Robert J. Trulaske, Sr. College of Business University of Missouri

HALL

MIZZQU BUSINESS



TRULASKE STUDENTS HAVE A TYPE.

They're sharp, focused and driven to succeed. They know what they want and won't settle for less. They don't have time for average — they aim to be exceptional in everything they do.

Our students have what it takes, and we're serious about helping them start their own businesses, support their communities or get spots in the c-suite. We've got all the right stuff — professional development, customized career support, hands-on opportunities, beautiful facilities and a tight-knit community located at Missouri's flagship university in a fun college town.

What students need to prepare a portfolio for the careers of their dreams: It's right here.

SHOW ME: TRULASKE STUDENTS



KAILE KALTON

ACCOUNTANCY ST. LOUIS, MISSOURI

My acceptance into the Cornell Leadership Program during my senior year of high school solidified my decision to attend Mizzou. CLP exposes students to business executives and leadership development opportunities throughout all four years at Mizzou. This program has since allowed me to travel to New York, Dallas and Denver; learn from business leaders; and discover new opportunities and career paths. I am thankful to have chosen Mizzou and Trulaske for my college experience and for all the people and opportunities CLP has given me.



NEZ REDI

FINANCE & BANKING + REAL ESTATE KANSAS CITY, MISSOURI

Entrepreneurship at Mizzou is flourishing! Through the entrepreneurship programs Mizzou and Trulaske offer, I have had the opportunity to go to Cape Town, South Africa; interact with millionaires; build my own presentations, and pitch my idea in a Shark Tank-like environment through the Entrepreneurship Alliance program. Mizzou provides a supportive and collaborative ecosystem, where aspiring entrepreneurs can connect with like-minded individuals, mentors and resources to help them bring their visions to life.

ADAM AND STEVEN KLUMB

MANAGEMENT (ADAM) FINANCE & BANKING (STEVEN) MOLINE, ILLINOIS

The opportunity to connect and engage with so many other students while proudly representing Mizzou has been a gift for us to experience. From planning the 111th Homecoming for thousands of alumni, to navigating high school students through the college search process, we have soaked up every opportunity because it's the people that make this university so special. These experiences at Mizzou have propelled us to succeed and given us a strong foundation to excel.



MONIKA VANEK

FINANCE & BANKING RIDGEDALE, MISSOURI

When you come from a small town, moving to Mizzou's big campus without knowing anyone can be intimidating. Thankfully, I am a part the college's Heartland Scholars Academy, which is for first-generation college students who come from rural areas. Heartland gave me the confidence and motivation to push myself to be a leader in the business school. Since my freshman year, I have taken advantage of the opportunities and mentorship that have prepared me to do great things, like serving as a director of Business Week.

YOUR FUTURE STARTS HERE

TRULASKE UNDERGRADUATE DEGREE OFFERINGS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

EMPHASIS AREAS:

Finance & Banking Finance & Banking + Real Estate International Business* Management Marketing *dual degree with the College of Arts and Science

150-HOUR INTEGRATED ACCOUNTANCY PROGRAM

Integrated program in which students earn both a bachelor of science in accounting and a master of accountancy in 150 credit hours

SHOW ME:

HOW DO TRULASKE STUDENTS MAKE DEGREE PROGRESS?

FIRST TIME COLLEGE STUDENTS

Incoming first-time college students who are admitted to Mizzou can be directly admitted to the Trulaske College of Business as general business students.

TRANSFER STUDENTS

Students transferring to the Trulaske College of Business and Mizzou are admitted to the college as general business students if they meet the university admission requirements, as well as the college-specific admissions requirements listed below.

STUDENT HAS COMPLETED:	GPA/COURSE REQUIREMENTS
29 OR FEWER CREDITS	2.5 GPA or higher from the previous institution, plus either:
	 A grade of C- or better in a transferable math course (intermediate algebra or higher or statistics)
	OR
	 A grade of C- or better in a transferable English composition course (English Comp 1 or higher)
30-44 CREDITS	2.6 GPA or higher, plus either:
	• A grade of C- or better in Math 1100 equivalent
	OR
	A grade of C- or better in English 1000 equivalent
45 CREDITS AND UP	3.0 GPA or higher, plus:
	• A grade of C- or better in Math 1100 equivalent and
	A grade of C- or better in English 1000 equivalent
	OR
	2.6 to 2.99 GPA, plus all of the following:
	A grade of C- or better in Math 1100 equivalent
	A grade of C- or better in English 1000 equivalent
	• A grade of C- or better in Math 1300 or Math 1400 or Stat 1200/2500 equivalent
	Econ 1014 or Econ 1015 or Accounting 2036 equivalent

Admission to a student's preferred emphasis area is competitive, based on space available and University of Missouri System GPA, and is contingent on completion of the Trulaske Edge professional development program.

