

Business and Related Programs

Accounting
Advertising

Agricultural Business
Agricultural Systems Technology
Agriculture and Society

Apparel, Merchandising, and
Design

Business Economics
Economics
Event Management

Financial Counseling
and Planning

Finance
Hospitality Management
Industrial Technology

International Business
Management

Management Information Systems
Marketing
Supply Chain Management

Iowa State University has more than 100 majors that provide virtually unlimited academic opportunities. In this brochure you'll find information about your specific area of interest and a family of related majors that you may want to explore during your adventure here at Iowa State. Please use the contact information listed inside and let us help you discover your passions, unlock your potential, and **enjoy the adventure.**

Your future is our business

Our renowned alumni are evidence of the success of Iowa State's nationally ranked programs. Iowa State graduates continue to demonstrate the importance of a competitive education in top paying positions—as a partner in one of the top four accounting firms, as CEOs of major hotel chains, and as owners of agribusiness companies and brokerage firms.

We offer a vigorous approach to teaching that fosters a thorough understanding of the world of business. Our programs promote an appreciation of evolving social, technical, political, legal, and economic forces shaping the future of business; an understanding of the major functional areas of business; an ability to recognize and appreciate ethical and social values; and an opportunity for advanced study.

And we don't stop with the classroom when it comes to investing in your education. The university hosts annual career fairs, which feature over 300 corporate recruiters who conduct more than 5,000 student interviews. Iowa State's career services also provide workshops on career resources, interviewing, and writing résumés.

We take your education personally

In addition to research and employing the most effective classroom teaching tools, your teachers continue to build upon their own experience by publishing and partnering with corporations who benefit from their expertise.

Our faculty's expertise is demonstrated by a history of professional accomplishments: program director of the National Science Foundation, president of the International Technology Education Association, president of the Council on Technology Teacher Education, citations for Distinguished Service in Teaching, receiving international patents in agrisystems, awards from the National Association of College Teachers of Agriculture, president of the American Academy of Advertising, and awards for Distinguished Undergraduate Teaching.

Let's get down to business

Iowa State University's nationally ranked programs provide unique academic and professional opportunities that enhance your future employment.

Most programs require field studies or internships, which connect you with working professionals such as CEOs, information technology experts, marketing directors, bankers, and managers. This on-the-job experience gives you a competitive edge as you embark on a career in your field.

Iowa State's business laboratories also offer opportunities for you to gain real-world experience. Equipped with state-of-the-art technology, these labs are designed to support collaborative research among students, faculty, and industry partners. Here you have the advantage of not only studying, but also contributing to new developments.

Business and Related Programs

Select the academic program that's best for you

Before you specialize in one of the business-related majors listed in this brochure, you will lay the groundwork with introductory courses. By providing a broad introduction to the field of business, Iowa State's programs allow you to explore career options in the early stages of your studies. In addition to the programs listed here, business majors can select a minor in an area of specialization, and non-business

majors may select a minor in general business or entrepreneurial studies. Your adviser will work with you to design your curriculum and make certain you take advantage of all the opportunities Iowa State offers you—specialized courses, internships, organizations, research projects, student support groups, and learning communities.

Accounting

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Do you see answers when others just see numbers? Do you want to advise a company on what they have to do to succeed? Or would you like to find a financial strategy for a non-profit so they can turn their vision into reality? Well, accounting could be the major for you.

As an accounting major, your professors will help hone your skills and turn them into tools. You'll discover the best ways to gather, analyze, and report financial information to make informed

decisions, preparing you to take the Certified Public Accountant exam. So you're not just ready to work, you're ready to excel.

Your skills will be in high demand. Companies like Ernst & Young, KPMG, Wells Fargo, IBM and many, many more regularly come on campus to recruit students like you. It's because major companies know our grads have the skills and expertise to help them right away.

Advertising

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Iowa State University offers one of only 15 accredited advertising majors nationally. As an advertising major you will gain knowledge in a variety of areas including graphic and web design, multimedia production, copy writing, media planning, advertising sales, and strategic communication.

