

# Robert J Trulaske, Sr.

## College of Business

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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 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

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 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, entrepreneurship, information systems, e-commerce, operations management, and business law.

### Department of Marketing

Marketing focuses on creating and managing customers. It deals with 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.

### 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.

### 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 division if they meet campus admission requirements. Admission to the lower division does not guarantee admission to the BSBA degree program and emphasis areas or the Accountancy program. Admission to an upper-division 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 Professional Development Program requirements.

#### Transfer Students

Students in good standing in another school or college at MU must submit a Transfer of Division form to the Trulaske College of Business. Such students may be admitted to the lower division if they can complete degree-program admission requirements 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 division 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 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-division 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 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 Development requirements based on the earliest semester of continuous enrollment in college after high school graduation.

## Probationary Admissions

Students are placed on academic probation if they are admitted to the college without fully meeting the good-standing requirements of the school. (See the section on Probation Suspension and Dismissal (p. 2) for these requirements.)

## 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 141-158 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 30 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.

## 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 Development Program (PDP). The goal

of the PDP 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 division. Once admitted to the upper division, 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 division. This course is a pre-requisite to the completion of the required BUS\_AD 4500. These two courses may not be taken out of sequence without prior approval. BUS\_AD 3500 must be completed in residence.
- Completion of BUS\_AD 4500 once admitted to the upper division. 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 PDP requirement). Students must seek final approval of their internship/practicum experience from the PDP Office before beginning the course. BUS\_AD 4500 must be completed in residence.

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

## Professional Development Graduation Requirement

- The student must earn a minimum of 70 PDP points (maximum of 100) at the lower division for official admittance to the upper division. Once admitted, students must earn a total of 200 PDP points to meet the 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

## 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, enrolled in the Trulaske College of Business.

## 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

A student may register for more than 18 credits for a fall or spring term, with permission of their academic advisor in the Trulaske College of Business.

### Probation, Suspension and Dismissal

#### Grade Point Average Requirements

Minimum GPAs must be maintained in the following categories to remain in good standing with the Trulaske College of Business:

- Students in the Upper Division for Business must maintain a 2.50 GPA in all MU accounting and business courses in order to graduate. Students in the Upper Division Accountancy, must maintain a 3.0 GPA in order to graduate.
- All students must earn a 2.00 term and cumulative GPA on courses completed in the UM System.

#### Probation

See the Academic Standing (<http://catalog.missouri.edu/academicpolicies/academicstanding>) section of this catalog.

- A student in good academic standing whose term GPA subsequently falls below 2.0 but is 1.0 or above is placed on academic probation.
- A student whose cumulative GPA for courses offered by the Trulaske College of Business is below a 2.0 is placed on probation. (Courses offered by the college are those with the curricular designations of ACCTCY, BUS AD, ECONOM, FINANC, MANGMT and MRKTNG.) This only applies to students admitted to an upper division BSBA emphasis.
- A student placed on academic probation must establish a 2.0 term GPA, a 2.0 UM System cumulative GPA, and a 2.0 MU Trulaske College of Business cumulative GPA within two successive terms of enrollment; otherwise, the student is ineligible to enroll.
- Students placed on probation may become ineligible to enroll in the Trulaske College of Business at the end of the first term of probation if they become subject to one or more of the first three dismissal provisions below.

#### Dismissal

See University requirements outlined in the Academic Standing (<http://catalog.missouri.edu/academicpolicies/academicstanding>) section of this catalog.

Students become ineligible (dismissed) to enroll in the Trulaske College of Business if one or more of the following occurs:

- The fall or spring term GPA falls below 1.0.
- For a student who has been admitted to upper division, the cumulative GPA for courses offered by the Trulaske College of Business is below a 2.0 GPA. This includes all MU accountancy and

business courses regardless of whether the courses are completed before or after admission to a BSBA emphasis area.

- The student fails to remove probationary status at the completion of the second successive term on probation (summer terms excluded).

A student who has been ineligible to enroll for a period of one year may be readmitted only on the approval of the Director of Undergraduate Advising. As a condition of readmission, the director may set forth stipulations about minimum standards of academic work that must be maintained by the student. After readmission, if the student again becomes ineligible to enroll, his or her ineligibility is considered permanent.

### Satisfactory/Unsatisfactory Grades

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

### 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 at the 3000-level or higher.

### Advising

Undergraduate Advising Office  
111 Cornell Hall  
(573) 882-7073  
[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. In addition, students are assigned a faculty advisor in their emphasis area who can assist with career planning and selection of professional electives and emphasis support courses. 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. All students are encouraged to register with BCS and begin utilizing these services as early as freshman year. BCS hosts three career fairs annually.

### Professional Development Program

The mission of the Professional Development Program is to provide every BSBA and lower division Accounting student with substantive professional development experiences during their degree program.

Professional Development 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

Founded in 1914, the Robert J. Trulaske, Sr. College of Business enrolls about 350 graduate students as well as 4,000 undergraduates. 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. The college has four academic units – Accountancy, Finance, Management, and Marketing – with 64 full-time faculty members.

The Trulaske College offers PhD degrees in both accountancy and business administration, an MBA degree, a 150-hour program that confers both undergraduate and master's degrees in accountancy, and an undergraduate degree in business administration. 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, dual degrees, and certificates are described below.

**Note:** Prospective graduate students must apply to *both* the degree program of interest and to the MU Office of Graduate Studies. In most cases, the entire application process may be completed online. Find admission and application details by selecting the degree program of interest in the left navigation column.