Learn more about Trulaske's upper level admissions requirements: BUSINESS.MISSOURI.EDU/UPPERLEVEL

WHAT DO TRULASKE STUDENTS LEARN?

GENERAL EDUCATION COURSES

U.S. government or history (state requirement) Biological or physical sciences with a lab Humanities and fine arts Writing intensive course English 1000

FOUNDATIONAL COURSES

Financial Accounting Managerial Accounting Computer-Based Data Systems Foundations of Business and Professional Development Principles Principles of Microeconomics Principles of Macroeconomics College Algebra Finite Math Business Calculus Introduction to Probability and Statistics I

CORE COURSES

Money, Banking, and Financial Markets Corporate Finance Principles of Management Introduction to Business Processes and Technologies Introduction to Business Law Principles of Marketing

REQUIRED SENIOR CAPSTONE

Courses subject to change

SHOW ME: AREAS OF EMPHASIS AT

ACCOUNTING

The curriculum of Trulaske's 150-Hour Integrated Accountancy Program provides students with a strong technical accountancy background, a broad exposure to advanced business concepts, and professional skills such as public speaking and information systems management. At the conclusion of the program, students receive both bachelor of science in accounting and master of accountancy degrees.

RECENT GRADUATE DATA

MEDIAN SALARY

\$60,000

TOP EMPLOYERS Deloitte EY KPMG Plante Moran PricewaterhouseCoopers (PwC)

TYPICAL CAREERS

Audit Manager Certified Public Accountant Chief Financial Officer Corporate Finance Advisor Forensic Accountant Tax Advisor

SAMPLE COURSES

Accounting Information Systems

Cost and Managerial Accounting

Financial Accounting Theory and Practice

Forensic Accounting

Governmental Accounting and Budgeting

Introduction to Taxation

CERTIFICATES

Accounting Data Analytics

Assurance Taxation

LEARN MORE: BUSINESS.MISSOURI.EDU/ACCOUNTANCY

TRULASKE

FINANCE

Students pursuing a BS BA with an emphasis in finance receive a sophisticated understanding of how financial markets work. This program shows students how to analyze financial data to make forecasts of business conditions as well as sound business and investment decisions.

RECENT GRADUATE DATA

MEDIAN SALARY

\$55,000

×

TOP EMPLOYERS

Edward Jones Goldman Sachs JPMorgan Chase TD Ameritrade Holdings Tradebot Systems

TYPICAL CAREERS

Chief Financial Officer

Corporate Financial Analyst

Investment Banker

Real Estate Development Manager

Risk Management Analyst

Wealth Manager

SAMPLE COURSES

Financial Management

Investment Fund Management

Investment Strategy of Warren Buffet

Investments

Problems in Finance

Risk Management and Insurance

CERTIFICATES

Corporate Finance Investments Real Estate Risk Management and Insurance

LEARN MORE: BUSINESS.MISSOURI.EDU/FINANCE-EMPHASIS

INTERNATIONAL BUSINESS

Trulaske offers a degree in international business with the MU College of Arts and Science. Students who complete this program earn both a bachelor of science in business administration and a bachelor of arts in international studies, with an emphasis in either finance and banking, management or marketing. To prepare students for careers in global business, this program includes required foreign language courses and participation in at least one study abroad program. The program in international business provides students with important skills that can be applied in international business management, employment and consulting.

RECENT GRADUATE DATA

MEDIAN SALARY

\$55,000

TOP EMPLOYERS

Altria Group IBM Insight Global RSM US LLP Veterans United Home Loans

TYPICAL CAREERS

Chief Executive at **Multinational Corporation** Foreign Service Officer **Global Supply Chain Manager** International Sales Representative Public Affairs Consultant **U.S. Department of Commerce** Trade Specialist

SAMPLE COURSES

Managing Across Cultures International Finance **Global Marketing** Managing Global Trade Second Language Conversation







INTERNATIONAL-BUSINESS-EMPHASIS

MANAGEMENT

Students with an emphasis in management learn the skills and tools needed to lead successful organizations — from project teams to departments and small businesses to global enterprises. They are prepared to be leaders in innovative, entrepreneurial and technology-focused settings, and to lead organizations in the information age and the idea economy.