Our faculty members have industry experience and are award-winning mass communicators. You will also have opportunities outside the

classroom, including the Iowa State Daily's advertising department, the Ad Club, Cardinal and Gold Agency, national advertising competition teams, and much more.

The program prepares students for internships with a wide variety of private businesses, media outlets, advertising agencies, and marketing firms. Student organization and internship experiences also help our students secure jobs after graduation.

Agricultural Business

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Iowa State offers one of the best agricultural business programs in the nation. The agricultural business major emphasizes courses in business and economics with an agricultural focus.

When you major in agricultural business you may select an area of emphasis such as agribusiness management, agricultural credit, commodity marketing, farm management, international agriculture, or agricultural sales.

Future agricultural business graduates are needed to meet the growing demand for commodity merchandisers, agricultural loan officers, agribusiness managers, farm managers, agricultural salespeople, food and livestock brokers, appraisers, market analysts, cooperative extension agents, food inspectors, and quality control specialists.

Agricultural Systems Technology

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As an agricultural systems technology major you will apply a systems-approach to technology management, which prepares you to oversee and optimize machinery, biological processes, and rapidly developing and changing systems in agriculture.

This is a hands-on curriculum with high quality laboratory experiences and team-based environment that will prepare you for challenging and rewarding careers. Key laboratories include diesel engines, fluid power hydraulics, biomaterials, biofuels, plastics, metals, manufacturing, automation/robotics, electronic

controls, and precision agriculture. Iowa State's state-of-the-art facilities provide access to industry-standard hardware and software ensuring that you graduate with competitive, marketable skills.

A degree in agricultural systems technology will open doors to rewarding careers and employment in agribusiness, agricultural machinery industries, biotechnology companies, environmental organizations, production agriculture companies, manufacturing industries, and government agencies.

Agriculture and Society

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The Agriculture & Society undergraduate degree emphasizes the application of social science knowledge to issues related to agriculture and society. This interdisciplinary major draws largely on courses from sociology, political science, and economics. Its goal is to prepare you to become a leader in addressing complex issues related to the social and human dimensions of agriculture at both the local and global level.

The curriculum offers the flexibility needed to accommodate your special interests and needs. Marketable skills and competencies you will gain in this major include understanding human and

social impacts, connect social and life sciences, as well as applying and communicating social scientific knowledge, all related to agriculture.

You will develop the necessary skills to become effective leaders with companies, local, national, and international non-governmental organizations, and governmental agencies that work on agricultural, food, and environmental related issues. Graduates can work as public policy analysts, government relations, public relations, program analyst, program specialists, marketing, sales, agriculture, educators, and executive directors.

Apparel, Merchandising, and Design

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The apparel, merchandising, and design program is one of 13 schools with invited membership in the American Apparel Footwear Association's Education Foundation. One major featuring an integrated core with three options for study: Creative and Technical Design, Merchandising, and Product Development and Sourcing. The design option is accredited by the National Association of Schools in Art and Design.

In this major you will learn design and product development using high tech equipment – 3-D body scanner, digital printer, laser cutter, and knitting and embroidery machines and in state of the art textile testing and apparel production

labs. Learn merchandising by participating in the entrepreneurship showcase, pop-up stores, and Main Street Iowa projects.

Build your resume by participating in the nationally recognized fashion show or Trend magazine. Travel to New York, Los Angeles, South Africa, or China on a field study or study abroad in the apparel centers of Europe. Get real world experience with a summer internship.

Your education will prepare you to enter a variety of career positions in one of largest and most dynamic industries in the world—textiles and apparel.

Business Economics

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Want to be an adviser on international trade? Help a company create a demand strategy to increase sales in the Asian markets? Or do you want to help a company develop capital for a new base of operations? Then business economics could be your path.

Business and economics are fundamentally linked. That's why business economics majors are whom the world turns to for business answers. You'll learn the core business principles of how an organization functions, and delivers goods and services to customers. And study the economic side of production, distribution, and consumption

of these goods and services. This will give you a greater understanding of how to properly utilize the resources they're using.

