

Business Administration, B.B.A.

Requirements

The Bachelor of Business Administration requires a minimum of 120 s.h. of credit, including at least 48 s.h. earned in business courses and at least 52 s.h. earned in non-business courses.

B.B.A. students must earn 45 s.h. in residence following admission to the Tippie College of Business. At least 24 s.h. in courses offered by the business college and at least two-thirds of the semester hours in a student's major must be earned in the student's major department at the Tippie College of Business. Nonresident instruction includes coursework at colleges and universities other than the University of Iowa.

To graduate, B.B.A. students must have a cumulative g.p.a. of at least 2.00 in all college coursework attempted, all college coursework attempted in business, all college coursework attempted in the major, all coursework attempted at the University of Iowa, all business coursework attempted at the University of Iowa, and all coursework in the major attempted at the University of Iowa.

Common B.B.A. Requirements

B.B.A. students must satisfy the following minimum common requirements or approved equivalents. For approved equivalents, consult the college's Undergraduate Program Office.

General Education

Code	Title	Hours
	Diversity and Inclusion	3
	Historical Perspectives	3
	International and Global Issues	3
	Interpretation of Literature	3
	Natural Sciences (without lab)	3
	Rhetoric	4-5
	Social Sciences (excluding ECON:1100 and ECON:1200)	3
	Values and Culture	3
	World Languages	0-10

World Languages

Tippie College of Business students may complete the World Languages requirement using one of two options. One year of high school language study is generally equivalent to one semester of college language study.

Option One

Attain fourth-level proficiency in a single world language, usually by completing four years of that language in high school or four semesters in college or an equivalent combination of high school and college coursework; or pass an achievement test or evaluation at fourth-level proficiency.

Option Two

Attain second-level proficiency in each of two world languages, usually by completing two years of each language in high school or two semesters of each language in college or an equivalent combination of high school and college coursework; or pass achievement tests and/or evaluations at second-level proficiency in each language. Option two does not fulfill the World Languages requirement for the College of Liberal Arts and Sciences or qualify students to earn credit under the Furthering Language Incentive Program (FLIP).

Students may not count courses taken to fulfill General Education Program requirements toward other requirements for the B.B.A.

Prerequisites for Admission to the College

Code	Title	Hours
RHET:1030	Rhetoric	4-5
MATH:1350	Quantitative Reasoning for Business	4
STAT:1030	Statistics for Business	4
ECON:1100	Principles of Microeconomics	4
BAIS:1500	Business Computing Essentials	2

Prerequisites for Declaring a Business Major

Code	Title	Hours
ECON:1200	Principles of Macroeconomics	4
ACCT:2100	Introduction to Financial Accounting	3

The accounting major has additional major declaration requirements. See "Requirements" in the B.B.A. in accounting section of the Catalog for further information.

Business Core

Code	Title	Hours
ACCT:2200	Managerial Accounting	3
BAIS:2800	Foundations of Business Analytics	3
BAIS:3000	Operations Management	2
BAIS:3005	Information Systems	2
BUS:2200	Foundations for Success in Business	1
BUS:3000	Business Communication and Protocol	3
FIN:3000	Introductory Financial Management	3
MGMT:2000	Introduction to Law	3
MGMT:2100	Introduction to Management	3
MKTG:3000	Introduction to Marketing Strategy	3

Experiential Learning Requirement: Tippie RISE

All Tippie College of Business students must successfully complete at least one of these four experiences—Research with Faculty, Internship Course, Study Abroad, or Experiential Course. Courses that satisfy Tippie RISE are listed below.

Research with Faculty

Code	Title	Hours
ACCT:4999	Honors Thesis in Accounting	arr.
BAIS:4999	Honors Thesis in Business Analytics	arr.
BUS:3600	Mentored Research	arr.
BUS:4999	Honors Thesis in Business	arr.
ECON:4999	Honors Thesis in Economics	arr.
FIN:4999	Honors Thesis in Finance	arr.
MGMT:4999	Honors Thesis in Management	arr.
MKTG:3702	Marketing Institute Seminar II	2
MKTG:4999	Honors Thesis in Marketing	arr.
URES:3992	Undergraduate Research and Creative Projects	0
URES:3993	Undergraduate Research and Creative Projects	1-4
URES:3994	Undergraduate Research and Creative Projects	1-4
URES:3995	ICRU Research Fellow	0

