Tippie College of Business

Dean

• Sarah Fisher Gardial

Senior associate dean

• Kurt M. Anstreicher

Associate dean, School of Management

• David W. Frasier

Associate dean, undergraduate programs

• Kenneth G. Brown

Undergraduate degree: B.B.A.

Undergraduate minor: business administration

Undergraduate certificates: entrepreneurial management; international business; risk management and insurance

Graduate degrees: M.Ac.; M.B.A.; M.S.; Ph.D.

Professional minors: finance; marketing management; strategic management of innovation; supply chain and analytics

Graduate certificate: business analytics

Web site: http://tippie.uiowa.edu/

The Henry B. Tippie College of Business is composed of six academic departments: accounting, economics, finance, management and organizations, management sciences, and marketing.

The college's undergraduate and graduate programs are accredited by AACSB International—the Association to Advance Collegiate Schools of Business.

Research, executive development, and education activities are supported by these centers and institutes: Emmett J. Vaughan Institute of Risk Management and Insurance, Entrepreneurial Management Institute, Hawkinson Institute of Business Finance, Institute for International Business, Iowa Electronic Markets Institute, John Pappajohn Entrepreneurial Center, Judith R. Frank Business Communication Center, Marketing Institute, McGladrey Institute of Accounting Education and Research, Pomerantz Career Center, Small Business Development Center, and Tippie Business Solutions Center.

HONOR CODE

Integrity and honesty are essential to success in all facets of life. The purpose of the Tippie College Undergraduate Honor Code and the Tippie MBA Honor Code is to promote honorable and ethical behavior. Students admitted to the college or enrolled in courses offered by the college are required to uphold the honor code.

Undergraduate Programs of Study

The Tippie College of Business offers the Bachelor of Business Administration (B.B.A.) with majors in accounting, business analytics and information systems, economics, finance, management (includes a distance education option), and marketing, and it collaborates with the College of Liberal Arts and Sciences to offer an undergraduate major in economics for Bachelor of Arts and Bachelor of Science students in economics. See Bachelor of Business Administration for information about B.B.A. requirements common to all of the majors as well as admission and academic rules and procedures for the B.B.A.; see the Tippie College of Business department sections in the Catalog for information about the individual majors. The college also offers joint undergraduate degrees with the College of Engineering and the College of Liberal Arts and Sciences; see "Joint Degrees" in the Bachelor of Business Administration section. The John Pappajohn Entrepreneurial Center also collaborates with the College of Liberal Arts and Sciences to offer the Bachelor of Arts in Enterprise Leadership.

The college offers the undergraduate Certificate in Entrepreneurial Management and Certificate in Risk Management and Insurance. It collaborates with the College of Engineering to offer the Certificate in Technological Entrepreneurship and with the College of Liberal Arts and Sciences to offer the Certificate in International Business. The John Pappajohn Entrepreneurial Center collaborates with the College of Liberal Arts and Sciences to offer the Certificate in Performing Arts Entrepreneurship.

The college also offers a minor in business administration for non-business students; see "Minor" below.

Minor

The minor in business administration is open to all University of Iowa undergraduates except those majoring in business (Tippie College of Business) and interdepartmental studies majors in the business studies track (College of Liberal Arts and Sciences).

The minor in business administration requires 36 s.h., including at least 12 s.h. taken in the Tippie College of Business. Students must maintain a g.p.a. of at least 2.00 in the minor overall and in all courses in the minor taken at the University of Iowa. Course work in the minor may not be taken pass/nonpass.

The following courses, or their equivalents, satisfy all requirements for the minor. Some of these courses have prerequisites and other requirements for registration; students must complete a course's prerequisites and meet its registration requirements before they may register for the course.

ACCT:2100 Introduction to Financial Accounting 3 s.h.

ACCT:2200 Managerial Accounting 3 s.h.

ECON:1100 Principles of Microeconomics 4 s.h.

ECON:1200 Principles of Macroeconomics 4 s.h.

FIN:3000 Introductory Financial Management 3 s.h.

MATH:1380 Calculus and Matrix Algebra for Business 4 s.h.

MGMT:2000 Introduction to Law 3 s.h.

MGMT:2100 Introduction to Management 3 s.h.

MKTG:3000 Introduction to Marketing Strategy 3 s.h.

MSCI:1500 Business Computing Essentials 2 s.h.

STAT:1030 Statistics for Business 4 s.h.

