

# Business Administration

## Undergraduate Study

For undergraduate curriculum leading to the degree bachelor of science, majors in accounting, business economics, finance, management, management information systems, marketing, supply chain management and a secondary major in international business.

The department of Business Administration supports the undergraduate programs in the departments of Accounting, Finance, Management, Marketing, and Supply Chain and Information Systems, by providing specialized coursework in orientation to business, and cooperative education opportunities.

## Graduate Study

The College of Business offers a professional graduate degree program in business administration, the master of business administration (MBA), which is described below. The college also has two specialized master degree programs: the master of accounting (M.Acc.), which is described under the Department of Accounting and the master of science in information systems (M.S.I.S.) which is described under Management Information Systems. The college also offers a Ph.D. in business and technology, with specialization in customer management, supply chain management, and management of information technology. Finally, the College of Business is a participating member of the following interdepartmental programs: master of science in transportation, master of science in seed technology and business, master of science and Ph.D. in human computer interaction, and master of science in information assurance.

## Master of Business Administration (M.B.A.)

The College of Business offers a 48 credit program leading to a nonthesis master of business administration degree with a specialization in accounting, finance, technology and innovation management, marketing, or supply chain management. The coursework is designed to provide the knowledge, skills, and abilities for managerial success and leadership in organizations. The M.B.A. is the professional management education program for those pursuing careers in business.

Students may enroll in the M.B.A. on either a full-time or part-time basis. The part-time M.B.A. is designed for employed professionals. Part-time MBA classes are held in the evenings in downtown Des Moines.

Students working toward the M.B.A. are required to complete a series of core courses in the basic functional areas of business (accounting, economics, quantitative analysis, finance, supply chain management, organizational behavior, management information systems, marketing, ethical and social corporate responsibilities, strategic management, and advanced elective coursework. Two courses on professional skills development are also required for full-time M.B.A. students.

Courses for the M.B.A. are provided by the departments of Accounting, Economics, Finance, Management, Marketing, and Supply Chain and Information Systems. Courses from other departments may also be chosen to meet specific student interests.

A concurrent B.S./M.B.A. is available to eligible engineering undergraduate students majoring in aerospace, agricultural, civil, computer, electrical, industrial, or mechanical engineering. The College of Business and the College of Veterinary Medicine offer a concurrent M.B.A./D.V.M. degree.

Double master's degree programs are offered with architecture (M.Arch./M.B.A.), community and regional planning (M.B.A./M.C.R.P.), information systems (M.B.A./M.S.I.S.) and Statistics (M.B.A./M.S.-Statistics).

The College of Business also offers a business administration minor to students with majors outside the college.

The M.B.A. program is open to all individuals with a baccalaureate degree. Undergraduates from arts and humanities, science, and technical programs are especially encouraged to apply. Academic potential and promise for a productive career in business and for managerial success and leadership in organizations are important criteria for admission. Applicants must submit official transcripts of previous academic work, Graduate Management Admission Test (GMAT) scores, personal essays, a resume, and three letters of reference. International students whose native language is not English and who did not graduate from a U.S. college or university are required to submit the Test of English as a Foreign

Language (TOEFL) or International English Language Testing System (IELTS) scores.

Applicants are considered for fall semester entry only into the full-time M.B.A. Although applications will be considered after this date, candidates are encouraged to submit their application materials by June 1 (March 1 for international students). Part-time M.B.A. applications are considered for fall, spring, or summer entry.

## Ph.D. in Business and Technology

The College of Business offers graduate work leading to the doctor of philosophy degree in business and technology, with one of three specializations—customer management (CM), supply chain management (SCM), or management of information technology (MIT). Many departments in the college (Supply Chain and Information Systems, Marketing and Management), and the departments of Statistics, Economics, Psychology and Sociology cooperate in providing coursework toward this degree. The program will prepare individuals for academic careers in research, teaching, and public service at institutions of higher learning in the United States and other countries. The PhD program consists of a 44-credit course curriculum followed by a 12-credit thesis or dissertation.

Students do not need to have an undergraduate or master's degree in business in order to qualify for enrollment in the PhD program. However, students without a graduate degree in business will be required to complete 18 hours of business foundation requirements. These include:

- Financial and managerial accounting (min. 2 Cr)
- Corporate finance (min. 2 Cr)
- Strategic management (min. 2 Cr)
- Management information systems (min. 2 Cr)
- Marketing (min. 2 Cr)
- Supply chain management (min. 2 Cr)
- Economics – micro and macro (min. 6 Cr)

Students can choose one of three areas of specialization—CM, SCM or MIT. The customer management (CM) area will focus on identification and delivery of solutions that help improve the ways in which businesses attract, capture, service and maintain customers. To do these activities well, organizations will need to integrate process goals and activities across different functional areas and across multiple organizational partners. This area of study will examine issues relating to inter-functional and inter-organizational relationships and their management in pursuit of maximizing the lifetime value of a businesses' customer base.

