

# Robert J Trulaske, Sr.

## College of Business

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### Administration

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### Undergraduate Advising Contact Information

111 Cornell Hall  
(573) 882-7073

### Graduate Contact Information

306 Cornell Hall  
(573) 882-2750

The Robert J. Trulaske Sr., College of Business, established in 1914, educates students for professional opportunities and responsibilities in the private and public sectors. The college includes the School of Accountancy (the first established at a major public university) and the departments of Finance, Management and Marketing. The college offers an undergraduate degree in business administration, a combined bachelor's and master's degree program in accountancy, master's degrees in business administration and finance, and doctoral degrees in accountancy and business.

Students' educational experiences are enhanced through the scholarly activities of the faculty, who conduct research on significant, timely issues. Students in the college are exposed to relevant theories and concepts applied to real-world operations of private and public enterprises. Students gain added practical insights through internships, field projects, guest speakers, and executives-in-residence. The college's agencies provide information, research, continuing education, and managerial assistance to practitioners and organizations throughout Missouri and in other states.

The Trulaske College of Business accepts CLEP subject examinations, departmental exams, and Advanced Placement (College Board) credit. More information may be obtained from academic advisors in the Trulaske College of Business Undergraduate Advising Office and the Credit by Examination section in the beginning of this catalog.

### Department of Finance

Finance teaches us: How firms make investment and financing decisions to create value for stakeholders. Students also learn to independently analyze securities and financial markets, understand valuation techniques and use their knowledge to make investment decisions. Coursework focuses on the areas of corporate financial management, investments/asset pricing, securities analysis, fixed income securities,

corporate valuation, mergers and acquisitions, portfolio management, real estate appraisal, financial institutions, and venture capital (early stage financing). Graduates choose to pursue exciting and dynamic careers ranging from investment banking, portfolio management, commercial banking, corporate financial management, venture capital, private equity fund management, forecasting and budgeting. Students gain from experiential learning by using Bloomberg terminals and managing student run portfolio using real money.

### 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

The Marketing discipline is centered around 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. The marketing department offers four undergraduate certificates: Sales, Digital Marketing, Marketing Analytics, and Global Business, and one graduate certificate: Marketing Analytics. The department also offers a robust Ph.D. program.

### Exploratory Course

Students wanting to explore business administration as a major should take BUS\_AD 1500.

### Double Emphasis

Students may have a dual emphasis of Finance and Real Estate.

### Undergraduate

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## Admissions

### Freshmen

Freshman applicants to the Robert J. Trulaske Sr., College of Business (students applying to MU from high school) will be admitted to the lower level if they meet campus admission requirements. Admission to the lower level does not guarantee admission to the BSBA degree program and emphasis areas or the Accountancy program. Admission to an upper-level emphasis area is based on the UM cumulative grade of record (minimum 2.6 GPA), successful completion of the upper-level required courses, and completion of the Trulaske Edge requirements.

### Transfer Students

Students in good standing in another school or college at MU must complete the Change of Major process (<https://business.missouri.edu/programs-admissions/undergraduate/admissions/transfer-division/>) to request a change of major to the Trulaske College of Business. Such students may be admitted to the lower level if they can complete upper level admission course requirements (<https://business.missouri.edu/programs-admissions/undergraduate/admissions/upper-level-admissions/>) by the completion of 60 credits for Accountancy or Business students.

Students transferring to Mizzou from another institution who request admission to the Trulaske College of Business will be admitted to the lower level if they can complete degree-program admission requirements by the completion of 60 credits. Students are encouraged to have their transcripts evaluated by a recruitment coordinator in the Trulaske College of Business prior to their enrollment at MU.

Coursework completed with a grade of D- or better at an accredited two- or four-year institution will be accepted if the courses are appropriate equivalents of the required MU courses and if the equivalent MU courses do not require a grade in the C range. Only six hours of business coursework (Accounting, Business Administration, Economics, Finance, Management, and Marketing) at the 3000-level or above can be transferred for the degree requirements. The college does not accept developmental or vocational/technical coursework.

Credits transferred from accredited community or junior colleges usually include general education, upper division or pre-accountancy admission requirements, and unrestricted elective courses. The Trulaske College of Business accepts a maximum of 64 credits from a community or junior college toward the bachelor's degree. When more than 64 credits have been completed, the additional courses are evaluated on a course-by-course basis for applicability to lower-level requirements.

A student holding an associate of arts degree from an accredited Missouri Community College will have fulfilled general education requirements (<https://catalog.missouri.edu/academicdegreerequirements/generaleducationrequirements/>). However, this does not exempt the student from satisfying the specialized degree, major or emphasis prerequisites of the college in the areas of business administration, accounting, economics, math, and statistics.

Students transferring to the college without an associate of arts degree will have their transcripts evaluated on a course-by-course basis and must meet the entrance requirements of the college in the same way as other MU students. Students transferring to the Trulaske College of Business will be required to meet the Professional Edge requirements based on their catalog year at MU.

## Degree Core Requirements

### Credit Hour Requirements

In addition to University general education (<https://catalog.missouri.edu/academicdegreerequirements/generaleducationrequirements/>) and graduation requirements, students must meet the following requirements:

- Students must complete a minimum of 120 credits from accredited colleges or universities for all BSBA emphasis areas except International Business, which requires 136-153 credits. (See separate section for international business major requirements.) Additionally, the joint BSAcc and the MAcc degree program requires students to complete a minimum of 150 credit hours.
- In completing the 120 credits for graduation, students may count no more than 54 credits within their emphasis area.

A student who has a degree in another curricular area may receive a Bachelor of Science in Business Administration degree upon completion of all requirements for the degree.

