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

MAX MEYSTRIK
FINANCE & BANKING, MATHEMATICS
MOBERLY, MISSOURI
As a mathematics and finance & banking double major, I knew I had to join Mizzou’s emerging quantitative finance club, TigerQuant. We are an interdisciplinary group of finance, computer science, mathematics and engineering students dedicated to bringing STEM and finance together at Mizzou. I have thoroughly enjoyed our weekly Python programming and quantitative trading strategy classes, developing the skills needed to earn a spot in the top 5% of participants in the IMC Prosperity international trading challenge of over 9,000 teams.

KAYLA MODACURE
MARKETING
CHICAGO, ILLINOIS
I always knew I wanted to major in business because it offers a wide range of career opportunities. I also knew I wanted to attend college out of state to experience new places, knowing I’d eventually return to Chicago. Initially, Mizzou was not on my list of schools, but once I arrived, I was determined to make the most of every opportunity. The Trulaske College of Business has programs and opportunities that have opened more doors for me in the business world than I ever imagined.

JACK POPE
ACCOUNTANCY
ST. LOUIS, MISSOURI
Through the Cornell Leadership Program, I made connections with professionals in the high finance sector that I never thought I would make while at Mizzou. Our Tigers on Wall Street trip was an extremely eye-opening experience that allowed me to meet some of the most successful individuals I will ever meet. On a social level, through the Alpha Kappa Psi business fraternity, I found best friends to explore the world with in the future and have created memories at Mizzou I will never forget.

AUDREY SNIDER
MARKETING, FILM STUDIES
CHILLICOTHE, MISSOURI
I have learned through growing up in a small town how to value community while supporting and uplifting the people around you. I immediately found my community as a member of the Heartland Scholars Academy. Belonging to a program that uplifts business students who are first-generation and from rural communities has helped me connect with people with the same background as me and make my college journey less intimidating. I have met my best friends through Heartland, and our support for each other has made Trulaske feel like home.
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.

<table>
<thead>
<tr>
<th>STUDENT HAS COMPLETED:</th>
<th>GPA/COURSE REQUIREMENTS</th>
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<tbody>
<tr>
<td>29 OR FEWER CREDITS</td>
<td>2.5 GPA or higher from the previous institution, plus either:</td>
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<td>• A grade of C- or better in a transferable math course (intermediate algebra or higher or statistics)</td>
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<td>OR</td>
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<td></td>
<td>• A grade of C- or better in a transferable English composition course (English Comp 1 or higher)</td>
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<td>30-44 CREDITS</td>
<td>2.6 GPA or higher, plus either:</td>
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<td>• A grade of C- or better in Math 1100 equivalent</td>
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<td>OR</td>
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<tr>
<td></td>
<td>• A grade of C- or better in English 1000 equivalent</td>
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<tr>
<td>45 CREDITS AND UP</td>
<td>3.0 GPA or higher, plus:</td>
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<td></td>
<td>• A grade of C- or better in Math 1100 equivalent and</td>
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<td>• A grade of C- or better in English 1000 equivalent</td>
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<td>2.6 to 2.99 GPA, plus all of the following:</td>
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<td>• A grade of C- or better in Math 1100 equivalent</td>
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<td>• A grade of C- or better in English 1000 equivalent</td>
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<tr>
<td></td>
<td>• A grade of C- or better in Math 1300 or Math 1400 or Stat 1200/2500 equivalent</td>
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<td>• Econ 1014 or Econ 1015 or Accounting 2036 equivalent</td>
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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*
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
$63,000

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
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
$60,000

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

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
$65,000

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

LEARN MORE: BUSINESS.MISSOURI.EDU/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.

MEDIAN SALARY
$55,000

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
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
$53,000

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
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.

**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.

**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.

**LEARN MORE:**
BUSINESS.MISSOURI.EDU/
UNDERGRADUATECERTIFICATES
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.

SHOW ME:
HOW TRULASKE STUDENTS BECOME CONFIDENT, CAREER-READY PROFESSIONALS

Every Trulaske BS BA student completes an internship

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 over 96% of Trulaske students are employed full-time, in a graduate or professional program, or pursuing a military career within six months of graduation.
DISTINCTIVE TRULASKE PROGRAMS

SHOW ME:

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 under-resourced 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
The Vasey Academy provides talented under-resourced 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 development network while learning more about the business world.

*A metropolitan area with a population of a minimum of 50,000 people (per U.S. Census and State of Missouri definitions: MCDC, 2023, U.S. Bureau, 2023) and a high school class size of no fewer than 200 students.

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 high-growth start-up companies.
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](http://BUSINESS.MISSOURI.EDU/CENTERS)
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 real-world problem solving within an MBA curriculum that combines a solid business foundation with courses designed to develop integral professional skills.

MASTER OF ACCOUNTANCY (ON-CAMPUS)

Housed within the college’s top-ranked 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
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.

MIZZOU!
At Trulaske, our students are proud to be Tigers, living the full Mizzou experience. They proudly don black and gold, cheer at SEC football games, join a variety of campus organizations, stay active at MizzouRec, and relax with friends on the iconic Francis Quadrangle under the shadow of the Columns. The highlight of the year is undeniably Homecoming, featuring a festive parade, elaborate house decorations in Greek Town, a vibrant talent show and one of the nation’s largest student-run blood drives. From the excitement of Summer Welcome to the triumph of graduation, Trulaske students revel in the unique events and cherished traditions that define the Mizzou spirit. MIZ!
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, TIGER!