RECENT GRADUATE DATA

MEDIAN SALARY \$50,500

TOP EMPLOYERS

Amazon Boeing Mars, Inc. Royal Canin Oracle Cerner Target

TYPICAL CAREERS Chief Operating Officer Hospital Administrator Human Resource Manager Information System Manager Internal Consultant Supply Chain Manager

SAMPLE COURSES

Diversity and Inclusion in Management

Entrepreneurial Mindset

Human Resource Management

Operations Management

Organizational Behavior

Supply Chain Management

CERTIFICATES

Global Supply Chain Management

Human Resources Management

LEARN MORE: BUSINESS.MISSOURI.EDU/MANAGEMENT-EMPHASIS

9



MARKETING

Trulaske's BS BA degree with an emphasis in marketing provides students with an in-depth knowledge of the tools, concepts and practice of modern marketing, preparing them for a career in marketing, sales or distribution. The program focuses on activities that direct the flow of goods and services to the consumer or user, as well as on creating and managing customers.

RECENT GRADUATE DATA

MEDIAN SALARY

\$50,000

TOP EMPLOYERS

Abstrakt Marketing Group AT&T General Mills Hershey Company Procter & Gamble

TYPICAL CAREERS

Brand Manager Chief Marketing Officer Distribution Manager Market Researcher Sales Manager Social Media Manager SAMPLE COURSES

Artificial Intelligence and Machine Learning: Applications in Sales and Marketing

Consumer Behavior

Marketing Management

Marketing Research

Personal Selling: Cost and Managerial Accounting

CERTIFICATES

Digital Marketing Marketing Analytics Sales and Customer Development

LEARN MORE: BUSINESS.MISSOURI.EDU/MARKETING-EMPHASIS

SHOW THU ASKE STUDENTS CUSTOM

HOW TRULASKE STUDENTS CUSTOMIZE THEIR BUSINESS DEGREES

Trulaske students can choose from a variety of business-specific certificates, allowing them to tailor their course of study to suit their career interests. The college offers certificates at both the undergraduate and graduate levels.

TRULASKE UNDERGRADUATE CERTIFICATES

CORPORATE FINANCE

Gain an in-depth understanding of the financial management process and its key underlying elements. Students learn to understand and implement the capital budgeting process, analyze issues relating to working capital management and capital structure, and comprehend the functions of financial intermediaries.

DIGITAL MARKETING

Learn how to create integrated, targeted and measurable marketing strategies. Understand and develop the digital customer experience, including campaign development, user acquisition, digital advertising, content marketing and search engine optimization.

GLOBAL BUSINESS

Develop the knowledge and skills necessary to function effectively in an increasingly global business environment. This certificate signals a practical international business education and a global outlook to employers.

GLOBAL SUPPLY CHAIN MANAGEMENT

Gain exposure to a variety of aspects of supply chain management, focusing on the network of companies engaged with creating value in ways that meet consumer demands. Supply chain management is considered a core discipline in business and industrial engineering education.



LEARN MORE: BUSINESS.MISSOURI.EDU/ UNDERGRADUATECERTIFICATES

HUMAN RESOURCES MANAGEMENT

Discover how to help employees meet professional goals while supporting organizations in optimizing employee talent to enhance business results. Courses include content that is contemporary and directly applicable to today's business environment.

INVESTMENTS

Gain an in-depth understanding of the investments process and its key underlying elements, including asset allocation and security analysis. Students completing this certificate are well-prepared for leadership positions in the investments field.

MARKETING ANALYTICS

Develop cutting-edge skills in data analysis and management to solve marketing challenges. Ideal for students who enjoy working with numbers and learning new software skills for business.

RISK MANAGEMENT AND INSURANCE

Focus on identifying, accessing and managing the risks facing businesses and organizations. Students completing this certificate are attractive as new hires in the corporate finance, banking, insurance and brokerage industries.

SALES AND CUSTOMER DEVELOPMENT

Prepare for a career in the dynamic field of sales while learning best practices in the sales profession and sales management. Through the required coursework and internship, students demonstrate a strong background in sales to potential employers.

SHOW ME HOW TRULASKE STUDENTS

HOW TRULASKE STUDENTS BECOME CONFIDENT, CAREER-READY PROFESSIONALS

Through the Trulaske Edge professional development program, Mizzou business students enter the workforce with the skills, experience and networking connections to succeed in the professional world. Students participate in Edge programming over the course of their time with the College of Business, gaining exposure to the global world of business from industry-leading professionals.