Students who will have completed all requirements for the minor when they graduate should indicate a business administration minor on the Application for Degree.
Contact the Undergraduate Program Office for more information about the business administration minor.

**Graduate Programs of Study**

The Tippie College of Business offers five graduate degree programs: the Master of Accountancy (M.Ac.), the Master of Business Administration (M.B.A.), the Master of Science in business analytics, the Doctor of Philosophy (Ph.D.) in business administration, and the Doctor of Philosophy in economics. For information about the M.Ac. and the Ph.D. in economics, see Accounting and Economics in the Catalog.

The Certificate in Business Analytics is administered by the Department of Management Sciences. The Graduate College awards the certificate; see Business Analytics in the Catalog.

The M.B.A. program is offered by the Tippie School of Management; see Master of Business Administration Program in the Catalog.

For a description of the Ph.D. in business administration, see Doctor of Philosophy in the Catalog. The Ph.D. is an interdepartmental degree; programs leading to the degree are offered by the Departments of Accounting, Finance, Management and Organizations, Management Sciences, and Marketing.

**Study Abroad**

CIMBA Italy offers semester and summer programs for undergraduate and graduate students in Paderno del Grappa, Italy, northwest of Venice. Students who attend the programs come from a variety of public and private universities worldwide.

At CIMBA, students immerse themselves in a wide range of rigorous courses, including innovative leadership and development programming, while living amidst the Venetian countryside in one of the most popular travel and study destinations in the world. Business and cultural immersions begin for students the minute they arrive on campus. All courses are taught by English-speaking professors from top universities throughout the United States and Europe.

**Centers and Institutes**

**Emmett J. Vaughan Institute of Risk Management and Insurance**

The Tippie College of Business, in partnership with the Iowa insurance industry, has established the Emmett J. Vaughan Institute of Risk Management and Insurance to provide innovative education and research in modern risk management and insurance.

The institute collaborates with the Department of Finance to offer the Certificate in Risk Management and Insurance. The certificate program provides undergraduate students with a foundation for careers in corporate risk management, risk management consulting, employee benefits management, insurance brokerage, underwriting, personal banking and asset management, financial analysis, claims adjustment, and auditing. See Risk Management and Insurance in the Catalog.

**Entrepreneurial Management Institute**

The Entrepreneurial Management Institute works with top entrepreneurial management track students in the B.B.A. management major and with Certificate in Entrepreneurial Management students to help them develop career advancement skills. Experienced business professionals and entrepreneurial leaders provide strategic career development training. Activities include seminars on developing professional résumés, creating extensive personal networks, networking with successful Iowa CEOs and business leaders, and making connections for internships and job placement.

**Hawkinson Institute of Business Finance**

The Hawkinson Institute of Business Finance facilitates career opportunities in investment banking, sales and trading, and related areas for students in the Tippie College of Business. The institute sponsors the Hawkinson Scholars Program, which trains high-achieving undergraduates for interviews, internships, and full-time jobs in the financial services industry.

Criteria for admission to the institute include a strong academic record, involvement in campus and community activities, high motivation, good interpersonal skills, and demonstrated interest in business, markets, and corporate finance.

Hawkinson scholars participate in a class that is taught by former investment bankers and features guest speakers from investment banking, private equity, hedge funds, start-ups, and other sectors. Hawkinson scholars also receive intensive education in equity valuation, financial market dynamics, and more. An extensive network of dedicated Hawkinson alumni serve as mentors.

The Institute has worked to broaden entry-level employment opportunities for Iowa graduates, who land jobs at prestigious firms such as Goldman Sachs, Credit Suisse, Barclays, Merrill Lynch, JP Morgan, and UBS. Graduating Hawkinson scholars typically enjoy a placement rate of 100 percent.

**Institute for International Business**

The Institute for International Business (IIB) is dedicated to advancing knowledge and skills in international business and education through research, education, and consultation. Using students as consultants, IIB works in partnership with the Entrepreneurial Management Institute to provide international business consulting services to small- and medium-sized Iowa companies who wish to pursue business opportunities globally.

**Iowa Electronic Markets Institute**

The Iowa Electronic Markets Institute supports scholarship in prediction markets and experimental economics. It operates the Iowa Electronic Markets (IEM), online futures markets where contract payoffs are based on real-world events such as political outcomes, companies’ earnings per share, and stock price returns. Known internationally as the genesis of modern prediction markets, the Iowa Electronic Markets are used as tools for research and teaching.

