

# Tippie College of Business

## Dean

- Sarah Fisher Gardial

## Senior Associate Dean

- Amy Kristof-Brown

## Associate Dean, Graduate Management Programs

- David W. Frasier

## Associate Dean, Undergraduate Programs

- Kenneth G. Brown

**Undergraduate major:** B.B.A.

**Undergraduate minors:** business administration; economics

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

**Professional certificates:** business fundamentals; finance; leadership; marketing

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

**Professional minors:** business analytics; finance; marketing

**Graduate certificate:** business analytics

**Website:** <https://tippie.uiowa.edu/>

The 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, 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, RSM Institute of Accounting Education and Research, Pomerantz Career Center, Small Business Development Center, and Iowa MBA Consulting.

Integrity and honesty are essential to success in all facets of life. The purpose of the undergraduate Tippie Honor Code and the 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.

## Facilities and Resources

The 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), a newly created cafe and study space called Biz Hub, 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 50,000 graduates worldwide. Alumni have access to the college's wide array of resources, including the in-house Office of Alumni Relations. The college's assistant director of alumni relations and staff in the Undergraduate Program Office and the Master of Business Administration Program maintain relationships with alumni. Tippie Magazine is mailed to alumni who support the college.

The alumni office hosts individual visits, receptions, speakers, and other events on campus and in cities nationwide and around the world. Members of the Business Student Ambassadors, an undergraduate student organization, often serve as hosts and guides for alumni who visit the college, and the Young Alumni Board works to strengthen ties between the college and younger alumni.

To learn more about staying in touch, see About Tippie Alumni on the college's website.

## Programs

### 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 (including 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. See Bachelor of Business Administration for information about requirements common to all B.B.A. majors as well as the admission and academic rules and procedures, and view the Tippie College of Business departments in the Catalog for information about the college's majors.

The college also offers combined undergraduate degrees with the College of Engineering and the College of Liberal Arts and Sciences; see "Combined Degrees" under Requirements in the Bachelor of Business Administration section of the Catalog. 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 Arts Entrepreneurship.

The college also offers a minor in business administration for non-business students.

### Graduate Programs of Study

The Tippie College of Business offers several 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. The M.A. in business administration is a terminal degree; students are admitted into the Ph.D. in business administration degree program. For information about the M.Ac. and the Ph.D. in economics, see Master of Accountancy and Ph.D. in Economics in the Catalog.

For information about the graduate Certificate in Business Analytics and M.S. in Business Analytics, administered by the Department of Management Sciences and conferred by the Graduate College, see Full-Time Master of Business Analytics and Part-Time Master of Business Analytics on the Tippie College of Business website, and Certificate in Business Analytics and M.S. in Business Analytics in the Catalog.

For information about the Master of Science in finance, administered by the Department of Finance and conferred by the Graduate College, see M.S. in Finance in the Catalog.

For information on M.B.A. programs, see Master of Business Administration Program in the Catalog.

For a description of the Ph.D. in business administration, see Ph.D. in Business Administration 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.

## CIMBA Italy

CIMBA Italy offers semester and summer study abroad 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. For more information, see the CIMBA Italy website.

## Centers and Institutes

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

The Emmett J. Vaughan Institute of Risk Management and Insurance prepares students for risk management careers. The institute's certificate program is open to undergraduate students pursuing any major. In addition to the course work, the Institute provides professional development, including networking events with industry speakers, scholarships, a mentorship program with young alumni, and a job fair.

There are great career opportunities in risk management and insurance. The industry needs to fill 400,000 jobs by 2020 in the United States. There are 228 insurance companies in Iowa; 29 major carriers have headquarters in the state. Within the United States, there are only 60 risk management insurance programs. The institute's Certificate in Risk Management and Insurance assists students in the competition for those jobs.

Graduates in the program begin their careers as corporate risk managers, risk management consultants, employee benefits managers, insurance brokers, underwriters, personal banking wealth managers, asset managers, financial analysts, claims adjusters, producers (sales), actuaries, and auditors.

The Tippie College of Business, in partnership with the Iowa insurance industry, developed the Vaughan Institute in 2005. The institute provides innovative education and research on contemporary risk management practice, while laying a business foundation for a productive future. In 2016, the Vaughan Institute was labeled a Global Center of Insurance Excellence; only 12 universities and colleges in the United States have been awarded this honor.

## Hawkinson Institute of Business Finance

The **Hawkinson Institute of Business Finance** facilitates career opportunities in investment banking and related fields for students in the Tippie College of Business. The institute prepares high-achieving undergraduates for interviews, internships, and full-time jobs in the industry. Criteria for admission to the institute include a strong academic record, involvement in campus and community activities, high motivation, strong interpersonal skills, and demonstrated interest in business and financial markets.

Hawkinson Scholars participate in a course taught by former investment bankers that features guest speakers from leading banks, private equity firms, and hedge funds. Hawkinson Scholars also receive intensive education in equity valuation, financial market dynamics, soft skills, 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, Barclays, Bank of America, Merrill Lynch, and JP Morgan. Graduating Hawkinson Scholars enjoy a 100 percent placement rate.

