Business Administration

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Department of Finance

Through the study of finance, students learn to independently analyze security markets, understand the 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 the areas of investments, portfolio management, real estate appraisal, financial institutions, and corporate finance.

Department of Management

Management is defined by the Academy of Management as including “all processes, structures, and behaviors that are related to the work of organizations, as well as the dynamics of industries, economies, cultures, and other environmental forces that affect organizations and their employees.” Management coursework at MU is quite diverse, covering the areas of human resource management, human behavior in organizations, organization theory, strategic management, supply chain management, entrepreneurship, information systems, e-commerce, operations management, and business law.

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, 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.

Pre-Professional Information

To apply to the upper-level BSBA (and a related emphasis area program, as an on-campus student), a student must have completed a minimum of 45 credits, have at least a UM Cumulative GPA of 2.6 (minimum requirement and does not guarantee admission to Upper Level), and met the Professional EDGE requirements. A Trulaske College of Business 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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCTCY 2036</td>
<td>Accounting I</td>
<td>3</td>
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<tr>
<td>or ACCTCY 2026</td>
<td>Accounting I</td>
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<tr>
<td>or ACCTCY 2136H</td>
<td>Honors Accounting I</td>
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<tr>
<td>ACCTCY 2037</td>
<td>Accounting II</td>
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<tr>
<td>or ACCTCY 2027</td>
<td>Accounting II</td>
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<tr>
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<tr>
<td>ACCTCY 2258</td>
<td>Computer-Based Data Systems</td>
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</tr>
<tr>
<td>or INFOTC 1040</td>
<td>Introduction to Problem Solving and Programming</td>
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<td>or CMP_SC 2050</td>
<td>Algorithm Design and Programming II</td>
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<tr>
<td>ECONOM 1014</td>
<td>Principles of Microeconomics</td>
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<tr>
<td>or ECONOM 1000</td>
<td>General Economics</td>
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<td>or ECONOM 1051H</td>
<td>General Economics - Honors</td>
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<tr>
<td>or ECONOM 1024</td>
<td>Fundamentals of Microeconomics</td>
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<td>ECONOM 1015</td>
<td>Principles of Macroeconomics</td>
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<td>ENGLSH 1000</td>
<td>Exposition and Argumentation</td>
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<td>MATH 1100</td>
<td>College Algebra</td>
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<td>Finite Mathematics</td>
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<td>or MATH 1500</td>
<td>Analytic Geometry and Calculus I</td>
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<td>MATH 1400</td>
<td>Calculus for Social and Life Sciences I</td>
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<tr>
<td>or MATH 1500</td>
<td>Analytic Geometry and Calculus I</td>
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<tr>
<td>STAT 2500</td>
<td>Introduction to Probability and Statistics I</td>
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<td>or STAT 1200</td>
<td>Introductory Statistical Reasoning</td>
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<td>and STAT 2200</td>
<td>and Introductory Statistical Methods</td>
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<td>or STAT 1300</td>
<td>Elementary Statistics</td>
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<td>or STAT 1400</td>
<td>Elementary Statistics for Life Sciences</td>
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<td>and STAT 2200</td>
<td>and Introductory Statistical Methods</td>
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<tr>
<td>or ESC_PS 4170</td>
<td>Introduction to Applied Statistics</td>
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<tr>
<td>and STAT 2200</td>
<td>and Introductory Statistical Methods</td>
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<tr>
<td>or STAT 4710</td>
<td>Introduction to Mathematical Statistics</td>
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<td>or STAT 2530</td>
<td>Statistical Methods in Natural Resources</td>
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<tr>
<td>BUS_AD 1500</td>
<td>Foundations of Business and Professional Development Principles</td>
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<td>BUS_AD 2500</td>
<td>Intermediate Professional Development Principles</td>
<td>2</td>
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Faculty

Finance

Professor J. Howe **
Associate Professor M. O’Doherty**, K. Pukthuanthong**
Assistant Professor D. Badoer*, F. Bereskin**, S. Jannati**
Associate Teaching Professor M. Griswold, J. Stansfield’
Assistant Teaching Professor M. Dorigan, D. Fischer, J. Hegger, A. Kern, M. Qiu

Management

Associate Professor D. Moesel*, A. Peng**, C. Robert**, K. Schnatterly **
Assistant Professor J. Andrus*, A. Gangloff**, X. Wang*
Associate Teaching Professor G. Bier*, S. Crews*, M. B. Marrs*, T. Waid’
Assistant Teaching Professor G. Albright*, S. Breske*, J. Christianson*, A. Jakubovskis*, S. Mariea*, D. Smith*

Marketing

Associate Professor N. Syam**
Assistant Professor Z. (Julien) Bei*, B. Hodges*, S. Kim, A. Patil**, S. Rajendran*, S. Srinivas*
Associate Teaching Professor J. Poor*, C. W. Keene*
Assistant Teaching Professor C. Cothren*, D. Meyer*