**John Pappajohn Entrepreneurial Center**

The John Pappajohn Entrepreneurial Center (JPEC) has developed a comprehensive, interdisciplinary program
that combines advanced course work with experiential learning for University of Iowa students. The program prepares students to launch new ventures, manage growing companies, and apply entrepreneurship concepts in their careers. It is designed to empower students to accelerate their careers and pursue their dreams.

The entrepreneurship curriculum incorporates experiential learning opportunities in which students apply their knowledge and skills in their own ventures or in emerging or growing Iowa companies. JPEC’s Bedell Entrepreneurship Learning Laboratory is dedicated to student entrepreneurs creating new businesses. Students also may participate in a wide variety of extracurricular programs such as business plan competitions, lecture series, conferences, workshops, a living-learning community, and the I-Envision student organization.

B.B.A. students in the Tippie College of Business who are majoring in management may complete the major’s entrepreneurial management track, and University of Iowa students working toward a bachelor’s degree may earn the Certificate in Entrepreneurial Management. Both programs are offered on campus at the business college as well as online through the Division of Continuing Education. Graduate and professional students across the University may enroll in advanced entrepreneurship courses; see Master of Business Administration Program in the Catalog.

Students in the College of Liberal Arts and Sciences may earn a Bachelor of Arts degree with a major in Enterprise Leadership. This program offers a combination of business and liberal arts approaches and allows students to hone their skills in innovation, entrepreneurship, communication, critical thinking, and leadership. The major in enterprise leadership is offered jointly by the John Pappajohn Entrepreneurial Center and the College of Liberal Arts and Sciences. The degree is awarded by the College of Liberal Arts and Sciences.

JPEC offers several programs for entrepreneurial businesses and individuals, including student field study projects, training, consulting, seminars, and conferences. In partnership with the Jacobson Institute for Youth Entrepreneurship, it provides training and a specialized curriculum to Iowa high school teachers in an effort to foster the development of innovative, creative, and entrepreneurial young Iowans. The center also partners with Iowa community colleges to deliver entrepreneurship training statewide.

**Judith R. Frank Business Communication Center**

The Judith R. Frank Business Communication Center provides one-on-one tutoring to Tippie College of Business undergraduates for writing assignments, projects, and case studies. The center’s staff includes graduate students with expertise in writing and undergraduate peer tutors who have completed a semester-long peer tutor training course. Communication consultants are available on staff to help students with speech presentations or other oral communication assignments.

The center serves as a resource for the college’s international students. It offers targeted programming that promotes fluency in written and spoken English. It also provides programming to support cross-cultural sensitivity and communication, including English Language Discussion Circles and sessions for staff and faculty on how to pronounce Chinese names.

The center’s course-dedicated consulting program helps faculty and students plan and prepare for required writing projects. Center staff members work closely with faculty members to study assignment requirements, develop handouts and assessment rubrics, and deliver class or workshop presentations to students on how to meet the expectations of the assignment. Staff members work with departmental Ph.D. program directors to prepare second-year doctoral students for dissertation writing during the summer term. They also provide ongoing training and mentoring to the center’s undergraduate peer tutors.

The Frank Business Communication Center oversees the B.B.A. core course BUS:3000 Business Communication and Protocol; the peer tutor training courses BUS:3900 Business Communication Internship I and BUS:3910 Business Communication Internship II; and the elective BUS:3800 Business Writing. In addition, the center’s staff adjudicates the annual Mary Thomas Prappas Business Ethics Essay Competition and helps prepare Tippie College of Business undergraduates for national case competitions.

**Marketing Institute**

The Marketing Institute prepares students for today’s diverse and competitive job market in the areas of marketing, market research, and sales. Each year, the institute invites around 15 top undergraduate students to become members. Students are selected on the basis of their academic performance, leadership, interpersonal skills, and executive potential. Field Immersion Projects are a major component of the three-semester program. In the immersion projects, students work as consultants for a variety of clients, including multimillion- or billion-dollar businesses, gaining hands-on experience in identifying and solving marketing-related issues and problems. Students are advised and mentored by an advisory board of top executives from companies such as Kraft Foods, Hormel, Pella, HON, Frank Magid & Associates, and Target. The Marketing Institute and its advisory board work together to foster internship opportunities and provide career guidance that helps students use their skills and talents to develop rewarding careers.

