

# Tippie College of Business

## Dean

Amy L. Kristof-Brown

## Senior Associate Dean

Kang Zhao

## Associate Dean, Research and PhD Programs

Nick Street

## Associate Dean, Undergraduate Programs

Charles W. Keene

**Undergraduate majors:** BA; BBA; BS

**Undergraduate minors:** business administration; economics

**Undergraduate certificates:** entrepreneurial management; international business; risk management and insurance; strategic sales; wealth management and financial planning

**Professional degree:** MBA

**Professional certificates:** artificial intelligence and technology management; business communication; business fundamentals; corporate finance; finance; financial decision-making; innovation; investment management; leadership; marketing; operations; responsible resource management; risk management and insurance; strategy

**Graduate degrees:** MA; MAc; MS; PhD

**Graduate certificates:** artificial intelligence and machine learning; 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 is part of the finance department and offers both a major and a Certificate in Risk Management and Insurance. The 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 accounts for 11% of Iowa's gross domestic product, Chicago is a national insurance hub, and approximately 60 other risk management and insurance programs in the country meet less than 10% of the national demand for talent.

Graduates of 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.

In addition to its teaching mission, the Vaughan Institute provides innovative research and thought leadership on contemporary risk management practice and insurance markets. 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.

### Experimental Economics Interdisciplinary Research Group

The Experimental Economics Interdisciplinary Research Group (EEIR) provides researchers with an umbrella protocol along with a common subject pool for human participants, with many opportunities for students to become involved. The research is tied together by a common experimental research method using real money payments to incentivize behavior in economic situations.

### 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 MBA communication curriculum development and engages with PhD 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's writing and communications program, which integrates communication assignments across the required accounting curriculum courses. The Frank Center facilitates communication skill development in over 60 Tippie classes at the undergraduate, master's, and doctoral levels.

The center delivers Tippie's core undergraduate communications class, BUS:3000 Business Communication and Professionalism, as well as advanced communication courses at the master's level. These classes focus on tie-breaking communication skills that are critical for professional success in any field. Tippie's communication classes also include storytelling elements and opportunities to use AI to communicate in the workplace.

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.

## Hawkinson Institute of Business Finance

The Hawkinson Institute of Business Finance facilitates career opportunities in investment banking, private equity, 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 related sectors. 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 Bank of America, Evercore, Goldman Sachs, Houlihan Lokey, and UBS. Graduating Hawkinson Scholars enjoy a 100% placement rate.

## Institute for International Business

The Institute for International Business (IIB) is the international education and engagement arm of Tippie College of Business. While promoting entrepreneurship as a tool to empower people in developing countries and frontier markets, the IIB develops and delivers international business programs that provide students, faculty, and staff with opportunities to connect with the world. As such, IIB executes Tippie's internationalization mission to engage students, faculty, and staff to act constructively and inclusively in a global business environment. IIB works to strengthen links between the University of Iowa's Tippie College of Business, Iowa communities, and the world.

Since 1999, IIB has been committed to educating students and communities about international business and trade, entrepreneurship and innovation, and fostering a global mindset. The IIB team has years of combined experience in cross-cultural programming, student enrichment, economic development, and international business. The IIB has made a name for itself at home and abroad with such programs as the Global Business Innovators Internship program for UI students, graduate-level Global Learning Opportunities, the International Business Certificate, and the Mandela Washington Fellowship for Young African Leaders.

The IIB connects locally while engaging globally through international business research, entrepreneurship, and consulting resources. The key attributes that set IIB apart are:

- unique opportunities for Tippie students at all levels to gain real-world and impactful international experience;
- connection to resources in and outside of the University of Iowa;
- growing network in Sub-Saharan Africa and other developing and emerging markets;

- an industry-experienced advisory board that develops mentor relationships with students and provides unique coaching opportunities;
- sustained relationships with entrepreneurs in developing and emerging markets that provide solid business consulting experience to students; and
- experience in building programs and highlighting faculty expertise for international markets.

## 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 market 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.

## Jacobson Institute for Youth Entrepreneurship

The Jacobson Institute for Youth Entrepreneurship is a nationally recognized program built around teacher education, innovative curricula, and outreach that enriches K-12 students' lives. As the K-12 outreach arm of the John Pappajohn Entrepreneurial Center, the Jacobson Institute supports the university's broader economic development efforts by providing educators with professional development and curriculum resources, equipping them to teach the "entrepreneurial mindset"—that is, to encourage creativity, innovation, critical thinking, and problem-solving—and to prepare students for success in their chosen career path.

## 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.

The Bachelor of Business Administration with a major in entrepreneurship is specifically designed to prepare students to apply entrepreneurship and innovation approaches and strategies to successfully lead teams and accelerate career success. 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 at the University of Iowa may earn the Certificate in Entrepreneurial Management. The major and certificate programs are offered on campus at the Tippie College of Business. The certificate is also 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 BBA in entrepreneurship or the BA in enterprise leadership.

