

Tippie College of Business

Dean

- Amy L. Kristof-Brown

Senior Associate Dean

- Barrett W. Thomas

Associate Dean, Graduate Management Programs

- Jennifer J. Blackhurst

Associate Dean, Research and Ph.D. Programs

- Nick Street

Associate Dean, Undergraduate Programs

- Charles W. Keene

Undergraduate major: B.B.A.

Undergraduate minors: business administration; economics

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

Professional degree: M.B.A.

Professional certificates: business fundamentals; corporate finance; finance; financial decision-making; innovation; investment management; leadership; marketing; responsible resource management

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

Graduate certificate: business analytics

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

Centers and Institutes

America's 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. Services are free and confidential.

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 coursework, 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 2024 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.

Frank Business Communication Center

The Frank Business Communication Center is the hub for all Tippie College of Business communication initiatives. The center provides individual and team tutoring for written, oral, and visual communication assignments for all Tippie class assignments, as well as for résumés, cover letters, and interview preparation. It develops, directs, and delivers all undergraduate and specialty master's communication courses in the college. At the graduate level, the center supports M.B.A. communication curriculum development and engages with Ph.D. students through extensive wrap-around summer programming in writing instruction and job talk/presentation preparation.

The Frank Center partners with Tippie academic departments to establish departmental communication plans and initiatives that develop discipline-specific communication skills. It also oversees the Department of Accounting writing program, which integrates communication assignments across the required accounting curriculum courses. The Frank Center engages with diversity, equity, and inclusion (DEI) practices as power communication skills. It figures diversity as a sharing of different ways to be effective rather than an accommodation to a preferred way of doing or being. The required course, BUS:3000 Business Communication and Protocol, particularly integrates DEI practices into its semester-long curriculum.

The Frank Center helps undergraduate students prepare for nationwide competitions, such as the annual National Diversity Case Competition and the Eller Ethics in Business Case Competition. The Center's staff facilitates the annual Mary Thomas Prappas Business Ethics Essay Competition and the Norman J. Kallaus Business Communication Scholarship Competition.

The center currently houses four instructional track faculty members, two full-time staff members, and over 40 additional part-time faculty, staff, and peer consultants, as well as post-graduate professionals with specialized expertise in multiple writing formats and genres. Along with dedicated tutoring spaces, its facilities include the One Button Studio, where students can practice and record elevator pitches, team presentations, or other oral and visual communication assignments.

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) works to promote entrepreneurship as a tool to empower people in developing countries and frontier markets while at the same time providing Iowa students with cross-cultural and international business skills. In so doing, IIB is strengthening links between the University of Iowa's Tippie College of Business, Iowa communities, and the world.

The IIB'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 faculty members 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) serves as the hub for entrepreneurship education and outreach at the University of Iowa. Iowa JPEC prepares entrepreneurial-minded leaders and innovators through interdisciplinary

academic programs that integrate applied classroom learning, community and international engagement, and extensive cocurricular experiences. It also supports students, faculty, and community members seeking to launch a business by providing training, mentoring, technical assistance, capital, and physical space to help them move from idea to enterprise.

Students earning the Bachelor of Business Administration degree who are majoring in management may complete the major's entrepreneurial management track. This track is specifically designed to prepare students to apply entrepreneurship and innovation approaches and strategies to successfully lead teams and accelerate career success. Within the program, students have multiple opportunities to work on real-world challenges facing Iowa-based companies, learn from business leaders and entrepreneurial faculty who have built successful companies, and be introduced to alumni and executives to help develop a strong professional network.

Students working toward any bachelor's degree may earn the Certificate in Entrepreneurial Management. Both programs are offered on campus at the Tippie College of Business. The certificate also is offered online through Distance and Online Education. Students may earn the Certificate in Entrepreneurial Management in addition to their undergraduate degree unless they are currently pursuing the B.B.A. in management with the entrepreneurial management track or the B.A. in enterprise leadership.

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. Students develop a solid foundation in entrepreneurial management as well as leadership and communication skills that prepare them for a variety of professional career opportunities or position them to start their own business. Students are able to apply their innovative problem-solving and critical thinking skills to contemporary issues, develop strategies to seize upon opportunities, and build and lead successful teams. 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. The degree is offered on campus and online.