## Institute for International Business

The Institute for International Business (IIB) is a partnership between the Tippie College of Business and the John Pappajohn Entrepreneurial Center (Iowa JPEC). The IIB fosters international entrepreneurship while strengthening links between the University of Iowa, the State of Iowa, and the world. The institute's international entrepreneurship and global engagement programs have the following goals:

- Provide an avenue for students to obtain cross-cultural skills through global experiential learning projects.

- Offer a vehicle for citizen diplomacy where students can collaborate and exchange ideas with their peers in developing countries.

- Offer a platform to the faculty to foster social entrepreneurship projects in developing countries.

- Empower people in developing countries through entrepreneurship.

## Iowa Electronic Markets Institute

The Iowa Electronic Markets Institute supports scholarship in prediction markets and experimental economics. It operates the Iowa Electronic Markets (IEM), a small-scale, real-money online futures markets where contract payoffs are based on real-world events such as political outcomes, the U.S. federal

funds rate, 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 (Iowa JPEC) has developed comprehensive, interdisciplinary programs that combine course work with experiential learning for University of Iowa students in all areas of study. The center prepares students to launch new ventures, manage growing companies, and apply entrepreneurship concepts to their future careers. The center's programs empower students, accelerate their careers, and encourage them to pursue their dreams.

Students earning the Bachelor of Business Administration degree who are majoring in management may complete the major's entrepreneurial management track. Students working toward a bachelor's degree may earn the Certificate in Entrepreneurial Management. Both programs are offered on campus at the Tippie College of Business, as well as online through the Distance and Online Education. Graduate and professional students 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. The major presents a unique blend of skills, theory and content, encouraging students to apply their knowledge and skills to entrepreneurial concepts and ventures. Offering a combination of business and liberal arts approaches, the major allows students to enhance their skills in communication, leadership, innovation, and critical thinking. 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. College of Liberal Arts and Sciences students may earn the Certificate in Entrepreneurial Management in addition to their undergraduate degree unless they are currently pursuing the B.A. in enterprise leadership. Both programs are offered on campus and online.

College of Engineering students may earn the Certificate in Technological Entrepreneurship in addition to their undergraduate degree. Performing arts students may earn the Certificate in Arts Entrepreneurship in addition to their undergraduate degree.

The Certificate in Media Entrepreneurialism is open to all current University of Iowa undergraduate students and to all individuals who have earned a bachelor's degree and are not enrolled in a UI graduate or professional degree program. Students can earn the certificate in addition to their undergraduate degree. The certificate is offered through the School of Journalism and Mass Communication.

Iowa JPEC also offers students additional opportunities to develop their professional skills and network with entrepreneurial leaders and industry experts through the sponsorship of workshops and seminars, coordinating company visits, supporting student participation at regional and national conferences, and fostering global awareness through international trips and consulting. It also sponsors several entrepreneurial student organizations designed to support students' professional and career development.

For students who may want to pursue the creation of a new business and/or develop a new product or software application while at the University of Iowa, Iowa JPEC is dedicated to training and support of student entrepreneurs. Welcoming both individual students and teams, the Founders Club program is located in the Bedell Entrepreneurship Learning Laboratory (BELL), providing a physical home for student businesses on campus. Participants have access to a variety of resources including collaborative work space and equipment, one-on-one mentoring from experienced professionals, workshops, trainings, networking, and funding opportunities.

The Student Accelerator program and the Iowa Startup Games are two additional programs designed to help student teams identify new business opportunities, while they provide training on how to launch new ventures. Several campus, statewide, and national funding competitions also are available to support student startups.

Iowa JPEC offers programs and services to community members to enhance the region and state's entrepreneurial ecosystem. Venture School is an innovative training program focused on real-world experimentation, customer discovery, and Lean LaunchPad methodologies. Iowa JPEC also offers student consulting services led by faculty members through business consulting courses and the Institute for International Business, as well as business advising and mentoring through the Small Business Development Center, numerous workshops, and networking events. Iowa JPEC partners with entrepreneurial service organizations, economic development organizations, and private sector businesses to advance entrepreneurship and economic development across Iowa. The Jacobson Institute for Youth Entrepreneurship is committed to infusing the entrepreneurial mindset with 21st-century skills in K-12 students through teacher professional development and innovative curricula.

## Judith R. Frank Business Communication Center

The Judith R. Frank Business Communication Center provides one-on-one tutoring to Tippie College of Business undergraduates and M.B.A. students for writing assignments, projects, and case studies. The center also provides summer writing support and instruction to Tippie Ph.D. students and oversees the Department of Accounting writing program. 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'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. They also provide ongoing training and mentoring to the center's undergraduate peer tutors.