Graduate and professional students may earn a Certificate in Innovation in addition to their graduate degrees or enroll in advanced entrepreneurship courses; see the Certificate in Innovation or the 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 businesses. 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 BBA in management, the BA 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 Technology Innovation Academy for select undergraduate students earning the BA in enterprise leadership or one of the entrepreneurship certificates. The Technology Innovation Academy is a two-course advanced entrepreneurial practicum designed to teach students the latest tools in innovation, design thinking, entrepreneurship, and business modeling. 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 led 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 supporting 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, training, networking, and funding opportunities.

The Hawkeye Summer Accelerator program is designed to help student teams conduct a detailed assessment of their entrepreneurial opportunity and develop a plan to successfully launch a new venture. Students receive advanced training and mentoring as well as financial support to focus on their start-up during this advanced summer program.

Iowa JPEC also hosts several events for students to experience entrepreneurship without a significant time commitment. Iowa Startup Games is a weekend event where student teams come together to identify a new venture opportunity and complete a business model in one weekend. IdeaStorm is a quick pitch competition for students to pitch ideas to receive cash prizes and coaching on how to move their concepts forward. Game Changer is another short program that focuses on social entrepreneurship opportunities. All of these are open to students from across the campus regardless if they are pursuing formal education in entrepreneurship.

Iowa JPEC also hosts the Iowa Innovation Challenge, a campus-wide innovation funding competition to provide capital for university-affiliated start-ups and early-stage ventures. In addition, Iowa JPEC leads the Iowa Venture Mentoring Service, a program to connect entrepreneurial start-ups with leading mentors to help provide strategic input and assist in growth planning for the companies. Iowa JPEC has an impressive menu of programs and services available for students, faculty, and community members seeking to start and grow entrepreneurial ventures.

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 can focus their marketing major by combining the Marketing Institute courses (MKTG:3700 Marketing Institute Seminar I, MKTG:3701 Marketing Institute Field Studies, and MKTG:3702 Marketing Institute Seminar II) with the two suggested foundational courses in a concentration of their choosing. Students also fulfill both the research and experiential course components of Tippie RISE by successfully completing the program.

Entry to the Marketing Institute requires undergraduate students to apply in the fall, and 20 students are admitted. Admission criteria include academic performance, leadership, interpersonal skills, and executive potential. Field immersion projects are a major component of the program. Field projects include student consultant work 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 clients. In addition, students are mentored by an advisory board of top executives from companies that include ASM Global, Chicago Blackhawks, Dot Dash Meredith Corporation, Google, HON, Hormel, John Deere, McGraw Hill, Mayo Clinic, Medtronic, Newell Brands, Reckitt Benckiser, SC Johnson, Principal Financial Group, and United Health One. The Marketing Institute and its advisory board work together to foster networking opportunities and provide career guidance that helps 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.

## Tippie Analytics Cooperative

The Tippie Analytics Cooperative works with national and international brands to creatively solve some of the most challenging problems facing business today. The cooperative's clients come from nearly every industry vertical and represent organizations of all sizes.

## Tippie Leadership Collaborative

The Tippie Leadership Collaborative (TLC) is a nationally recognized resource hub for organizations seeking a premier yet affordable, flexible learning and development partner. TLC faculty are some of the world's most sought-after experts in the areas of leadership, change management, team development, employee engagement, diversity and inclusion, talent management, and more. These experts share knowledge through speaking engagements and custom executive education programs. Revenues from these programs are reinvested to create and deliver content-rich resources such as the Tippie Leads podcast, and high-impact learning experiences for students, such as Story Lab.

## Tippie Undergraduate Career Services

Tippie Undergraduate Career Services provides Tippie College of Business students with personalized career support, job leads, and other useful career information. The office supplements the existing career support provided by the Pomerantz Career Center by offering helpful, timely information and a personalized space where Tippie undergraduates can find answers to their career questions.

Through targeted job opportunity research and outreach, Tippie Undergraduate Career Services distributes up-to-the-minute information that is personalized to the student's major and the number of semesters completed. Students access this information on the Undergraduate Career Services website, on LinkedIn, in a biweekly lead sheet email and circular, and live on interactive monitors outside the Tippie Undergraduate Career Services office. Outreach efforts are designed to fit in with students' busy schedules and provide them with accessible, relevant career leads and professional development opportunities.

Tippie Undergraduate Career Services also aids students in their job and internship searches by tracking their first destinations after graduation in real time and giving personalized attention to students who are still seeking their first job or internship. This initiative aims to improve overall student outcomes across the board at Tippie, as well as drive

higher traffic to placement surveys for reporting to rankings institutions.

In addition to these services, Tippie students enrolled in or taking Professional Preparation (ProPrep) courses can schedule 1:1 career meetings through MyUI, providing individualized guidance to help them achieve their career goals. With on-staff specialists in career preparation and research, student-centered outreach, and data science, the Tippie Undergraduate Career Services office is the central hub for career information for Tippie undergraduates.