PROFESSIONAL DEVELOPMENT COURSEWORK

BA 1500

Students begin to understand and develop the professional competencies necessary for personal and career advancement while discovering career opportunities in the business world.



BA 3500

Through a professional team-based project with a business client, students take what they have learned in the classroom and put it into practice while conducting market research, developing a report and making a presentation of findings and recommendations to their client.

BA 4500

All Trulaske BS BA students hold at least one internship before receiving their degrees, ensuring that they develop experience in the business world while honing their professionalism.

LEARN MORE: BUSINESS.MISSOURI.EDU/EDGE



One of the college's highest priorities is to prepare career-ready graduates. While students are exploring professional competencies through the Trulaske Edge program, they are also connecting with employers before graduating.

OPPORTUNITIES OFFERED THROUGH BUSINESS CAREER SERVICES:

- Four business and accountancy career fairs per year
- Workshops and panels on career-specific topics
- Mock interviews and resume review
- One-on-one customized career coaching
- On-campus interviewing
- Networking engagements (golf tournament, lunch-and-learns, etc.)

Students are prepared to take the next step. It's why almost 95% of Trulaske students are employed full-time, in a graduate or professional program, or pursuing a military career within six months of graduation.



SHOW ME: DISTINCTIVE TRULASKE

THE ALLEN ACCESS PROGRAM

Seeks to identify barriers to student success and hurdle them quickly and decisively by providing scholarships, programs and other support to underresourced business students at Mizzou. This unique program also focuses on outreach in Missouri to expose more middle and high school students to the opportunities that exist at Trulaske and at Mizzou, and to help them create a clear path to Missouri's flagship university and its college of business.

CORNELL LEADERSHIP PROGRAM

Provides high-achieving students with opportunities to develop leadership skills and business acumen through a carefully designed set of experiences over four years. Students delve into current business issues, participate in service opportunities, learn first-hand about global business and network with executives in a variety of settings.

HEARTLAND SCHOLARS ACADEMY

Assists first-generation, rural students as they transition to Mizzou to study business, providing them with tools, skills and exposure to the business world to succeed both academically and professionally, at Mizzou and beyond. Students are provided with the items needed for professional events (laptop computers, suits); study abroad scholarships; assistance with internship living expenses; a dedicated advisor and career coach; and corporate trips, allowing them to network with executives in a variety of settings.

LEARN MORE: BUSINESS.MISSOURI.EDU/STUDENT-DEVELOPMENT





VASEY ACADEMY

The Vasey Academy, established in 1997, provides talented underresourced students from urban areas* with various opportunities to achieve academic success at Mizzou. Through a carefully designed set of mentoring experiences and exposure to corporate executives, students create the foundation for their professional network while learning more about the business world.

*An area with a population of 5,000 or more than 2,000 housing units, per U.S Census and State of Missouri definitions (MCDC, 2023; U.S. Census Bureau, 2023).

THE MISSOURI METHOD

At Trulaske, students spend time in classrooms, of course, learning from exceptional business faculty and industry leaders, but they also spend time out there, learning by doing - the Missouri Method. Fundamentally, this means putting students in the middle of business itself. Students explore the prospect of global expansion, use cutting-edge tools and techniques to develop customer relationships, audit a lease agreement between landlord and tenant, and invest in highgrowth start-up companies.













SHOW TRULASKE'S CENTERS FOCUSING

ON ENTREPRENEURSHIP, INTERNATIONAL TRADE AND SALES

The Trulaske College of Business houses three centers, allowing specialization in these unique areas to the benefit of both students and industry.

CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Focuses on developing and supporting student entrepreneurs at Mizzou, providing hands-on learning opportunities, leveraging emerging technologies in business and giving students the opportunity to work with collaborators from around the globe.

CENTER FOR SALES AND CUSTOMER DEVELOPMENT

Provides interactive forums for collaboration with the professional sales and business communities to facilitate innovation, understanding, and education in sales and customer development topics.

MU INTERNATIONAL TRADE CENTER

Gives students the opportunity to use leading market research databases to conduct customized research to meet the needs of industry, allowing businesses to strategically enter new markets and expand in the global marketplace.

LEARN MORE: BUSINESS.MISSOURI.EDU/CENTERS

HOW STUDENTS PURSUE A MINOR IN BUSINESS, ACCOUNTANCY OR ENTREPRENEURSHIP

MINORS OFFERED AT TRULASKE

FOR ALL STUDENTS

Entrepreneurship and Innovation Management

Students pursuing a minor in entrepreneurship and innovation management value problem-solving, hard work and self-sufficiency. The required coursework focuses on cultivating creativity, identifying opportunities for innovation and the skills needed to manage a new organization.

