







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.



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 SERVICE SER
	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 SECTION OF THE SEC
	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 CONTRACTOR OF THE PROPERTY
	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



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

FY

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







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

\$55,000

TOP EMPLOYERS

Amazon

Boeina

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



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

T&TA

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 ME:

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.

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

SHOW ME

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.

100% Every Trulaske BS BA student

completes an internship

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.







rate six months after graduation

SHOW ME

THE NEXT STEP:

IT'S WHY WE'RE HERE

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.





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 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 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.

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 high-growth start-up companies.

















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.



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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



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 ACCOUNTANCY (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.





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!



@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, TIGER!