Your career possibilities are virtually limitless. From a high-profile position in government, to law or entrepreneurship (to name a few), your education in business economics uniquely positions you to conquer career and life challenges. You'll have the luxury of choosing from a vast array of career paths in fields such as finance, research, management, real estate, and public- or private-sector leadership.

Economics

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Economics is a social science that studies how people and businesses make decisions, how those decisions are coordinated in the market, and how government policy can influence market outcomes with respect to the efficiency of resource utilization and the welfare of society.

A major in economics will equip you with the analytical skills to understand and contribute to policy debates on topics such as unemployment and wages, government revenues and expenditures, income inequality and poverty, pollution, natural resource management, economic growth, and many other crucial

issues that fill the news media. Beyond their understanding of the way the economy works, economics majors are prized in the job market for their quantitative skills, their precision and clarity of thought and expression, and their careful and disciplined use of data in seeking answers to questions.

A bachelor's degree in economics provides employment opportunities in business and government. Some economics majors go on to seek master's or doctoral degrees in economics, while others pursue graduate study in business or law.

Event Management

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Event management is a very diverse, growing profession. The event management program at Iowa State will offer you formal education, experience, and training for a rapidly evolving industry that is in high demand.

Our major includes curriculum in areas such as business management, journalism, advertising, hospitality management, business law, entrepreneurship, creative problem solving, as well as specific areas within event planning and management, such as: entertainment venues, wedding planning, conference and meeting planning, trade show management, and more. This diversity will equip you with the experiences

needed to pursue all facets of the field, helping you become a well-rounded and marketable professional.

Your coursework will involve experiential learning through in- and out-of-class application, interactive discussions, research, and professional experience in the industry. Our department has experienced faculty who value opportunities for you to apply new knowledge into practice. We foster your learning by providing you with academic knowledge in partnership with experience and application to best prepare you for a successful career in event management.

Finance

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Want to be responsible for the financial health of an organization? Help a company acquire capital to make things that wouldn't otherwise be built? Want to manage income and expenses to keep an organization profitable? Then finance could be your path.

Our professors have written some of the most cited and read articles in the Journal of Finance and the Journal of Financial Economics. They'll give you the skills you need to correctly advise an individual or organization on how they can gain capital. They'll also challenge you in a real world

setting during your "Wall Street" course. In this course you'll create an actual portfolio of real-life investments and profit from it. This is just one of the ways you'll be able to implement what you're learning in the classroom into real life.

After you graduate you'll be putting your degree to work. That's because job placement rates for Iowa State graduates with a degree in finance are nearly 92 percent. So your skills and expertise will be in high demand. Whether your future is in banking, insurance, or on Wall Street, get ready to hear one thing over and over – "nice job."

Financial Counseling and Planning

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For students who love working closely with individuals and families, the Financial Counseling and Planning (FCP) major provides a deep understanding of the ways that money can be used to improve lives. The major provides a thorough background of family finance including life span development, economics, housing, personal income tax, financial counseling, family communications, services for families, retirement planning, investments, estate planning, and risk management. FCP majors have the educational background to seek the Certified Financial Planner®, and Accredited Financial Counselor designations.

As a student, you will apply advanced critical thinking skills to real-world situations as you learn how to help a diverse populations reach their financial goals through hands on practical experiences. Career opportunities include; insurance agent, loan officer, mortgage originator, government housing authority administrator, housing advocate, housing planner, real-estate agent, policy analyst and lobbyist, property manager, and consumer credit or financial aid counselor. Alternatively, the FCP major provides excellent preparation for graduate programs in family policy and family financial planning.

Hospitality Management

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As a Hospitality Management major you will receive hands-on experience through cooperative arrangements with industry for internships, field trips, and career opportunities. Your coursework will focus on the professional management of organizations that provide hospitality services –including subjects such as human resources,

marketing, safety/sanitation, management, accounting, law, and much more.

The Hospitality Management program prepares you for management positions in hotels, resorts, restaurants, clubs and more.

Industrial Technology

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As an industrial technology major you will apply a systems-approach to technology management, which prepares you to plan, develop, coordinate, and evaluate materials, machines, methods, safety issues in a manufacturing and industrial environment.

