corporate financing and investment decisions. Coursework focuses on basic theoretical concepts in corporate finance and their application to knowledge to make investment decisions. In addition, students learn security markets, understand basic valuation techniques and use their through the study of finance, students learn to independently analyze the products, services, people and partner firms needed to build, communicate and deliver that value. Coursework spans the domains of marketing, marketing analytics, retailing, marketing research, consumer behavior, digital marketing, and global 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 may have a dual emphasis of Finance and Real Estate, or may add on an Economics emphasis to any other BSBA emphasis program.

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 business
and professional core courses, and completion of the Trulaske EDGE requirements.

Transfer Students

Students in good standing in another school or college at MU must complete the Transfer of Division 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.

External transfer students 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 an academic advisor 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 (http://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 (http://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 40 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 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 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 70 EDGE points (maximum of 100) 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.

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.
Required Work in Residence

Students must complete 30 of the last 36 hours of courses in residence at MU.

Latin Honors

Graduation with Latin Honors is determined by grade point average from either the last 50 undergraduate credits in the UM system or overall UM System undergraduate credits, whichever is higher. Grade point average requirements for Latin Honors are 3.5 for *cum laude*; 3.7 for *magna cum laude* and 3.9 for *summa cum laude*.

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 (http://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

GPA Definitions

1. **UM Term (Semester) GPA:** GPA on courses taken in a single semester
2. **UM Cumulative GPA:** GPA on courses taken at a University of Missouri system campus (Columbia, Kansas City, Rolla (S&T), St. Louis)
3. **Trulaske College of Business (TCoB) GPA**: GPA on business courses taken at MU (applies to upper-level students only)
   a. Students that are admitted to the Upper Level program and have earned between a 2.0-
   b. 2.499 TCoB GPA will receive a written warning and could be in jeopardy of not graduating.
2. In order to gain good academic standing a student placed on academic probation must establish
   - 2.00 semester GPA
   - 2.00 UM cumulative GPA
   - 2.00 TCoB GPA* (upper level students only)
3. Students placed on probation may become ineligible to enroll at the end of their first semester of probation if they become subject to dismissal (see below).

Continuing Probation

If adequate progress is made after one semester, a student may be eligible to continue on probation for a second successive semester (summer semesters excluded).

Ineligible to Enroll (Dismissal)

Students may become ineligible to enroll if one or more of the following occurs:

1. A student’s cumulative, term, or TCoB GPA falls below 1.00. (TCoB GPA only applies to upper level students.)
2. The student fails to earn Good Academic Standing within one semester of being placed on Continued or Final Probation.

Final Probation

An undergraduate student is placed onto Final Probation if their dismissal appeal is granted, or if they had been previously dismissed and sat out one academic year. This student will then have one semester to earn good academic standing. If the student does not earn good academic standing, or if they ever fall out of good standing in any subsequent semester, then they will be dismissed a second time. A second dismissal is considered permanent.

Readmission

A student who has been ineligible to enroll for a period of one year may be readmitted. After readmission, if the student again becomes ineligible to enroll by falling out of good standing in any subsequent semester, his or her ineligibility is considered permanent. (registrar.missouri.edu/policies/academic-standing.php)

* Students are required to have a 2.500 Trulaske College of Business GPA to satisfy graduation requirements. A minimum of 2.600 is required to apply to the BSBA upper level, 3.000 for Accountancy.

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
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

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

The mission of the Trulaske EDGE is to provide every BSBA and Accounting student with substantive professional development experiences during their degree program. TrulaskeEDGE 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 enrolls about 350 graduate students for PhD degrees in both accountancy and business administration, the execMBA, Crosby MBA, MS in Finance, and MA in Accounting.

The primary 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. Over time, the college’s degree programs and faculty research productivity have earned national acclaim. The college takes great pride in its graduates. More than 31,000 alumni are contributing their expertise to the public and private sectors in every state in the U.S. and in a host of foreign countries.

The Trulaske College’s graduate-level degree programs and certificates are linked here:

- MAcc in Accountancy ([http://catalog.missouri.edu/collegeofbusiness/accountancy/macc-accountancy/](http://catalog.missouri.edu/collegeofbusiness/accountancy/macc-accountancy/))
- MS in Finance ([http://catalog.missouri.edu/collegeofbusiness/finance/ms-finance/](http://catalog.missouri.edu/collegeofbusiness/finance/ms-finance/))

Note: Prospective graduate students must apply to both the degree program of interest and to the MU Graduate School. In most cases, the entire application process may be completed online. Find admission and application details by visiting: https://gradschool.missouri.edu/admissions/apply/.