BUSINESS ADMINISTRATION

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

Undergraduate Bachelor of Business Administration (BBA) Degree

For undergraduate curriculum in business, Bachelor of Business Administration.

The Department of Management and Entrepreneurship offers an undergraduate Bachelor of Business Administration (BBA) degree. This degree-completer program is a general business degree that is offered online. The BBA is accessible if you have some prior college experience and is aimed at working professionals with at least 45 college credits. Students will complete the general education requirements (including business foundation courses), business core requirements for the Bachelor of Business Administration (BBA) degree, and 21 additional credits in the major.

The instructional objective of the BBA degree is to learn the foundation in all areas of business, and then through the required and elective upper-level coursework, build out specialized knowledge in specific areas of business to align with your personal and professional interests and include an emphasis on critical management and leadership skills.

By enrolling in the BBA program, you will be able to balance full time employment, or other personal commitments, and the completion of a four-year degree in business.

The major-specific coursework targets the following skills:

- Managing projects
- Negotiating and resolving conflicts
- Managing human resources
- Managing the supply chain
- Managing finances
- Managing a global and diverse workforce
- Managing sales and understanding consumer behavior

For more information on the undergraduate Bachelor of Business Administration, please visit: https://www.ivybusiness.iastate.edu/academics/undergraduate-programs/bachelor-of-business-administration/.

Student Learning Outcomes

Upon graduation, undergraduate students receiving a bachelor’s in business administration will:

1. Be effective communicators.
2. Be effective collaborators.
4. Understand business concepts.
5. Recognize ethical and legal responsibilities to organizations.

Curriculum:

The department of Management and Entrepreneurship offers a fully online degree-completer program leading to a general business degree. This degree-completer program consists of 21 credits of coursework in the business administration major, including 9 credit hours of required courses, and 12 credit hours of major electives.

The General Education Requirements for the Bachelor of Business Administration degree is different from all other Business majors. There are specific changes in the following areas (including global & international perspectives, humanities, social sciences, and natural sciences) that must be completed in order to receive a bachelor's degree in business administration.

Foundation: (17)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSAD 1030</td>
<td>Orientation</td>
<td>1</td>
</tr>
<tr>
<td>BUSAD 2030</td>
<td>Professional Development in Business</td>
<td>1</td>
</tr>
<tr>
<td>COMS 1130</td>
<td>Introduction to Spreadsheets and Databases</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1500</td>
<td>Discrete Mathematics for Business and Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1010</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 1020</td>
<td>Principles of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>STAT 2260</td>
<td>Introduction to Business Statistics I *</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2840</td>
<td>Financial Accounting</td>
<td>3</td>
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</tbody>
</table>

Supporting Courses: (3)

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT 2150</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives: (24-30)

Take additional "free" electives to fulfill the minimum graduation requirement of 120 credits.

Business Core: (27)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT 2850</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ENTP 3100</td>
<td>Entrepreneurship and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3010</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3710</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3720</td>
<td>Ethical and Responsible Management</td>
<td>3</td>
</tr>
</tbody>
</table>
MIS 3010  Management Information Systems  3
MKT 3400  Principles of Marketing  3
SCM 3010  Supply Chain Management  3

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Must have credit or enrollment in all core courses listed above, except for MGMT 3720, plus senior standing, in order to enroll in:

MGMT 4780  Strategic Management  *

BBA Major Courses: (21)

Required Courses (9 credits):
MIS 3400  Project Management  3
MGMT 4220  Negotiation and Conflict Resolution  3
MGMT 4710  Introduction to Human Resource Management  3

Elective Courses (12 credits):
Choose ONE from each pairing

SCM 4240  Process Management, Analysis, and Improvement  3
or SCM 4610  Principles of Transportation

ACCT 3830  Intermediate Managerial Accounting  3
or FIN 3300  Financial Markets and Institutions
or FIN 3710  Real Estate Principles

MGMT 4140  International Management  3
or MGMT 4720  Diversity, Equity, and Inclusion in Organizations

MKT 3420  Foundation Of Personal Selling  3
or MKT 4470  Consumer Behavior

* Transfer coursework may be a substitute for STAT 2260 Introduction to Business Statistics I, if approved.
^ Must have credit or enrollment in all core courses listed above, except for MGMT 3720, plus senior standing, in order to enroll in MGMT 4780.

BBA students cannot double major or earn a double degree in a business area. However, they may work towards a double degree in another college at Iowa State. Online minors outside the Ivy College of Business could be added to the BBA if desired. Consult with an advisor in the Undergraduate Programs Office for assistance in identifying online minor options.