This is a hands-on curriculum with high quality laboratory experiences and a team-based environment that will prepare you for a challenging and rewarding career. Key laboratories include fluid power hydraulics, biomaterials, biofuels, plastics, metals, manufacturing,

automation/robotics, electronic controls, facilities planning, and lean manufacturing. Iowa State's state-of-the-art facilities provide access to industry-standard hardware and software ensuring that you graduate with competitive, marketable skills.

A degree in industrial technology will open doors to rewarding careers and employment in biotechnology companies, environmental organizations, food processing companies, manufacturing industries, government agencies, and insurance sector.

International Business

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If you are interested in global business and want to enhance your future in an international job market, consider complementing your primary business major with a secondary major in international business.

The program is designed to help you develop skills that will prepare you for employment in multinational companies and business assignments outside the United States. As part

of your education you will participate in a study abroad program or overseas internship that immerses you in another culture for a minimum of three months. In addition to your business courses, you will study international marketing, transportation, financial management, economic development, law, trade, and politics. You also will study a foreign language that supports your business interests.

Management

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Being a leader isn't easy. You have to convince people not just to listen to you, but to follow you. Create incentives to get the most out of every employee, develop strategy to strengthen the organization, and lead and organize a team to get the job done. It's something few are born with but a skill everyone can learn.

Every company needs someone to step out and take control of a project or venture. As a management major you'll learn from the best in the nation. Our professors have real work

experience, have written papers, and have had articles published about their methods in leading management journals, giving you the knowledge to help you succeed at being a leader in any situation.

Companies from around the country – like AFLAC, C.H. Robinson Worldwide, and Target – hire our management graduates. It's no wonder why companies large and small come to Iowa State to scout for talent. They're looking to put your skills to work.

Management Information Systems

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The information age is changing everything. Glasses connect to the internet. Phones video chat. And who knows what's next? Your job will be to discover how these new technologies can be used for business. And manage their implementation.

As a management information systems major, you'll learn how to analyze, design, and develop a wide range of information systems on a variety of different platforms. What's the difference between this degree and one in computer science or engineering? Business. You will develop a strong foundation in business – accounting, finance, and

marketing – along with the skills to apply it to technology. Helping you become the go-to techie in your company.

When you know business and how to implement it through technology, it's no wonder companies come looking for you. Companies like General Dynamics, Caterpillar, Cerner, and Boston Scientific are constantly scouting for the latest talent on campus. That's why 93 percent of our 2013 MIS graduates were hired within six months of graduation. So you'll earn an awesome career where you'll put your skills to work right away.

Marketing

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Want to know why one brand is more successful than its competitors? Learn how to effectively sell your ideas or products to a potential client? Analyze a customer base to decide which promotion will work best? Well, a career in marketing is for you.

Our professors will teach you how to increase demand for a product, how to increase recognition, and how to keep it relevant. And they bring real experiences into their courses. What

you learn in the classroom will help you shine outside it, during your internship opportunities. Preparing you for a bright future, no matter which area of marketing you work in after graduation.

When graduates start making companies look good, the word gets out fast. It's why companies like Wells Fargo, Target, and Workiva come to campus to recruit. They're looking for the next awesome marketing professional.

Supply Chain Management

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Do you want to oversee a distribution network that covers the globe? Take a part from the warehouse in Sydney, send it to the manufacturing plant in Berlin, and then ship it to a store in Chicago? Then supply chain management might be the major for you.

The coursework in this major will develop your skills and core knowledge related to a wide variety of supply chain activities. You'll learn demand planning, purchasing, inventory control, and strategic supply chain management. Once you have the basics down, you'll pick a focus in logistics or operations. In logistics you'll

concentrate on transportation, distribution, and packaging. In operations you'll focus on the analysis, design, implementation, and improvement of manufacturing and service processes.

With this degree you will be ready to begin your career. And employers know it. That's why more than 95 percent of graduates in supply chain management are working within six months after graduation. Our graduates have found careers with manufacturers, distributors, and transportation carriers.