**Pomerantz Career Center**

Career development and on-campus recruiting services are provided by the Marvin A. and Rose Lee Pomerantz Career Center. The center’s career advisors and online resources provide University undergraduate students and alumni with help on résumés, cover letters, internship and job searches, employer research, interviewing skills, negotiation of job offers, community involvement through volunteerism, and more. The center’s Find Your Focus program helps students choose a major and identify careers related to specific majors. The center also presents several fall and spring semester career fairs. Campus recruitment is facilitated through HireaHawk.com. Students may participate in mock interviews and in actual on-campus interviews for full-time positions and internships during the academic year. The center also offers career-related and professional development courses such as CCP:3102 Job Search Strategies, LS:2002 Career Leadership Academy Part 1, and leadership studies courses numbered LS:2002 through LS:3002. Contact the Pomerantz Career Center for more information.
McGladrey Institute of Accounting Education and Research
The McGladrey Institute of Accounting Education and Research fosters educational excellence in accounting at the University of Iowa, encourages high-quality research by Iowa accounting faculty members, and fosters the development of doctoral students in accounting. The institute sponsors varied educational initiatives and activities, including an annual national speaker series, the biennial Sidney Winter Lecture Series, and the PricewaterhouseCoopers Accounting Research Workshop.

Small Business Development Center
Since 1981, the University of Iowa Small Business Development Center has played an important role in helping enterprising Iowans manage or start their own successful businesses. The center provides support for small business owners and entrepreneurs. Its personnel are trained to meet the varied needs of small business management, including market, business, financial, and human resource planning; cash flow analysis; product commercialization; market research and analysis; strategic planning; international trade; and advertising and public relations.

Tippie Business Solutions Center
The Tippie Business Solutions Center provides M.B.A. students with opportunities to engage in strategic consulting projects with companies ranging from mid-sized firms to Fortune 500 companies in Iowa and around the world. The center brings together diverse teams possessing a variety of skills, knowledge, and experience. The teams apply rigorous business tools and techniques in order to research circumstances surrounding a business problem for a real-world client. Students meet with representatives from the client company, analyze the situation, and present recommendations and action plans for the client to pursue.

Facilities and Resources
The Henry B. Tippie College of Business is located in the John Pappajohn Business Building, at the heart of the campus. The Pappajohn Business Building contains seminar and conference rooms, a computer laboratory, two auditoriums, two computer classrooms, a behavioral laboratory, a restaurant (Pat's Diner), the Marvin A. Pomerantz Business Library, and a variety of classroom facilities.

The computer laboratory in the John Pappajohn Business Building serves the instructional programs of the college, and the staff maintains a current library of computational programs to accommodate users' needs. Business students also have access to the full range of services offered by the University's Information Technology Services and the extensive research materials and other resources of the University of Iowa Libraries.

Alumni Relations
The Tippie College of Business alumni network numbers more than 46,000 graduates worldwide. Alumni have access to the college's wide array of resources, including the in-house Office of Alumni Relations. The college's director of alumni relations and staff in the Undergraduate Program Office and the Tippie School of Management maintain relationships with alumni. Tippie Magazine is mailed to alumni who support the college.

Learn more about staying in touch at Alumni and Friends on the college's web site.

Nondepartmental Courses
Most Tippie College of Business courses are offered by the college's departments and programs. They are listed and described in the corresponding Catalog sections; see the links under "Index: Academic Programs" on this page.

The college also offers the following nondepartmental courses for undergraduate students.

Lower-Level Undergraduate

BUS:1200 Tippie College Direct Admit Seminar 1 s.h.
Facilitates a more seamless transition to the University of Iowa and Tippie College of Business; weekly lectures from notable faculty and business executives, small group discussions; weekly topics include leadership, civic engagement, major and career exploration, and building a personal brand. Requirements: admitted to the direct admission program.

BUS:2150 Tippie College Admission Writing Workshop 0 s.h.
Development and refinement of macro-level writing skills; focus on thesis statement and topic sentence construction, paragraph organization, and precision in language choices. Requirements: application to Tippie College of Business and eligible to enroll in workshop.

BUS:2300 Searching for Business Information 1 s.h.
Search concepts and sources specific to business information; subscription and government online research sites.

BUS:2450 Business and Culture in China 3 s.h.
Business and cultural environment of China; lectures, readings, case studies, company visits, and immersion in cultural experiences; Chinese history, politics, business, economics, and culture; topics may include Chinese business culture and relationships, local companies going global, business strategies of multinational companies in Chinese market; United States-China trade relations, entrepreneurship, Chinese consumer, sustainability and social responsibility; two-week study program in China. Prerequisites: ECON:1100 and ECON:1200. Requirements: UI and cumulative g.p.a. of 2.75.