Iowa JPEC and the Department of Management and Entrepreneurship offer the Entrepreneurial Leadership Academy (ELA) for select undergraduate students earning the B.B.A. in management, the B.A. in enterprise leadership, or one of the entrepreneurship certificates. The ELA is a two-course program designed to help students develop advanced leadership and project management skills and then apply them to a strategic entrepreneurial management consulting project. Students work closely with alumni and business experts to build their professional network and receive assistance in pursuing high quality professional career opportunities.

The center offers the Iowa Innovation Academy (IIA) for select undergraduate students earning the B.B.A. in management with the entrepreneurial management track, the B.A. in

enterprise leadership, or one of the entrepreneurship certificates. The IIA is a two-course advanced entrepreneurial practicum designed to teach students the latest tools in innovation, design thinking, entrepreneurship, and business modelling. Students experience what entrepreneurs and corporate innovators go through when advancing ideas in the business world. Students also work closely with alumni and entrepreneurial leaders to build their professional network and position themselves for success.

College of Engineering students may earn the Certificate in Technological Entrepreneurship in addition to their undergraduate degree. The certificate allows students to develop a competitive advantage in the professional workplace by developing their business strategy, entrepreneurship, innovation, and leadership skills. Students also learn how to commercialize their innovations—critical for working in industry as well as for pursuing entrepreneurial ventures. Students learn from a select group of faculty who have built and lead successful ventures. The program combines engineering technology, entrepreneurship, and business education to position students for success in today's competitive work environment.

Iowa JPEC also offers students additional opportunities to develop their professional skills and network with entrepreneurial leaders and industry experts through business consulting projects and internships, sponsorship of applied workshops and seminars, coordination of company visits, support of 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 Startup Incubator 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 workspace and equipment, one-on-one mentoring from experienced professionals, workshops, trainings, networking, and funding opportunities.

The Hawkeye Summer 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 Iowa 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 is committed to infusing the entrepreneurial mindset with 21st-century skills in K-12

students through teacher professional development and innovative curricula.

Marketing Institute

The Marketing Institute prepares students for today's diverse and competitive job market in many areas of marketing, including marketing strategy, market research, marketing analytics, advertising, and sales.

The Marketing Institute is a three-semester marketing elective program in which students earn 6 s.h. of elective credit. Students also fulfill both the research and experiential course components of Tippie RISE by successfully completing the program.

Undergraduate students apply in the fall, and 16-20 students are admitted. Admittance criteria include academic performance, leadership, interpersonal skills, and executive potential. Field immersion projects are a major component of the program. Field projects include student work as consultants for a variety of clients, including start-ups, multimillion- or billion-dollar businesses or nonprofits. Students gain hands-on experience in identifying and solving marketing-related issues and providing recommendations to their assigned client. In addition, students are mentored by an advisory board of top executives from companies that include ASM Global, Chicago Blackhawks, Hormel, John Deere, Twitter, McGraw Hill, Medtronic, Meredith Corporation, Newell Brands, Reckitt Benckiser, Principal Financial Group, and Unilever.

The Marketing Institute and its advisory board work together to foster networking opportunities and provide career guidance that help students use their skills and talents to develop rewarding careers.

Pomerantz Career Center

Career development and campus recruiting services are provided by the Marvin A. and Rose Lee Pomerantz Career Center. Professional career coaches 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, graduate school personal statements, as well as drop-in sessions with trained student career peer advisors. The center helps students choose a major and identify careers related to industry interests through online assessment tools and customized advising. Career coaches specialize in specific career interest communities to assist students. The center also presents multiple fall and spring semester career fairs and networking events. Campus recruitment is facilitated through Handshake, 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, promotes high-quality research by Iowa accounting

faculty members, and facilitates the development of doctoral students in accounting. The institute sponsors an annual national speaker series, an educational initiative that allows accounting students to expand their perspectives of accounting by bringing in external thought leaders and experts in different fields of accounting. The director of the institute also coordinates various research activities, including the ongoing PwC Accounting Research Workshops, the biennial Sidney Winter Lecture Series, and the accounting department's Sullivan Scholar in Residence series.