** 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/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration)
  • with emphasis in Economics (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-economics)
  • with emphasis in Finance and Banking (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-finance-banking)
  • with emphasis in Real Estate (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-real-estate)

• with emphasis in Management (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-management)
• with emphasis in Marketing (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-marketing)
• with emphasis in International Business - Economics (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-economics)
• with emphasis in International Business - Finance (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-finance)
• with emphasis in International Business - Management (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-management)
• with emphasis in International Business - Marketing (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/bsba-business-administration-emphasis-international-business-marketing)
• Minor in Business (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/minor-business)

Professional EDGE (Professional Development Program)

In addition to completing required coursework to earn a Bachelor of Science, Business Administration degree, students must fulfill the requirements of the Professional EDGE. The goal of the Professional 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 the semester immediately following admission to the upper level. This course is a pre-requisite to the completion of the required BUS_AD 4500 course. 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 Professional EDGE requirement). Students must seek final approval of their internship/practicum experience from the Professional EDGE Office before beginning the assignment. BUS_AD 4500 must be completed in residence.

If a student fails to meet the requirements of the Professional 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.

• 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.

^ 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.
Professional EDGE Graduation Requirement

- The student must earn a minimum of 70 EDGE points (maximum of 100) at the lower level for official admittance to the upper level. Once admitted, students must earn a total of 200 EDGE points 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, 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 completed a minimum of 45 credits and met the Professional EDGE requirements. A TCOB 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 process at the time of application.

- ACCTCY 2036 or ACCTCY 2026 or ACCTCY 2136H: Accounting I 3
- ACCTCY 2037 or ACCTCY 2027 or ACCTCY 2137H: Accounting II 3
- ACCTCY 2258: Computer-Based Data Systems 3
- BUS_AD 1500: Foundations of Business and Professional Development Principles 2
- BUS_AD 2500: Intermediate Professional Development Principles 2
- ECONOM 1014 or ECONOM 1000 or ECONOM 1051H or ECONOM 1024: Principles of Microeconomics 3-5
- ENGLISH 1000: Exposition and Argumentation 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 3

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

About the Crosby MBA (traditional full-time program)

Crosby MBA candidates come from all backgrounds, including science, engineering, liberal arts, journalism, business and health-related fields. There are no prerequisite courses. Our admission standards are high and the curriculum is rigorous. The 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. Students attend full-time, although part-time is an option if the student is able to attend daytime classes. Through the Crosby MBA program, highly capable graduate students gain real-world experience that prepares them for a wide variety of career paths. The program teaches skills necessary to compete in the global business environment, and helps you achieve a career path that will bring both personal fulfillment and professional success. We offer individual career counseling, an executive mentoring program, employer site visits, and workshops focused on résumé writing, presentation skills, negotiation skills and business etiquette. Students 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 post-graduation work experience, professional internships and/or co-ops, leadership, community involvement and service, quality of undergraduate work (GPA) and rigor of coursework, competitive score on the GMAT (http://www.mba.com/us) or the GRE (http://www.ets.org/gre), interview required for competitive applicants, career focus and self-awareness demonstrated in question responses and interview. A baccalaureate degree in any discipline from an accredited school is required. See the Crosby MBA website (https://business_missouri.edu/programs-and-admissions/crosby-mba/admissions/apply-now-crosby-mba-program) to apply.

**Cooperative Dual Degrees with the Crosby MBA Program**

- MBA and Bachelor of Science in Industrial Engineering (BSIE)
- MBA and Bachelor of Science in Information Technology (BS)
- MBA and Master of Health Administration (MHA)
- MBA and Master of Science in Industrial Engineering (MS)
- MBA and Juris Doctor (JD)

**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/undergraduategraduate/collegeofbusiness/businessadministration/phd-business-administration) is designed to prepare graduates for careers as effective university researchers and teachers or for senior research positions in business or government. Course work involves research activities such as literature review and critique, theoretical modeling, research design, computer-assisted empirical analysis and preparation of proposals and research papers. PhD candidates are provided the opportunity to teach undergraduate courses in their specialty area. In addition, students are expected to participate in national and regional academic conferences and are encouraged to work with faculty in developing individual research and teaching skills.

**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 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: 2**

**Prerequisites:** Restricted to freshman and sophomore students during early registration

**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 MNGMT 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: 2**

**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:** BUS_AD 3500; 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:** 1-3

### BUS_AD 7330: Business Law/Regulation
Legal aspects of employment, administrative regulation, corporate and noncorporate ownership structures, and legal issues involving business transactions.

**Credit Hour:** 2-3

### 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:** 1-3

### 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:** consent required

### 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 Hour:** 1-3

### 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 Hour:** 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