Business and Related Programs

Honors and awards

Iowa State's academic programs have an international reputation for program excellence. Our faculty and student accomplishments testify to the university's commitment to become the best.

The College of Business is fully accredited by the AACSB International, the Association to Advance Collegiate Schools of Business, which accredits only 25 percent of the 1,200 business schools in the nation. The business faculty received the McGraw-Hill National Case Development Award and the Phillip G. Hubbard Award for Outstanding Education. Also, an accounting professor and a finance professor have served as visiting scholars at the Securities and Exchange Commission (SEC) in Washington, D.C.

The college's academic departments are nationally recognized and provide an interdisciplinary curriculum needed for today's fast-paced workplace. Career Day has been recognized as one of the top in the nation by the Kaplan College guide.

Our Agriculture Business Club ranked first in the nation for several years, according to the American Association for Agricultural Education. The agricultural business program sponsors the largest Agriculture Career Day in the world.

The Greenlee School of Journalism and Communication's student advertising team has won the American Advertising Federation Advertising National Student Competition and regularly fields highly competitive teams.

Faculty in the textiles and clothing program are the leading producers of textbooks in their field, and the program was the first in the nation to receive the prestigious American Textile Manufacturers Institute Award for Excellence.

Educational technology and student facilities

Iowa State promotes science with practice, which means our students not only explore the latest academic research in their fields, but also take advantage of on- and off-campus facilities where they can practice what they learn.

Iowa State's facilities feature state-of-the-art technology and employ distinguished faculty and staff who work on research impacting the world today. For example, the Executive in Residence program brings senior-level executives to campus to provide new ideas and perspectives for students, faculty, and staff.

In addition to computer laboratories for e-mail, Ethernet access, word processing, data support, and documentation, the university hosts an economics laboratory with high-speed Unix workstations, an apparel production laboratory, a quality assurance laboratory, a product development laboratory, and a financial counseling clinic.

Unique Opportunities

As an Iowa State undergraduate, you will have the opportunity to participate in a wide variety of social, academic, and professional activities outside of the classroom. Often it's these activities that create lasting professional and personal support systems. Some include:

- Business learning teams and learning communities—you live, study, and attend classes and seminars with students who have similar career goals and interests
- ISU Pappajohn Center for Entrepreneurship—providing education and training with an entrepreneurial focus in all disciplines, including courses in innovation; competitive strategy; new venture management; financing new ventures; family, home-based, and rural businesses; and the dynamics of small business management

- Field studies, internships, and cooperative learning experiences—encouraging students to gain hands-on work experience
- Study abroad programs—learn about the diverse world of business while studying in Switzerland, Scotland, England, Mexico, and France

Student Organizations

Students are encouraged to join student clubs and professional organizations to support their academic pursuits. Organizations include:

- Advertising Club
- Agricultural Business Club
- Agricultural Marketing and Management Organization
- Alpha Kappa Psi
- American Marketing Association
- American Society of Safety Engineers
- Beta Alpha Psi
- Business Ambassadors
- Business Council
- Club Managers Association of America
- Delta Sigma Pi
- Economics Club
- Event Management Club
- Farm Operation Club
- Finance Club
- Financial Strategy Research Club
- Hotel, Restaurant, and Institution Management Club
- International Business Club
- Management Information Systems Club
- Marketing Club
- MODA Fashion Club
- Multicultural Business Network
- National Agri-Marketing Association (NAMA)
- PSA Club
- Society for Human Resource Management
- Society of Manufacturing Engineers
- Supply Chain Management Club

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Questions about admission

In addition to writing us at the address at left, we encourage you to visit our website, which features a course catalog, online application, and campus information.

Also, you can follow us on:



Preparing to do your best while in school

The best preparation continues to be a strong college preparatory program of study, which includes courses in English, mathematics, laboratory science, social studies, and foreign languages. If you intend to transfer credits from another institution, you may contact our Office of Admissions for assistance in selecting the best courses for your program of study.

Material in this brochure was accurate at the time of printing. For the most up-to-date information, visit our Web site at www.iastate.edu.

Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Office of Equal Opportunity, 3350 Beardshear Hall, (515) 294-7612.