

# Management, BBA

The Bachelor of Business Administration in Management equips students with the knowledge and skills to lead people, collaborate with others, and drive organizational success in today's dynamic business environment. The program focuses on developing expertise in leadership, team dynamics, strategic decision-making, organizational behavior, and human resource management practices such as talent acquisition, performance management, and employee development. Students learn how to motivate individuals and teams, resolve conflicts, and create workplaces that foster innovation and collaboration.

Students gain practical skills in collaboration, problem-solving, adaptability, and ethical leadership. The curriculum offers flexibility with two career-oriented subprograms: Human Resource Management or Leadership and Management, allowing students to tailor their studies to career goals. This degree works well as a stand-alone major or as a complementary double major with other business disciplines.

Courses are taught by experienced faculty who bring both academic expertise and industry insights, integrating theory with practical application. Several courses are open to all University of Iowa undergraduates who want to strengthen their leadership and management capabilities.