The Frank Business Communication 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 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 electives BUS:3200 Advanced Business Presentation Workshop: Strategy and Implementation and 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 many areas of marketing, including market research, brand management, marketing communication, advertising, and sales. The Marketing Institute is a three-semester program; classes meet during the day and students earn 6 s.h. of elective credit. Students also earn credit toward the Tippie College of Business experiential learning requirement, RISE. Undergraduate students apply in the fall; 16 are selected to join. Admittance criteria includes academic performance, leadership, interpersonal skills, and executive potential. Field immersion projects are a major component of the institute's program. In the field projects, students work as consultants for a variety of clients, including multi-million or billion-dollar businesses, gaining hands-on experience in identifying and solving marketing-related issues and problems. In addition, students are advised and mentored by an advisory board of top executives from companies that include Kraft, Hormel, Mead Johnson, Kimberly Clark, Principal Financial Group, Neiman Marcus, John Deere, and Amperage Advertising & Marketing. 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. Professional career advisors and online resources provide University undergraduate students with assistance on résumés, cover letters, internship and job searches, employer research, interviewing skills, negotiation of job offers, as well as walk-in sessions with trained student career peer advisors. The center helps students choose a major and identify careers related to specific majors through online assessment tools and customized advising. The center also presents multiple fall and spring semester career fairs and networking events. Campus recruitment is facilitated through HireaHawk.com, where students can search and apply for full-time employment, internships, and student employment positions. Students may participate in mock interviews and on-campus interviews for full-time positions and internships during the academic year. Additionally, the center offers career-related and professional development courses such as LS:2002 Career Leadership Academy Part 1: Leadership in Practice, LS:3002 Career Leadership Academy Part 2: Leadership in Action, CCP:1300 Major and Career Explorations, and CCP:1303 Successful Teamwork for the Workplace. For more information, contact the Pomerantz Career Center.

## RSM Institute of Accounting Education and Research

The RSM 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 facilitates 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, America's Small Business Development Center at the University of Iowa 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 marketing, financing, human resource planning, cash flow analysis, product commercialization, market research and analysis, strategic planning, international trade, and advertising.

### 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.

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

## Tippie College of Business Courses

**BUS:1200 Tippie College Direct Admit Seminar 1 s.h.**  
Facilitates an introduction to the undergraduate student experience in the Tippie College of Business; discussions of transition issues, academic skill acquisition, and professional goal setting. Requirements: admitted to the direct admission program.

**BUS:1300 First-Year Seminar 1 s.h.**  
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities and local businesses).

**BUS:1999 Introduction to Research in Business 1 s.h.**  
Introduction to research in business including scope and methods of business research, questions for which business research seeks answers, and impact of business research on society; weekly seminars include discussion and exploration and serve as preparation for engaging in mentored research.

**BUS:2013 Introduction to Sustainability arr.**  
Introduction to sustainability knowledge, skills, and habits as a means to shape one's vision of a sustainable citizen; emphasis on basic skills of literacy, applied math, and finding information; traditional sustainability knowledge areas related to society, economy, and environment; intersecting themes (e.g., informed consumerism, eco-economics, and livable environments). Same as GEOG:2013, URP:2013.

- BUS:2200 Foundations for Success in Business** 2 s.h.  
Designed to facilitate business students' career exploration and professional development; students participate in a variety of career-related activities including informational interviews, networking events, guest speakers, and workshops; topics include exploring majors, researching career fields and associated qualifications, identifying experiential learning opportunities, networking with integrity, searching for internships, and developing professionalism.
- 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: a minimum g.p.a. of 2.75 and ECON:1100 and ECON:1200. Requirements: UI and cumulative g.p.a. of 2.75.
- 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 or (RHET:1040 and RHET:1060). Requirements: admission to Tippie College of Business and 30 s.h. earned.
- BUS:3025 Global Internship Preparation** 1 s.h.  
Classroom preparation for the Tippie Global Internship Program; includes interview preparation, host country research, internship goal setting, international business practices, cultural awareness and adjustment, and other preparation topics.
- 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:3200 Advanced Business Presentation Workshop: Strategy and Implementation** 2 s.h.  
Advanced oral business presentation skills for solo, paired, and team presentations; suitable for students considering participating in case competitions; emphasis on articulating a particular strategy for an oral presentation and three areas of implementation—content structuring, visual design of PowerPoint slides, and vocal and physical delivery; how to integrate presentation technologies effectively, evaluate other speakers, speak clearly, use gestures appropriately, and engage the audience during the presentation and in question-and-answer sessions. Prerequisites: BUS:3000 with a minimum grade of B.
- BUS:3300 Global Engagement Student Advisory Board** 0-1 s.h.  
The Global Engagement Student Advisory Board (GESAB) is comprised of undergraduate students in the Tippie College of Business and promotes a culture of inclusivity and global awareness; GESAB advises the college's Undergraduate Program Office on issues pertaining to the internationalization of undergraduate experience at Tippie College of Business and raises global awareness of peers through cross-cultural programming, campaigns, partnerships, and advocacy. Recommendations: member of Global Engagement Student Advisory Board.
- 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: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: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. Requirements: admission to the Tippie College of Business honors program.