BUS:2500 International Perspectives Program I 0 s.h.
First in a two-course sequence; orientation to International Perspectives Program (IPP) community; introduction to the concept of an academic study map; development of an individual strategy towards academic study maps; begin foundational introduction to materials covered in BUS:2510, including an introduction to concepts of identity and culture from macro and micro perspectives; required seminar for all first-year IPP students. Requirements: admission to the International Perspectives Program.

**BUS:2510 International Perspectives Program II**
1 s.h.
Continuation BUS:2500; exploration of concepts of identity and culture from both a macro and micro perspective; how culture and background impact how students think about and understand the world; exploration of having built-in assumptions about the world and why in some circumstances the ability to challenge those assumptions can be useful; study of cross-cultural communication. Prerequisites: BUS:2500. Requirements: admission to the International Perspectives Program.

**BUS:2520 IPP Capstone Project**
2 s.h.
Enhancement of foreign language studies and study abroad experiences; students select a topic of interest to explore an aspect of a study abroad country and culture in greater depth; creation of real-world interactions with people in host communities to utilize and develop language skills. Prerequisites: BUS:2500 and BUS:2510. Requirements: admission to the International Perspectives Program.

**Upper-Level Undergraduate and Graduate**

**BUS:3000 Business Communication and Protocol**
3 s.h.
Foundation in business communication and protocol; composing business messages, organizing and reporting workplace data, developing business presentation and team-building skills, exploring issues pertaining to professional behavior. Prerequisites: RHET:1030. Requirements: admission to Tippie College of Business and 30 s.h. earned.

**BUS:3050 Business, Culture, and Society**
3 s.h.
International business environment and interpersonal traits and skills expected of successful international businessperson; interdisciplinary overview of issues related to business in Western Europe; important cultural differences, the code of business and professional etiquette, business protocol, Italian business history, cultural appreciation, and executive legal/ethical concerns in the workplace; series of lectures, workshops, speakers, plant tours, and cultural events.

**BUS:3100 Academic Internship or Cooperative Education**
0 s.h.
Participation in an internship or cooperative education; fulfills Tippie College of Business experiential learning requirement.

**BUS:3400 Business Student Ambassador Seminar**
1 s.h.
Experiences as a Business Student Ambassador providing tours of the John Pappajohn Building, acting as hosts at college functions, providing information and assistance to visiting groups, assisting student recruitment activities. Requirements: admission to Tippie College of Business and acceptance as a Business Student Ambassador.

**BUS:3500 Tippie Senate**
1 s.h.
For elected student representatives on the Tippie Senate.

**BUS:3600 Mentored Research**
arr.
Business research conducted by undergraduate students under faculty supervision.

**BUS:3800 Business Writing**
3 s.h.
Series of practical projects; development of effective and persuasive business communication and analytical skills in public relations context.

**BUS:3850 Global Business Perspectives**
3 s.h.
Virtual classroom component of summer internships in London, Dublin, or Hong Kong; value of international work assignments, work as part of cross-cultural teams, skills and perspectives for living and working in a culturally diverse world; students set goals and complete professional development assignments, and analyze cultural and political environment of their internship sites.

**BUS:3900 Business Communication Internship I**
3 s.h.
Opportunity for students to earn academic credit for serving as a peer tutor, an orientation and training assistant, or an administrative intern in the Judith R. Frank Business Communications Center.

**BUS:3910 Business Communication Internship II**
1-3 s.h.
Continuation of BUS:3900; opportunity for students to earn academic credit for serving as a peer tutor, an orientation and training assistant, or an administrative intern in the Judith R. Frank Business Communications Center. Prerequisites: BUS:3900.

**BUS:3999 Honors Seminar**
1-3 s.h.

**BUS:4900 Academic Internship**
arr.
Professional internship experience with associated academic content (e.g., paper, course work).

**BUS:4999 Honors Thesis in Business**
3 s.h.
Independent student project directed by faculty or staff advisor; culminates in thesis that conforms to University Honors Program guidelines; may include empirical research, library research, applied projects. Prerequisites: BUS:3999 or ECON:3999. Requirements: admission to the Tippie College of Business honors program.

**Interdepartmental Degrees**

Bachelor of Business Administration
Master of Business Administration Program
Doctor of Philosophy

**Departments and Programs**
Accounting
Economics
Finance
Management and Organizations
Management Sciences
Marketing
Certificate Programs
Business Analytics
Entrepreneurial Management
International Business
Risk Management and Insurance