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 managers of assistance to practitioners and organizations throughout enterprises. Students gain added practical insights through internships, and concepts applied to real-world operations of private and public sectors.

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 Robert J. Trulaske Sr., 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.

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.

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.

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. Coursework spans the domains of sales management, marketing analytics, retailing, marketing research, consumer behavior, digital marketing, and global marketing.

Students wanting to explore business administration as a major should take BUS_AD 1500.

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
Students must meet the following requirements:

• 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 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.

### Degree Core Requirements

**Credit Hour Requirements**

In addition to University general education (http://catalog.missouri.edu/academicdegerequirements/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

**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

Please see Latin Honors (http://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 (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

1. The Trulaske College of Business follows the University Academic Standing Policies
2. Undeclared Business Students who complete 60 credits without gaining admission to an upper-level BSBA and have a cumulative GPA below 2.6 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.
3. Trulaske Students that are admitted to the Upper Level program and have earned less than a 2.5 TCoB GPA* will receive a written warning and could be in jeopardy of not graduating.

*Trulaske College of Business GPA- GPA on business courses taken at MU (applies to upper-level students only)

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 (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

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

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 (http://catalog.missouri.edu/collegeofbusiness/businessadministration/mba-business-administration/)
execMBA (http://catalog.missouri.edu/collegeofbusiness/businessadministration/mba-business-administration/)
MAcc in Accountancy (http://catalog.missouri.edu/collegeofbusiness/accountancy/macc-accountancy/)
MS in Finance (http://catalog.missouri.edu/collegeofbusiness/finance/ms-finance/)
MS Business (http://catalog.missouri.edu/collegeofbusiness/business/ms-business/)