The supply chain management (SCM) specialization will focus on the design, development, and control of business processes for conversion of inputs into outputs and distribution of those outputs. The traditional focus of SCM was on integration of processes across multiple functions within the firm—operations management, logistics, and purchasing primarily, with elements of marketing and information systems included as well. However, in today's world, where competition is across supply chain networks, SCM, just like CM, will involve integrating business processes across firms.

The management of information technology (MIT) specialization examines issues related to the development, building, management, and use of information and knowledge-based technologies. Such technologies enable users to collect organizational data, provide a platform for organizing and disseminating the data, and offer operational, decision support, and knowledge management tools through which users can leverage data and information for making better organizational decisions. Students in the MIT specialization will study areas such as information technology analysis and development, database and knowledge management systems, decision support and data mining, human computer interaction, system security and integrity, and project management and collaborative teamwork.

Programs of study for the doctoral study are designed for each student in consultation with the major professor and the student's PhD committee. Each student must complete advanced courses in their area of specialization, a minor area that supports the major area, and research methods. Students must demonstrate competence in theory and research methods by passing qualifying examinations.

Application deadline for the Ph.D. program is February 1 for fall admission. Applicants must submit official transcripts of previous educational coursework and degrees, the Graduate Management Admission Test (GMAT) scores, personal essays, resume, and three letters of reference. International students whose native language is not English and who did not graduate from a U.S. college or university are required to submit TOEFL (Test of English as a Foreign Language) scores.

**Courses primarily for undergraduates:****BUSAD 101. Orientation.**

(1-0) Cr. 0.5. F.S.

First 8 weeks. A required orientation for all College of Business students. Review of college and university requirements, transfer credits, academic planning, university policies and deadlines, and registration procedures. Includes group advising for course selection and registration. Offered on a satisfactory-fail basis only. Either BusAd 101 or 102 may be counted towards graduation.

**BUSAD 101H. Orientation.**(1-0) Cr. 0.5. F. *Prereq: Membership in the Freshman Honors Program*

Designed to supplement the Freshman Honors orientation (Hon 121) with college specific information, to facilitate the development of Honors programs of study in business, and to acquaint students with university policies and procedures. Offered on a satisfactory-fail basis only. Either BusAd 101 or 102 may be counted towards graduation.

**BUSAD 102. Expanded Orientation.**

(1-0) Cr. 1. F.S.

A required orientation for all College of Business Students involved with a Business Learning Team. Review of college and university requirements, transfer credits, academic planning, university policies and deadlines and registration procedures. Includes a consideration of various business majors and careers, tools for success in college including writing skills and presentations from employers, alumni and current students. Offered on a satisfactory-fail basis only. Either BusAd 101 or 102 may be counted towards graduation.

**BUSAD 150. Computer Competencies for Business.**

Cr. R.

Students will demonstrate proficiency in MS Word, Excel, and PowerPoint, as well as the ability to conduct research using the Internet, use WebCT, and communicate via e-mail. Self-paced instruction available for students who are unable to demonstrate appropriate proficiency. Offered on a satisfactory-fail basis only.

**BUSAD 201. Career Issues in Business.**(1-0) Cr. 0.5. F.S. *Prereq: BUSAD 101*

Eight-week course designed to provide students with knowledge of careers in business and issues relevant to any workplace. Presentations by business professionals, current students who have previously interned, and faculty and staff with knowledge of careers in the various majors. Includes coverage of diversity and ethics issues in the workplace. Offered on a satisfactory-fail basis only.

**BUSAD 202. Professional Employment Preparation.**(1-0) Cr. 0.5. *Prereq: BUSAD 201*

Eight-week course designed to provide students with the skills to develop and implement a professional job search and to function professionally in a workplace setting. Topics include resume and professional correspondence, interviewing, working a career fair, the comprehensive job search, evaluating offers, business etiquette, networking, and transitioning to employee. Offered on a satisfactory-fail basis only.

**BUSAD 250. Introduction to Business.**(3-0) Cr. 3. *Prereq: BUSAD 150 or COM S 103*

Introduction to the functional areas of business and how the functional areas are integrated for the purpose of implementing business strategy. Introduces students to decision making tools (spreadsheets and databases) that are integral to business decision making. Includes application exercises to all functional areas of business.