### Trulaske Edge (Professional Edge Program)

In addition to completing the 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 Accountancy 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 1500. BUS\_AD 1500 must be completed in residence.
- 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 course. 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 the practicum course to a satisfactory level of 70% or greater to receive a passing grade for the course

<https://business.missouri.edu/programs-and-admissions/undergraduate/student-development/professional-edge/>

## Capstone

Students must complete MANGMT 4970 Strategic Management to meet the capstone requirement. Students must earn a C- or better to earn credit for this course in order to graduate.

## Latin Honors

Please see Latin Honors (<https://catalog.missouri.edu/academicpolicies/latinhonors/>) for requirements.

## Academic Assessment

Students are required to complete a college-wide assessment exam in addition to a University assessment exam during their capstone course.

## Academic Regulations

### Credits by Examination

The Trulaske College of Business accepts CLEP subject examinations, departmental exams, and advanced placement (College Board) credit. More information may be obtained from academic advisors in the Trulaske College of Business and the Credit by Examinations section (<https://catalog.missouri.edu/academicpolicies/advancedstandingcreditbyexam/>).

### Maximum Credits Enrolled

In special circumstances, a student may register for more than 18 credits for a fall or spring term and more than 9 credits for a summer term. Students must obtain the permission of their academic advisor in the Trulaske College of Business to enroll in additional credits.

### Satisfactory/Unsatisfactory Grades

The S/U grading system is limited to unrestricted elective courses or courses only offered with a S/U grade.

## Academic Standing Policies

### Academic Standing Policies:

**The Academic Standing Policies of the Trulaske College of Business adhere to the guidelines established by the University (<https://catalog.missouri.edu/academicpolicies/academicstanding/>) and include the following.**

1. **Undeclared Business Students** who complete 60 credits without securing admission to an upper-level BSBA program and maintain a cumulative GPA below 2.6 will not be eligible for re-enrollment in the Trulaske College of Business. An RCM (Required to Change Major) hold will be placed on their myZou, and such students are encouraged to schedule a meeting with an Academic Advisor in the Undergraduate Advising Office to discuss their options.
2. **Students admitted to the Upper Level** program at Trulaske who maintain a TCoB GPA below 2.5\* will receive a written academic warning and may face graduation setbacks.

\*TCoB GPA: Trulaske College of Business Grade Point Average- Refers to the GPA calculated based on business courses taken at MU (relevant to upper-level students exclusively)

## Enrolling in Other Institutions

The Trulaske College of Business has no restrictions on a student enrolling in another institution simultaneously as long as university residency requirements are met.

A student may take no more than six credit hours of transfer business coursework (Accounting, Business Administration, Economics, Finance, Management and Marketing) at the 3000-level or higher.

## Advising

Undergraduate Advising Office  
111 Cornell Hall  
(573) 882-7073  
[umcbusadvisingdesk@missouri.edu](mailto:umcbusadvisingdesk@missouri.edu) (  
[umcbusadvisingdesk@missouri.edu](mailto:umcbusadvisingdesk@missouri.edu))

Students admitted to a degree program in the college are assigned an academic advisor. The academic advisor works with students in determining coursework needed to complete a degree. Students are responsible for determining an appropriate schedule of courses each semester and are encouraged to meet with their academic advisor for assistance.

## Business Career Services

104 Cornell Hall  
(573) 882-2565  
[bcs@missouri.edu](mailto:bcs@missouri.edu)

Business Career Services (BCS) is a valuable resource for all levels of TCoB students. BCS provides students individual career coaching, guidance, and advice in areas such as résumé and cover letter construction/revision, mock interviews, interview preparation, salary negotiations, and much more. Business Career Services partners with numerous companies serving as a liaison to bridge employer with employee. BCS-sponsored events such as Corporate Visit Days and Emphasis Panels (Accountancy, Finance & Banking, Management, Marketing, Real Estate, Sales, Entrepreneurial, Consulting, Government, Health Care, and Human Resources) provide students with firsthand knowledge of what is required to be competitive in the job market upon graduation from the Trulaske College of Business. In addition to customized career coaching and employer networking opportunities, BCS hosts three career fairs annually. All Trulaske students have access to BCS and are encouraged to begin using these services as early as their freshman year.

## Trulaske Edge

304 Cornell Hall  
[edge@missouri.edu](mailto:edge@missouri.edu)

The mission of the Trulaske Edge is to provide every BSBA and Accounting student with substantive professional development experiences during their degree program. Trulaske Edge refers to activities, both inside and outside of the classroom, that provide students with the opportunity to develop and practice skills that are needed to perform successfully in professional roles after graduation. Students who graduate with a BSBA degree from the Robert J. Trulaske Sr., College

of Business will have content knowledge and advanced professional competencies that are necessary for success in the business world.

## Graduate

The Robert J. Trulaske, Sr. College of Business offers the Crosby MBA, MS-Business, MS-Finance, and MA-Accounting 100% online and an executive MBA in a hybrid cohort format. PhD degrees are offered in Accountancy and Business Administration.

The mission of the college is to prepare students to succeed in the world of business and to advance the body of knowledge about the world of business. Trulaske's degree programs and faculty research productivity have earned national acclaim. More than 31,000 alumni are contributing their expertise to the public and private sectors across the United States and abroad.

Explore our graduate degree programs:

Crosby MBA (<https://catalog.missouri.edu/collegeofbusiness/businessadministration/mba-business-administration/>)

execMBA (<https://catalog.missouri.edu/collegeofbusiness/businessadministration/mba-business-administration/>)

MAcc in Accountancy (<https://catalog.missouri.edu/collegeofbusiness/accountancy/macc-accountancy/>)

MS in Finance (<https://catalog.missouri.edu/collegeofbusiness/finance/ms-finance/>)

MS Business (<https://catalog.missouri.edu/collegeofbusiness/business/ms-business/>)