Master of Business Administration Program

Associate Dean, Graduate Management Programs
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Professional degree: M.B.A.
Professional certificates: business fundamentals; finance; innovation; leadership; marketing
Faculty: https://tippie.uiowa.edu/people
Website: https://tippie.uiowa.edu/future-graduate-students/mba-programs

The Master of Business Administration (M.B.A.) program provides students with a foundation for future growth and flexibility in professional management. The program, which is fully accredited by AACSB International—the Association to Advance Collegiate Schools of Business, enables students to build broad-based professional portfolios of analytical skills, knowledge, leadership, and applied experiences. The curriculum is rigorous, yet learning takes place in a collaborative environment that builds teamwork skills and encourages independent problem solving.

Students in Iowa's M.B.A. programs represent a variety of backgrounds, undergraduate majors, and professional experience. The curriculum is designed for college graduates in any field; previous business coursework is not required. However, full-time work experience is required for admission.

The Departments of Accounting, Business Analytics, Economics, Finance, Management and Entrepreneurship, and Marketing all contribute to the Master of Business Administration program through faculty participation and coursework.

Programs

Professional Programs of Study

Major
- Master of Business Administration

Certificates
- Certificate in Business Fundamentals
- Certificate in Finance
- Certificate in Innovation
- Certificate in Leadership
- Certificate in Marketing

Courses

See course lists in the individual Tippie College of Business departmental sections of the Catalog for descriptions of M.B.A. electives.

Graduate Management Programs (M.B.A. Program) Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MBA:8110</td>
<td>Marketing Management</td>
<td>2-3 s.h.</td>
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<tr>
<td></td>
<td>Concepts, principles, models of marketing management; focus on strategic planning, management decision making, and implementation of marketing programs.</td>
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<tr>
<td>MBA:8120</td>
<td>Management in Organizations</td>
<td>2-3 s.h.</td>
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<td></td>
<td>How to explain, predict, and influence behavior in organizations; decision making, leadership, communication, group skills in management positions; motivation, leadership, teams, organizational culture, organizational design, individual differences, organizational change.</td>
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<tr>
<td>MBA:8130</td>
<td>Business Communication</td>
<td>1-3 s.h.</td>
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<td>Effective communication to become a successful business professional and leader; strengthen ability to speak and write confidently, competently, and effectively, regardless of venue; varied team and individual presentation coaching, applied exercises.</td>
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<tr>
<td>MBA:8140</td>
<td>Corporate Financial Reporting</td>
<td>2-3 s.h.</td>
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<td></td>
<td>Contemporary financial reporting practices in the United States; how alternative accounting treatments affect the usefulness of financial information in applied decision settings.</td>
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<tr>
<td>MBA:8150</td>
<td>Business Analytics</td>
<td>2-3 s.h.</td>
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<td>Introduction to analytical techniques for making business decisions; utilizing Excel to apply descriptive and predictive analytical tools to solve practical business problems using real world data; dealing with uncertainty in decision making; formal probability concepts and statistical methods for describing variability (decision trees, random variables, hypothesis testing); application of techniques (linear regression, Monte Carlo simulation, linear optimization) to model, explain, and predict for operational, tactical, and strategic decisions.</td>
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<tr>
<td>MBA:8160</td>
<td>Managerial Economics</td>
<td>1-3 s.h.</td>
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<td>Models of consumer and firm behavior with applications; market equilibrium and structure; pricing decisions.</td>
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<tr>
<td>MBA:8170</td>
<td>International Economic Environment of the Firm</td>
<td>2-3 s.h.</td>
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<td>Basic determinants of aggregate output, employment, wages, unemployment, consumption, investment, international trade flows, interest rates, exchange rates, prices and inflation in open economies; sources and nature of economic growth; effects of domestic and foreign monetary, fiscal policies; effects of trade, exchange rate policies.</td>
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<tr>
<td>MBA:8180</td>
<td>Managerial Finance</td>
<td>2-3 s.h.</td>
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<td>Time value of money, applications of present value techniques; stock and bond valuation, capital budgeting, cost of capital calculation, portfolio formation and efficient market analysis, financial statement analysis, pro forma analysis, hedging financial risks. Requirements: for Professional MBA Program and Online MBA students - MBA:8140 or an undergraduate-level course in financial accounting or finance with a grade of B or higher.</td>
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<tr>
<td>MBA:8200</td>
<td>Strategic Business Consulting</td>
<td>1-6 s.h.</td>
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<td>Plan, schedule, and deliver strategic consulting services to commercial enterprises; project definition, preparation and presentation of deliverables, client relationship management.</td>
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MBA:8210 Global Business Strategy 3 s.h.  
Strategic frameworks and skills critical for success in the global marketplace; content of an economic environment; cultural, ethical, and legal issues in the conduct of international business; how companies enter foreign markets and grow international subsidiaries, succeed in mergers and acquisitions, cooperate in joint ventures and strategic alliances.