**BUSAD 291. Experiential Learning.**Cr. 1-3. Repeatable. *Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experience in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 291A. Domestic Internship..**Cr. 1-3. Repeatable. *Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experience in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 291B. International Internship..**Cr. 1-3. Repeatable. *Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experience in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 291C. Domestic Travel and Study..**Cr. 1-3. Repeatable. *Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experience in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 291D. International Travel and Study..**Cr. 1-3. Repeatable. *Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experience in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 292. Entrepreneurship & Innovation Learning Community (EILC) Seminar.**(1-0) Cr. 1. *Prereq: Current member of or have applied to be a member of Entrepreneurship and Innovation Learning Community (see [www.isupjcenter.org/ELC](http://www.isupjcenter.org/ELC) for more information)*

Topics related to entrepreneurship and entrepreneurial thinking. Presentations by entrepreneurs and faculty, field trips, business concept development.

**BUSAD 325. Biorenewable Systems.**(Cross-listed with A E, AGRON, AN S, BSE, TSM, ECON). (3-0) Cr. 3. F. *Prereq: ECON 101, CHEM 163 or higher, MATH 140 or higher*

Converting biorenewable resources into bioenergy and biobased products. Biorenewable concepts as they relate to drivers of change, feedstock production, processes, products, co-products, economics, and transportation/logistics.

**BUSAD 398. Cooperative Education.**Cr. R. Repeatable, maximum of 3 times. *Prereq: Permission of department*

Required of all cooperative students. Students must register for this course prior to commencing each work period. No more than three credits may be taken in addition to BusAd 398 during any given semester. Offered on a satisfactory-fail basis only.

**BUSAD 490. Independent Study.**Cr. 1-3. Repeatable. *Prereq: BUSAD 490A: MGMT 414, MKT 448, LSCM 466 or FIN 380; senior classification, permission of instructor; for 490H: Admission to the Business Honors Program***BUSAD 490A. Independent Study: International Business.**Cr. 1-3. Repeatable. *Prereq: MGMT 414, MKT 448, LSCM 466 or FIN 380; senior classification, permission of instructor***BUSAD 490E. Independent Study: Entrepreneurship.**Cr. 1-3. Repeatable. *Prereq: senior classification, permission of instructor***BUSAD 490H. Independent Study: Honors.**Cr. 1-3. Repeatable. *Prereq: Admission to the Business Honors Program***BUSAD 491. Professional Experiential Learning.**Cr. 1-3. Repeatable. *Prereq: Professional program, 12 credits from College of Business; written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experiences in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 491A. Professional Experiential Learning: Domestic Internship.**Cr. 1-3. Repeatable. *Prereq: Professional program, 12 credits from College of Business; written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experiences in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 491B. Professional Experiential Learning: International Internship.**Cr. 1-3. Repeatable. *Prereq: Professional program, 12 credits from College of Business; written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experiences in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 491C. Professional Experiential Learning: Domestic Travel and Study.**Cr. 1-3. Repeatable. *Prereq: Professional program, 12 credits from College of Business; written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experiences in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 491D. Professional Experiential Learning: International Travel and Study.**

Cr. 1-3. Repeatable. *Prereq: Professional program, 12 credits from College of Business; written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experiences in a business related discipline. Offered on a satisfactory-fail basis only.

**BUSAD 491E. Professional Experiential Learning: Other Experiential Learning Experience.**

Cr. 1-3. Repeatable. *Prereq: Professional program, 12 credits from College of Business; written approval of supervising instructor and department chair on required form prior to the learning experience*

Supervised travel and/or work experiences in a business related discipline.

**BUSAD 492. The Washington Center Experience.**

Cr. 6-12. *Prereq: Professional program, written approval of supervising instructor and department chair on required form prior to the learning experience*

Participation in The Washington Center seminar/internship program. Includes seminars/forums, work experience, and a portfolio of experiences.

**Courses primarily for graduate students, open to qualified undergraduates:**

**BUSAD 501. Strategy and Planning.**

(Cross-listed with STB). (2-0) Cr. 2. *Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor*

Critical analysis of current practice and case studies in strategic management with an emphasis on integrative decision making. Strategy formulation and implementation will be investigated in the context of complex business environments.

**BUSAD 502. Quantitative Business Analysis and Decision Making.**

(3-0) Cr. 3. *Prereq: Enrollment in MBA program or departmental permission*

Introduction to the sources and statistical analysis of data as well as optimization models for use in making business decisions. Data collection, descriptive and inferential statistics including hypothesis testing, analysis of variance, multiple regression, linear programming and simulation.

