AD 1500 or MANGMT 1050

BUS_AD 3500: Advanced Professional Development Principles

Provides a discussion of professional competencies important for success as a business professional. Includes the assessment, communication and development of competencies valued by employers. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: Must be a BSBA or ACCT_BSACC major

BUS_AD 4500: Professional Development Program - Internship

This course is designed to help students practice professional core competencies in the workplace. Students will secure a professional-level work experience and apply classroom knowledge and interpersonal skills. This course is a graduation requirement for students seeking the BSBA degree. Graded on S/U basis only.

Credit Hours: 3

Prerequisites: Restricted to Upper Level Business Majors who have had their internship approved by the Professional Development Program

BUS_AD 7050: MBA Communications Practice

Special laboratory instruction in oral and written communication skills with an emphasis on business communications.

Credit Hour: 1.5

BUS_AD 7340: Business Ethics and Leadership

Case studies, discussion, and readings used to integrate critical thinking about ethical issues into business decision. Development and application of ethical decision making frameworks.

Credit Hour: 1.5

BUS_AD 8001: Topics in Business Administration

Selected topics in administration offered on experimental basis.

Credit Hour: 1-99

Prerequisites: instructor's consent

BUS_AD 8010: MBA Seminar

Integration of business executives and real world problem solving, career preparation, and professional growth activities. Assignments emphasize teamwork and group productivity. May be repeated. Some sections may be graded on A-F or S/U basis.

Credit Hour: 1-3

Prerequisites: MBA students only

BUS_AD 8020: MBA Seminar

Integration of business executives and real world problem solving, career preparation, and professional growth activities. Assignments emphasize teamwork and group productivity. May be repeated. Some sections may be graded on A-F or S/U basis.

Credit Hour: 1-3

Prerequisites: MBA students only

BUS_AD 8030: MBA Seminar

Integration of business executives and real world problem solving, career preparation, and professional growth activities. Assignments emphasize teamwork and group productivity. Some sections may be graded A-F or S/U only. May be repeated.

Credit Hour: 1-3

Prerequisites: MBA students only

BUS_AD 8500: Business Problem Analysis: Field Project

Application of functional areas of business to real-world cases in business planning. Students will prepare and present business plan for an organization as a team project in a supervised experience.

Credit Hours: 3

BUS_AD 8600: Business Consulting

Students work in a team consulting capacity, with medium to large organizations, identifying and defining relatively complex and often ambiguous business problems such as needs assessment, quality management, systems management, policy/strategy formulation and similar areas.

Credit Hours: 3

BUS_AD 8730: International Study Abroad

Study abroad opportunities in one or more countries. Focuses on selected international business issues, cultural differences, and visiting businesses on-site. Some sections may be graded on A-F or S/U basis only.

Credit Hour: 1-6

Prerequisites: consent required. Some sections may be restricted to execMBA students only