For requirements, visit BUSINESS.MISSOURI.EDU/ENTREPRENEURSHIP-MINOR

FOR NON-BUSINESS STUDENTS

Accountancy

Trulaske's accounting minor helps non-business students bring an accounting mindset to their future careers, providing them with a foundational knowledge of accounting that will help them make decisions regarding operating, investing and financial activities.

For requirements, visit

BUSINESS.MISSOURI.EDU/ ACCOUNTANCY-MINOR

Business

The business minor at Trulaske is designed to help students pursue a more dynamic educational experience beyond their chosen major. The business minor has the same rigor and content as the fundamental courses taken by business majors, yet preserves flexibility in the student's studies.

For requirements, visit BUSINESS.MISSOURI.EDU/ BUSINESS-MINOR

SHOW ME: MASTER'S PROGRAMS OFFERED AT TRULASKE

Some students want to further their business educations before starting a full-time career. Trulaske offers a variety of graduate programs to help students further hone their skills and knowledge, including an accelerated MBA program.

ACCELERATED CROSBY MBA PROGRAM

Students apply to the Accelerated Crosby MBA program during their junior year in order to begin MBA coursework during their senior year, completing the MBA with only one additional year of full-time study beyond the undergraduate degree. Students gain a deeper knowledge of business fundamentals through the graduate-level curriculum and select one graduate certificate, allowing them to customize the degree to their career interests.

OTHER GRADUATE PROGRAMS

CROSBY MBA (ONLINE)

Crosby MBA students engage in realworld problem solving within an MBA curriculum that combines a solid business foundation with courses designed to develop integral professional skills.

MASTER OF SCIENCE IN BUSINESS (ONLINE)

Trulaske's unique master of science in business is a customizable interdisciplinary program, allowing students to craft a business degree to suit their unique educational needs and career goals. Students take 12 core graduate business hours and select two graduate certificates from colleges throughout Mizzou.

MASTER OF ACCOUNTANCY (ONLINE OR ON-CAMPUS)

Housed within the college's topranked School of Accountancy, the master of accountancy connects students to outstanding faculty and high demand fields.

MASTER OF SCIENCE IN FINANCE (ONLINE)

Our master of science in finance degree is designed for students who want to enhance their analytical and financial decision-making skills, while growing their knowledge of key topics in securities analysis, portfolio management, data analysis, financial modeling and more.

LEARN MORE: BUSINESS.MISSOURI.EDU/GPO

BUT WALL BUSINESS, ALL THE TIME?

We know that life in college helps a student grow as a scholar, develop a professional identity, explore career possibilities and gain valuable experience to benefit a future career. But it also helps the student grow as a person. At Trulaske, students can participate all that Mizzou has to offer, while making friendships that last a lifetime.

STUDY ABROAD

Trulaske Abroad creates opportunities for students to increase their awareness of global business and gain cross-cultural competencies while experiencing the world, sometimes for the first time. More than a quarter of Trulaske students study abroad in programs in a variety of locations and with a variety of durations, including spring break in Southeast Asia, a short summer program in Italy and a winter break program in Australia.

STUDENT GROUPS

Students at Trulaske get involved early in the academic year through Clubbin' Night, an organization fair hosted annually by the Trulaske Student Council. In a fun and festive atmosphere, students can meet their business classmates while learning more about the wide variety of student groups the college has to offer.

CAMP TRULASKE

Unique on the Mizzou campus, Camp Trulaske is held right before classes begin in the fall, allowing incoming business students to meet their classmates, learn more about life at Trulaske and Mizzou (and in Columbia!), and to ask questions of returning students who serve as camp counselors. Though camp is designed to ensure that incoming students feel at home on their arrival, it also helps students have some fun before classes begin.



@MIZZOUBUSINESS

Connect with us!

DON'T TAKE OUR WORD FOR IT.

Schedule a visit to see for yourself! Mizzou Office of Admissions admissions.missouri.edu 573-882-7786

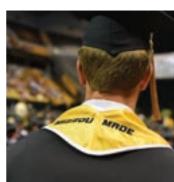
























SEE YOU SOON, TGER!

Robert J. Trulaske, Sr. College of Business University of Missouri

Ň

BUSINESS.MISSOURI.EDU