Business Administration

Michael O’Doherty, Chair, Finance Department
401C Cornell Hall
(573) 882-2733

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

Srinath Gopalakrishna, Chair, Marketing Department
402B Cornell Hall
(573) 882-3282

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
408 Cornell Hall
(573) 882-6769

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 analyzing, planning, executing, and leading of workers to accomplish organizational goals. As such, coursework provides students with the knowledge and skills needed to manage value-adding processes and projects and to coordinate 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 offer the Entrepreneurship minor, which provides students with the mindset and skills to become an entrepreneur and to innovate within an organization. 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**
Associate Professor M. O’Doherty**, K. Pukthuanthong**
Assistant Professor F. Bereskin**, M. Binfare, K. Holland*, S. Jannati**, J. Shen*, M. Young, A. Yore*, 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. Moezel*, A. Peng**, C. Robert**
Assistant Professor J. Andrus*, J. Arnold, J. Bort, J. Bush, S. Downing, J. H. Han, E. Misati, X. Wang*
Assistant Teaching Professor S. Crews*, M. B. Marrs*, T. Waid*

Marketing

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

* 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/)

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. Intercession 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.

Professional 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.

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 completed a minimum of 45 credits, have at least a UM Cumulative GPA of 2.6 (does not guarantee admission to Upper Level), and met the Professional 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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTCY 2036</td>
<td>Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>or ACCTCY 2026</td>
<td>Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>or ACCTCY 2136H</td>
<td>Honors Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACCTCY 2037</td>
<td>Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>or ACCTCY 2027</td>
<td>Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>or ACCTCY 2137H</td>
<td>Honors Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>ACCTCY 2258</td>
<td>Computer-Based Data Systems</td>
<td>3</td>
</tr>
<tr>
<td>or CMP_SC 1050</td>
<td>Algorithm Design and Programming</td>
<td>3</td>
</tr>
<tr>
<td>or INFO TC 1040</td>
<td>Introduction to Problem Solving and Programming</td>
<td>3</td>
</tr>
<tr>
<td>BUS_AD 1500</td>
<td>Foundations of Business and Professional Development Principles</td>
<td>2</td>
</tr>
<tr>
<td>BUS_AD 2500</td>
<td>Intermediate Professional Development Principles</td>
<td>2</td>
</tr>
<tr>
<td>ECONOM 1014</td>
<td>Principles of Microeconomics</td>
<td>3-5</td>
</tr>
<tr>
<td>or ECONOM 1000</td>
<td>General Economics for Journalists</td>
<td>3-5</td>
</tr>
<tr>
<td>or ECONOM 1014H</td>
<td>Principles of Microeconomics-Honors</td>
<td>3-5</td>
</tr>
<tr>
<td>or ECONOM 1051H</td>
<td>General Economics - Honors</td>
<td>3-5</td>
</tr>
</tbody>
</table>
Graduate requirement. Missouri sponsored study abroad courses are excluded from this.

A student may take no more than six credit hours of 3000 or higher for off campus. University of Missouri, Economics, Management, or Marketing. Students who complete 60 credits without gaining admission to an upper-

Emphasis Areas

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/undergraduategraduate/collegeofbusiness/businessadministration/mba-business-administration/)

- PhD in Business Administration (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/phd-business-administration/)

    - with emphasis in Business (http://catalog.missouri.edu/undergraduategraduate/collegeofbusiness/businessadministration/phd-business-administration-emphasis-business/)

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 program (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_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: 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: 3
Prerequisites: BUS_AD 3500; Restricted to Upper Level Business Majors who have had their internship approved by the Professional Development Program

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 Hours: 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: 1.5

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