MBA:8220 Ethics and the Law 1-2 s.h.  
Legal and ethical issues surrounding startup and day-to-day management of a business; contract law, standard business formations, tort law, employment law, business ethics, alternative dispute resolution.

MBA:8230 Introduction to Leadership 1-2 s.h.  
Major theories; practical development of leadership and managerial skills to enhance individual and organizational effectiveness.

MBA:8240 Operations and Supply Chain 2-3 s.h.  
Planning and decision-making activities for managing an organization's operations in both manufacturing and services, with an emphasis on production and service delivery strategy, process design, capacity planning, process analytics, queueing, and an introduction to supply chain management, including supply chain design and coordination. Prerequisites: MBA:8150.

MBA:8300 Foundations in Strategy 2-3 s.h.  
Key elements of domestic competitive and corporate strategy; industry analysis (understanding the importance of industry for firm performance); strategies for achieving competitive advantage (cost focus, differentiation focus); corporate strategy (corporate scope, horizontal diversification, vertical integration); topics of global strategy, which may include challenges of attaining competitive advantage in foreign markets, such as cross-national distance and liabilities of foreignness, as well as international strategies (replication strategy, adaptation strategy, arbitrage strategy).

MBA:8309 Consulting Project Leadership 1-2 s.h.  
Student Team Leads for the Business Solution Center engage in activities to support the launch of spring consulting projects; initial client interactions, project scope, project planning documents, project arrangement letters, and detailed work plans in consultation with their client and Business Solutions Center leadership; basics of leading a team of student consultants. Prerequisites: MBA:8110 and MBA:8120 and MBA:8140 and MBA:8150 and MBA:8180 and MBA:8300. Requirements: full-time M.B.A. standing.

MBA:8310 Business Integration 1-3 s.h.  
Student teams run an operational business simulation, conduct organizational/industry analysis, assess market opportunities, define strategic direction, compete for company profitability and market share. Prerequisites: 5 of the following are required: MBA:8110, MBA:8140, MBA:8150, MBA:8180, MBA:8240, MBA:8300. Recommendations: completion of all six prerequisites.

MBA:8330 Seminar in Strategic Management I 1-3 s.h.  
Introduction to strategic management; the role of marketing, operations, and finance in strategic planning; case studies.

MBA:8400 M.B.A. Internship 0 s.h.

MBA:8410 Application in Organizational Leadership 0-1 s.h.  
Opportunity to develop leadership skills necessary for managing student organizations; class discussion, workshops, guest speakers; for M.B.A. organization treasurers and presidents.

MBA:8500 Seminar in International Business 0-6 s.h.  
Issues and challenges facing organizations doing business in international markets; social, economic, political factors, business policies and customs in the global environment; may include travel, study abroad. Requirements: M.B.A. enrollment.

MBA:8501 M.B.A. Coaches Program 1 s.h.  
Development of coaching skills while leading a rigorous peer-to-peer mentoring program with first-year M.B.A. students; improve ability to communicate, motivate, influence, train, and develop others as well as develop high level competency in coaching in critical career development skills, such as business communications, crafting a personal brand pitch, interviewing preparation, and creating and leveraging a network; successful leaders are skilled coaches, so the benefits of this course to both coach and mentee, extend far beyond the classroom experience and time as a Tippie student.

MBA:9120 Introduction to Leadership 1 s.h.  
Major theories; practical development of leadership and managerial skills to enhance individual and organizational effectiveness.