Internship Course

Code	Title	Hours
BUS:3100	Academic Internship or Cooperative Education	0
BUS:3900	Business Communication Internship I	3
BUS:4900	Academic Internship	arr.
CCP:1201	Academic Internship	1-3
CCP:2020	Washington Center Internship Program	arr.
CCP:2202	International Student Full-Time Academic Internship	9
ENTR:4300	Entrepreneurship: Advanced Business Planning	arr.
ENTR:4900	Academic Internship	arr.
EVNT:2110	Internship in Event Management	3
LS:3011	Leadership Certificate Capstone	0,2

Study Abroad

Any study abroad program is accepted for credit, including short term faculty-led programs and summer, semester, or year-long programs. These courses may be study abroad courses (prefix ABRD) but are not required to be; see Study Abroad in the Catalog.

Experiential Course

Experiential courses must be taken at the University of Iowa to satisfy Tippie RISE.

Code	Title	Hours
ACCT:3451	Tax Practicum (VITA) II (spring only)	2
BAIS:4150	Business Analytics and Information Systems Capstone	3
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	1-3

ENTR:4200	Entrepreneurship: Business Consulting	3
FIN:4250	Applied Equity Valuation	3
FIN:4310	Advanced Corporate Finance	3
FIN:4350	Applied Wealth Management	3
FIN:4410	Enterprise Risk Management	3
FIN:4420	Property and Liability Insurance	3
FIN:4460	Insurer Operations and Captive Management	3
LS:1024	Hawkeye Service Breaks (spring only)	3
LS:3002	Career Leadership Academy Part 2: Leadership in Action	3
MGMT:3600	Nonprofit Organizational Effectiveness II	3
MKTG:3100	Marketing Research	3
MKTG:3103	Advanced Marketing Research	3
MKTG:3700	Marketing Institute Seminar I	2
MKTG:3701	Marketing Institute Field Studies	2
MKTG:4250	Marketing and Sustainability	3
MKTG:4800	Marketing Consulting Project	3

Major Area of Study

All B.B.A. students must complete a major area of study. The college offers majors in accounting, business analytics and information systems, economics, finance, management, and marketing. The requirements for each major are established by the department that offers the major.

Students with Associate of Arts Degrees

Students who have been granted an Associate of Arts (A.A.) from a community college participating in the Iowa and Illinois Community College/Regents Articulation Agreements are considered to have met all high school unit requirements for admission to the B.B.A. and all of the General Education Program requirements listed under "General Education Requirements" above, except the World Languages and the Diversity and Inclusion requirements. The program of study for which a student was awarded the A.A. must have included:

- a minimum of 60 s.h. (or 90 quarter hours) of credit acceptable toward graduation from the University of Iowa;
- mathematics courses comparable to MATH:0100 Basic Algebra I are not accepted toward graduation;
- completion of the agreed-upon group of courses at the community college; and
- a g.p.a. of at least 2.00.

Completion of an Associate of Arts does not guarantee admission to the Tippie College of Business. See Admission [p.] in this section of the Catalog for a complete list of requirements for admission to the B.B.A.

Students who use the provisions of the articulation agreement are granted a maximum of 60 s.h. of transferable credit from two-year colleges toward the 120 s.h. required for a B.B.A. Credit earned for the A.A. beyond the 60 s.h. transferable maximum is used in computing a student's grade-point average, and it may be used to satisfy course requirements,

but it does not count toward the B.B.A. Transfer credit for business courses taken during the first and second years is counted toward the B.B.A. only if such courses are usually offered as lower-division courses at the University of Iowa.

Transfer Courses

Students who have taken courses at another institution that are similar to those approved for the common business requirements at Iowa may request that these courses be evaluated for transfer credit. Students who transfer fewer hours than needed to meet a common business requirement may use only approved courses to complete the remainder of the requirement. Only third- and fourth-year-level courses taken at accredited four-year institutions may be used to satisfy common business course requirements numbered 3000 or above. Students must complete a minimum of 24 s.h. of business coursework and at least two-thirds of the coursework in the major at the University of Iowa. They also must meet the 45 s.h. residence requirement of the Tippie College of Business. Credit earned through online courses may be counted toward all requirements for graduation, subject to approval by a student's major department.

Multiple Majors in Business

Students may earn the B.B.A. degree with more than one major. The Four-Year Graduation Plan is not available to students earning more than one major. Students have access to degree audits in MyUI for all of the programs of study they have officially declared. They also have access to all program courses, with some limitations, during early registration. A student must be in good academic standing in order to declare more than one major. See Double Majors and Joint Degree Policies on the Tippie College of Business website.