**BUSAD 503. Information Systems.**

(Cross-listed with STB). (2-0) Cr. 2. *Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor*

Introduction to a broad variety of information systems (IS) topics, including current and emerging developments in information technology (IT), IT strategy in the context of corporate strategy, and IS planning and development of enterprise architectures. Cases and discussions highlight the techniques and tactics used by managers to cope with strategic issues within an increasingly technical competitive environment.

**BUSAD 504. Marketing and Logistics.**

(Cross-listed with STB). (3-0) Cr. 3. *Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor*

Integration of the business functions concerned with the marketing and movement of goods along the supply chain with the primary goal of creating value for the ultimate customer. Coordination of marketing, production, and logistics activities within the firm and with outside suppliers and customers in the supply chain.

**BUSAD 507. Organizational Behavior.**

(Cross-listed with STB). (2-0) Cr. 2. *Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor*

Understanding human behavior in organizations, and the nature of organizations from a managerial perspective. Special emphasis on how individual differences, such as perceptions, personality, and motivation, influence individual and group behavior in organizations and on how behavior can be influenced by job design, leadership, groups, and the structure of organizations.

**BUSAD 508. Accounting and Finance.**

(Cross-listed with STB). (3-0) Cr. 3. *Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor*

Survey of fundamental topics in accounting and finance. Financial statement reporting and analysis for agriculture firms, corporate governance issues related to financial reporting, (e.g., Sarbanes-Oxley). Basic tools and techniques used in financial management, including stock and bond valuation. How to assess and use capital budgeting methods to evaluate proposed firm investments.

**BUSAD 509. Seed Trade, Policy and Regulation.**

(Cross-listed with STB). (3-0) Cr. 3. *Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor*  
Cultural, financial, economic, political, legal/regulatory environments shaping an organization's international business strategy. Topics include entry (and repatriation) of people, firms, goods, services, and capital. Special attention to the institutions of seed regulation and policy. Ethical issues facing managers operating in an international context.

**BUSAD 533. Economic and Business Decision Tools.**

(Cross-listed with ECON). (3-0) Cr. 3. *Prereq: ECON 501 or ECON 532*

Team taught by faculty in the Department of Economics and the College of Business, this course focuses on applied economic and business tools for decision making. The topics include: Monte Carlo analysis with applications to option pricing and insurance mechanism design, portfolio analysis using existing standard spreadsheet software and add-ons, dynamic programming tools for inventory management and sequential decisions, discrete choice modeling and statistical bootstrapping, and financial performance evaluation using commercially available software.

**BUSAD 591. Professional Experiential Learning.**

Cr. 1-3. Repeatable. *Prereq: Graduate standing; written approval of supervising instructor and department chair on required form prior to the learning experience*  
Academically supervised travel and/or work experiences in a business related discipline.

**BUSAD 592. MBA Professional Skills Development.**

Cr. R. *Prereq: Admission to Full-time MBA Program*

Provides first-year MBA students with tools necessary to develop and implement a successful internship and career search, and to develop professional skills critical for success in the competitive business environment. Topics include career search strategy, resume and cover letter development, interviewing, strategic networking, salary negotiation, impression management, team skills development, presentation skills development, and business etiquette. Required for all full-time MBA students. Offered on a satisfactory-fail basis only.

**BUSAD 594. MBA Professional Skills Development II.**

Cr. R. *Prereq: BUSAD 592*

A second course designed to improve the professional skills of first-year MBA students. Emphasis on building effective communications and networking skills. Students will participate in professional workshops, company visits, executive speaker seminars, service learning projects, business case competitions, and related activities. Offered on a satisfactory-fail basis only.

**BUSAD 598. Cooperative Education.**

Cr. R. *Prereq: Permission of instructor*

Professional work experience. Students must register for this course prior to commencing work. Offered on a satisfactory-fail basis only.

**BUSAD 599. Creative Component.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599A. Creative Component: Accounting.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599C. Creative Component: Finance.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599E. Creative Component: Management.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599F. Creative Component: Marketing.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599I. Creative Component: Agribusiness.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599J. Creative Component: General Business.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599K. Creative Component: Management Information Systems.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**BUSAD 599M. Creative Component: Supply Chain Management.**

Cr. 3. *Prereq: Graduate classification, permission of supervisory committee chair*  
Preparation and writing of creative component.

**Courses for graduate students:**

**BUSAD 699. Research.**

Cr. 3-6. Repeatable. F.S.SS. *Prereq: Graduate classification, permission of major professor*  
Research.