

BUSINESS ADMINISTRATION

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 Ivy 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 four specialized master degree programs: the master of accounting (MAcc), the master of business analytics (MoBA), the master of finance (MFin), and the master of science in information systems (MSIS). The college also offers a PhD in business and technology, with specializations in information systems, management, marketing, supply chain management, and entrepreneurship. Finally, the Ivy College of Business is a participating member of the following interdepartmental programs: master of engineering management, master of science in transportation, master of science in seed technology and business, master of science and PhD in human computer interaction, and master of science in information assurance.

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, 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 MBA is the professional management education program for those pursuing careers in business.

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

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, Marketing, and Supply Chain and Information Systems. Courses from other departments may also be chosen to meet specific student interests.

A concurrent BS/MBA is available to eligible undergraduate students majoring in aerospace, agricultural, biosystems, chemical, civil, computer, electrical, industrial, software or mechanical engineering.

A concurrent BS/MBA is available to eligible undergraduate students majoring in Agricultural Systems Technology, Agronomy, Animal Science, Chemistry, Food Science, and Industrial Technology. The Ivy College of Business and the College of Veterinary Medicine offer a concurrent MBA/DVM degree.

Double master's degree programs are offered with architecture (MBA/MArch), apparel, merchandising, and design (MBA/MSAMD), community and regional planning (MBA/MCRP), information systems (MBA/MSIS), finance (MBA/MFin), and statistics (MBA/MS-Statistics).

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

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, personal essays, a resume, and two 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 MBA. 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 MBA applications are considered for fall, spring, or summer entry.

Ph.D. in Business and Technology

The Ivy College of Business offers graduate work leading to the doctor of philosophy degree in business and technology, with one of five specializations—entrepreneurship (ENTSP), information technology (IS), management (MGMT), 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 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 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 five areas of specialization—ENTSP, IS, MGMT, MKT, or SCM.

The entrepreneurship (ENTSP) specialization is a 56 credit (minimum) curriculum designed around four interrelated areas (core, specialization, minor, and research methods) and dissertation. The focus of the specialization is on preparing students to conduct and publish scholarly research in the fields of Entrepreneurship, Innovation, and Technology Management.

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 (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 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 PhD 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.

Courses primarily for undergraduates:

BUSAD 102: Business Learning Team 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. Only one of BusAd 101, 102, or 103X may be counted towards graduation.

BUSAD 103: Orientation

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

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. Only one of BUSAD 101, 102, or 103 may be counted toward graduation.

BUSAD 203: Business Careers and Employment Preparation

(1-0) Cr. 1.

Prereq: BUSAD 101 or 102

Careers in business and issues relevant to the workplace. Discussion of diversity and ethics issues in the workplace. Developing and implementing a professional job search, functioning professionally in the workplace setting, resume and profession correspondence, interviewing, evaluating offers, business etiquette, networking and transitioning from student to employee.

BUSAD 250: Introduction to Business

(3-0) Cr. 3.

Prereq: COM S 113X

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 work experience in a business related discipline. Offered on a satisfactory-fail basis only.

BUSAD 291A: Experiential Learning: Domestic Internship.

Cr. 1-3. Repeatable.

Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience

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

BUSAD 291B: Experiential Learning: International Internship.

Cr. 1-3. Repeatable.

Prereq: Written approval of supervising instructor and department chair on required form prior to the learning experience

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

BUSAD 291C: Experiential Learning: 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 study experience in a business related discipline. Offered on a satisfactory-fail basis only.

BUSAD 291D: Experiential Learning: 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 study 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 for more information)

Topics related to entrepreneurship and entrepreneurial thinking.

Presentations by entrepreneurs and faculty, field trips, business concept development.

BUSAD 398: Cooperative Education

Cr. R. Repeatable, maximum of 3 times.

Prereq: Permission of department

Required of all cooperative education students engaged in full-time internship/co-op. 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: Professional program in Business; permission of instructor; for 490H: Admission to the Business Honors Program

BUSAD 490A: Independent Study: International Business

Cr. 1-3. Repeatable.

Prereq: Professional program in Business; permission of instructor

BUSAD 490E: Independent Study: Entrepreneurship

Cr. 1-3. Repeatable.

Prereq: senior classification, permission of instructor

BUSAD 490G: Independent Study: General

Cr. 1-3. Repeatable.

Prereq: Professional program in Business; permission of instructor
Independent Study.

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 work experience 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 work experience 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 work experience 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 study 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 study 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 work experience in a business related discipline.

Courses primarily for graduate students, open to qualified undergraduates:

BUSAD 501: Strategic Management

(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, reading, and discussions highlight the techniques and tactics used by managers to cope with strategic issues within an increasingly technical and data-driven 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 590: Special Topics in Business

(3-0) Cr. 3. Repeatable.

Prereq: Enrollment in MBA program or departmental permission.

A special topics course covering contemporary issues in business. Topics vary by semester.

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 644: Business Research Methods

(3-0) Cr. 3. F.

Prereq: In PhD program in the College of Business or consent of instructor

A survey of the wide variety of research methods used in business.

Methods will be presented and discussed with emphasis on applicability in different research situations.

BUSAD 699: Research

Cr. 3-6. Repeatable. F.S.SS.

Prereq: Graduate classification, permission of major professor

Research.