Graduate Programs

The Ivy College of Business offers two professional graduate degree programs in business administration, the Master of Business Administration (MBA) and the professional Master of Business Administration (PMBA), which are described below. The college also has seven specialized master's degree programs: the Master of Accounting (MAcc), the Master of Business analytics (MBAN), the master of entrepreneurship (MEP), the Master of Finance (MFIN), the master’s in healthcare analytics and operations (MHAO), the Master of Real Estate Development (MRED), and the Master of Science in information systems (MSIS). The college also offers a Ph.D. in business and technology, with specializations in entrepreneurship, finance, information systems, management, marketing, and supply chain management. Finally, the Ivy College of Business is a participating member of the following interdepartmental programs: Master of Science in cybersecurity, Master of Engineering Management, Master of Science and Ph.D. in human computer interaction, Master of Science in seed technology and business, and Master of Science in transportation.

Master of Business Administration (MBA)

The Ivy College of Business offers a 48-credit program leading to a non-thesis Master of Business Administration degree with a specialization in accounting, accounting analytics, business analytics, entrepreneurship, finance, healthcare analytics and operations, information systems, leadership, marketing, real estate, or supply chain management. The coursework is designed to provide the knowledge, skills, and abilities for managerial success and leadership in organizations. The MBA is the professional management education program for those pursuing careers in business.

Students working toward the MBA 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 MBA students.

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

For more information on the MBA program, please visit: https://www.ivybusiness.iastate.edu/academics/graduate-programs/ivy-mba/.
MBA Graduate Certificates

The Ivy College of Business currently has six graduate certificate programs, including:

- Business Analytics
- Digital Marketplace Analytics
- Enterprise Cybersecurity Management
- Entrepreneurship and Innovation
- Finance
- Supply Chain Management

Most certificates require 12 credits (digital marketplace analytics requires 15 credits) – with approval of the director of graduate education (DOGE), all 12-15 credits may apply towards a future Ivy graduate program. Certificates may be earned before, after, or concurrently with a master’s or doctoral degree. Credit from a previously earned master’s or doctoral degree from Iowa State University cannot be applied toward a future Ivy certificate.

For more information on any of the graduate certificates offered, please visit: https://www.ivybusiness.iastate.edu/academics/graduate-programs/graduate-certificates/.

Double master’s degree programs are offered with accounting (MBA/MAcc), architecture (MBA/MArch), business analytics (MBA/MBAN), community and regional planning (MBA/MCRP), entrepreneurship (MBA/MEP), finance (MBA/MFIN), healthcare analytics and operations (MBA/MHAO), information systems (MBA/MSIS), and real estate development (MBA/MRED). A double degree program (DVM/MBA) is also available to eligible Veterinary Medicine students.

The MBA 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 or Graduate Record Exam (GRE) scores, personal essays, a resume, and two letters of reference. 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 MBA. Although applications will be considered after this date, candidates are encouraged to submit their application materials by June 15. Part-time MBA applications are considered for fall, spring, or summer entry.

Student Learning Outcomes

Upon graduation, MBA students will:

1. Demonstrate effective communication skills.
2. Effectively lead and work in diverse teams.
3. Critically solve business problems.
4. Integrate ethical and global perspectives in decision making.

For more information about the MBA program in any of the areas of specialization listed above, please visit: https://www.ivybusiness.iastate.edu/academics/graduate-programs/ivy-mba/.

Professional Master of Business Administration (PMBA)

The Ivy College of Business offers a 42-credit program leading to a non-thesis professional Master of Business Administration degree with a specialization in accounting, accounting analytics, business analytics, entrepreneurship, finance, healthcare analytics and operations, information systems, leadership, marketing, real estate, or supply chain management. PMBA students should note that courses required for the specializations may be delivered online, hybrid or in-person in Ames or Des Moines. The coursework is designed to provide the knowledge, skills, and abilities for managerial success and leadership in organizations. The PMBA is the professional management education program for those pursuing careers in business.

The part-time MBA is designed for employed professionals. Part-time MBA core classes are hybrid or fully-online, offering a combination of online and face-to-face instruction held in the evenings in downtown Des Moines. MBA electives may be delivered online, hybrid or in-person in Ames or Des Moines.

Students working toward the PMBA 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.

Courses for the PMBA are provided by the departments of Accounting, Economics, Finance, Management and Entrepreneurship, Marketing, Supply Chain Management, and Information Systems and Business Analytics. Courses from other departments may also be chosen to meet specific student interests.
PMBA Graduate Certificates

The Ivy College of Business currently has six graduate certificate programs, including:

- Business Analytics
- Digital Marketplace Analytics
- Enterprise Cybersecurity Management
- Entrepreneurship and Innovation
- Finance
- Supply Chain Management

Most certificates require 12 credits (digital marketplace analytics requires 15 credits) —with approval of the director of graduate education (DOGE), all 12-15 credits may apply towards a future Ivy graduate program. Certificates may be earned before, after, or concurrently with a master's or doctoral degree. Credit from a previously earned master's or doctoral degree from Iowa State University cannot be applied toward a future Ivy certificate.

For more information on any of the graduate certificates offered, please visit: https://www.ivybusiness.iastate.edu/academics/graduate-programs/graduate-certificates/.

Double master's degree programs are offered with accounting (PMBA/MAcc), business analytics (PMBA/MBAN), entrepreneurship (PMBA/MEP), healthcare analytics and operations (PMBA/MHAO), and real estate development (PMBA/MRED). PMBA students should note that courses required in the double degree programs may be delivered online, hybrid or in-person in Ames or Des Moines.

