Business Administration

Undergraduate Study
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 three specialized master degree programs: the master of accounting (M.Acc.), which is described under the Department of Accounting, the master of finance (M.Fin.), which is described under the Department of Finance, 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 specializations in information systems, management, marketing, and supply chain management. 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, information systems, 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, professional responsibilities, and strategic management), as well as 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 undergraduate students majoring in aerospace, agricultural biosystems, civil, computer, electrical, industrial, or mechanical engineering. A concurrent B.S./M.B.A. is available to eligible Chemistry undergraduate students and to eligible undergraduate students majoring in Animal Science and Food Science. 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.), finance (M.B.A./M.Fin.), 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.

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 four specializations—information technology (IS), management (MGT), marketing (MKT), or supply chain management (SCM). Departments in the college (Management, Marketing, and Supply Chain and Information Systems), and the departments of Statistics, Economics, Psychology and Sociology cooperate in providing coursework toward this degree. The program prepares 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 have 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 need to complete 18 hours of business foundation requirements. These may include:

- Financial or managerial accounting (min. 3 Cr)
- Corporate finance (min. 3 Cr)
- Management information systems (min. 3 Cr)
- Marketing (min. 3 Cr)
- Supply chain management (min. 3 Cr)
- Economics — micro and macro (min. 6 Cr)

Students can choose one of four areas of specialization—IS, MGT, MKT, or SCM.

The information systems (IS) 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 IS 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.

The management (MGT) specialization applies a broad range of theoretical perspectives from the social sciences and diverse research methods to the study of organizational behavior, human resources, strategy, and entrepreneurship. The curriculum takes a multidisciplinary approach to analyze individuals and teams, the formulation and implementation of strategy, the effective use of human resources, social responsibility and ethics, entrepreneurship, innovation and technology, and the challenges of the global business environment. The program emphasizes personalized attention and the development of scholars who can contribute with high-quality theoretical and empirical research in these and related areas.

The marketing (MKT) area focuses 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 business’ customer base.

The supply chain management (SCM) specialization focuses 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 occurs across supply chain networks, SCM also involves integrating business processes across firms.

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 his/her area of specialization, a minor area that supports the major area, and research methods courses. 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, 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 TOEFL (Test of English as a Foreign Language)
scores.