The PMBA 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, personal essays, a resume, and two letters of reference. 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.

Professional MBA applications are considered for fall, spring, or summer entry.

Student Learning Outcomes

Upon graduation, PMBA students will:

1. Demonstrate effective communication skills.
2. Effectively lead and work in diverse teams.
3. Critically solve business problems.
4. Integrate ethical and global perspectives in decision making.

For more information about the PMBA program in any of the areas of specialization listed above, please visit: https://www.ivybusiness.iastate.edu/academics/graduate-programs/graduate-certificates/.

Executive Master's in Business Administration (EMBA)

The EMBA program is for professionals in the food, agriculture, and biosystems industry. The curriculum is a 48-credit program leading to a non-thesis Master of Business Administration degree. The customized content is delivered 80% in-person, and 20% online.

Student Learning Outcomes

Upon graduation, executive MBA (EMBA) students will:

1. Be effective leaders.
2. Be effective collaborators.
3. Be critical thinkers in food, agriculture, and biosystems.
4. Recognize ethical and global responsibilities around food, agriculture, and biosystems.

For more information on the EMBA program, please visit: https://www.ivybusiness.iastate.edu/academics/graduate-programs/ivy-mba/executive-mba/.

Ph.D. in Business and Technology

The doctoral program at the Ivy College of Business is a full-time, residential program that prepares individuals to conduct and publish scholarly research in top journals. Graduates compete for academic positions at leading research universities in the United States and abroad. There are six specializations: entrepreneurship, finance, management information systems, management, marketing, and supply chain management.

Admission to the program is highly selective, with up to 12 students admitted annually. Applications are evaluated based on academic merit, compatibility of interests, and research ability. A master's degree is not required, but students without a sufficient business background and basic knowledge of statistics will take extra courses.

This 74-credit program requires a minimum of four years to complete. Coursework in the first two years includes seminars in content areas, statistics and research methodology. After passing comprehensive exams, students focus on their dissertation. All work, including the dissertation, must be done in residence (on campus). In addition to coursework, students participate in research seminars, work on research projects with faculty, and attend academic conferences.
The doctoral specialization in entrepreneurship (ENTSP) prepares students to conduct and publish scholarly research in entrepreneurship, including focus on new business ventures, entrepreneurs, innovation, and technology. In addition to curriculum in these core areas, students will also take courses in research methods and the closely related areas of management, including strategy, organizational behavior, and human resources.

The goal of this program is to prepare students to compete for tenure-track positions at leading research universities in the United States and abroad. As a doctoral candidate, students will learn how to conduct impactful research, and they are expected to develop a research pipeline and publish their work in top academic journals before entering the job market.

The finance (FIN) specialization trains students to teach at the university level, to do research that is publishable in top academic journals, and to analyze questions that are important to government agencies and the private sector. Successful students develop close working relationships with the ISU finance faculty, both in the classroom and on co-authored research. We strive for our students to publish their first research study before finishing the program, and to obtain jobs at universities rated "high" or "very high" in research activity by the Carnegie Foundation. We emphasize rigorous training and hands-on experience. Five semesters of coursework include a firm grounding in economic theory, thorough training in statistics and econometrics, and an immersion in the most important research studies in corporate finance, investments, and financial institutions.

The management information systems (MIS) 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 (MGMT) 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 businesses’ 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 Ph.D. 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.

The final application deadline for the Ph.D. program is January 15 for fall admission. Applicants must submit official transcripts of previous coursework and degrees, Graduate Management Admission Test (GMAT) scores or Graduate Record Exam (GRE) 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.

**Student Learning Outcomes**

Upon graduation, PhD students will be able to:

1. Understand and advance knowledge.
2. Create knowledge through original research.
3. Teach effectively in an institution of higher education.

For more information about the PhD program in any of the areas of specialization listed above, please visit: https://www.ivybusiness.iastate.edu/academics/phd-program/supply-chain-
Graduate Minor in Business Administration

The Ivy College of Business also offers a business administration minor to students with majors outside the college. In order to obtain a graduate minor in business administration at Iowa State University, a student must complete eighteen credit hours of the required core courses for the major in business administration. A student who wishes to minor in business administration must have full admission status in his/her respective graduate program and must be in good academic standing (graduate transcript required).

Required Courses (9 credits):

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<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT 5010</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 5020</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 5030</td>
<td>Professional Responsibility in Business and Society</td>
<td>3</td>
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</table>

Choose THREE additional courses from the list below (9 credits):

<table>
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<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 5010</td>
<td>Financial Valuation and Corporate Financial Decisions</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5010</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SCM 5010</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MIS 5010</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
</tbody>
</table>

Applications for the graduate minor in business administration are accepted for fall semester entry only.

For more information on the graduate minor in business administration, please visit: https://www.ivybusiness.iastate.edu/academics/undergraduate-programs/minors-and-certificates/.