In today’s business world, integrity is more important than it has ever been. At the Tippie College of Business, it’s an important part of your undergraduate experience. Iowa students are known for their work ethic—their ability and willingness to roll up their sleeves and get the job done. It’s the Hawkeye way, and it’s built into Tippie’s programs.

For 150 years, the Tippie College of Business has provided a solid business curriculum, leadership programming, and research opportunities for students. In the classroom, you’ll find that faculty members blend business theory with industry knowledge of emerging business trends and innovative practices. Career-centered institutes link you to industry and help you see the relevance of your studies firsthand.

A Tippie education will have a major impact on you, and it’ll prepare you to make an impact in your field after graduation. From the corporate boardroom to the academic classroom, Iowa business alumni have made their mark. Upon graduation, you’ll be sought after by companies because of your abilities and skills—you, too, will be prepared to change the world.

Our job is to help you find success however you define it. Using the Tippie Roadmap, you’ll build a plan to guide your professional development. You’ll learn to evaluate which skills you need to develop, and you’ll find opportunities at Tippie to build and refine those skills.
Your first year at Tippie is an ideal time to:

Explore our six majors and three certificate programs. Meet with your academic advisor and begin to create your personalized Tippie Roadmap, a valuable way to record your skills and experiences, plan your future, and demonstrate to potential employers your skills and value. Join a student organization where you can build your Tippie network and expand your leadership abilities. Build connections in the college. You’ll develop a greater understanding of your major, and you’ll explore experiences that complement your classroom learning by participating in Admit One workshops or the Direct Admit Seminar.

ACCOUNTING

Accountants are problem solvers and business advisors. As an accounting major, you’ll acquire technical proficiency in financial and managerial accounting, taxation, and auditing standards, and you’ll learn problem-solving strategies. Many accounting graduates choose to work in corporate finance, consulting, taxation, or forensic accounting. You may also consider positions as a bank examiner, financial analyst, internal auditor, loan officer, or risk analyst.

BUSINESS ANALYTICS & INFORMATION SYSTEMS

Your course work as a business analytics and information systems (BAIS) major will stress real-world, data-centric applications of information technology that support business processes and that drive innovation. You’ll learn to help your organization become more productive, competitive, and profitable. Upon graduation, you may consider becoming a systems analyst, business intelligence manager, application developer, database administrator, or supply chain analyst.

ECONOMICS

Economics is the study of how societies allocate limited resources. You’ll learn to analyze decisions and think carefully about costs and benefits, and you’ll examine why things happen the way they do and make predictions for future performance. Economics graduates become account executives, economic analysts, financial planners, market researchers, stockbrokers, and urban planners.

FINANCE

A degree in finance prepares you to analyze, manage, and plan financial and monetary aspects of an organization. As a finance major, you’ll learn how to analyze and interpret financial market data, implement the latest trading and investment strategies, and have the opportunity to manage an equity portfolio through a semester-long course. Many finance graduates are corporate financial managers, financial advisors, investment bankers, stockbrokers, or underwriters.

MANAGEMENT

As a management major, you’ll learn how to motivate, lead, and inspire other people. You’ll acquire the skills to work in teams, communicate effectively, resolve conflict, and handle organizational change—all the skills of a business leader. Upon graduation, you may choose a career as an account executive, consultant, human resources representative, manager, or labor relations manager.

MARKETING

Marketers identify a business’s customers, what they need, and how the business can best satisfy that need. As a marketing major, you’ll learn how to build positive relationships between business and customers through team experiences on real-world marketing projects with local businesses. After graduation, you may choose to become an advertising salesperson, communications director, fundraiser, market research analyst, media buyer, or merchandising manager.

CHOOSING A MAJOR

is an important decision, and at Tippie you will have a network of professionals to guide you in the process. You will declare your major at the beginning of your third year at Tippie. In courses you take, faculty will talk about the types of positions available and what kinds of work they entail. The Pomerantz Career Center staff will assist you in determining your interests and strengths as well as researching the details of current career opportunities. Your advisor will work closely with you to map out your courses and determine how you will gain leadership experiences.

CERTIFICATE PROGRAMS

tippie.uiowa.edu/certificates

Enhance your education—and your résumé—by taking course work toward a certificate in one of these areas.

Certificate in Entrepreneurial Management

With this certificate, you’ll gain an entrepreneurial mindset to help you launch new ventures or manage growing companies. You’ll study innovation and creativity; how to recognize, evaluate, and seize opportunities; and strategic business planning.

Certificate in International Business

By completing this certificate, you’ll develop an understanding of the complexities of economic and cultural forces that shape the global business environment. Studying abroad is highly recommended.

Certificate in Risk Management and Insurance

The course work for this certificate will provide you with a basic understanding of employee benefits, property and casualty insurance, life and health insurance, and corporate and financial risk management.

“I recently added the Certificate in Risk Management and Insurance to my finance major, and I think it will give me an edge other students won’t have when looking for employment. In today’s world, employers want you to be not just a financial analyst, but someone who can manage large groups of people all while knowing how to market a product. It’s very crucial to understand all aspects of business, and adding a variety of majors and certificates can help one to do that.”

Halimat (Ali) Ojikutu
Romeoville, Illinois
Major: Finance
Certificate in Risk Management and Insurance
STUDENT LEADERSHIP

Classroom instruction is critically important, but it’s only one part of your undergraduate education. Develop leadership skills that will help you stand out from the crowd at the university and beyond graduation. Meaningful course work, involvement in student groups, mentoring opportunities, and unique seminars help Tippie students reach their full potential as leaders.

How can you be a leader at Tippie? Here are a few ways:

- Hold an executive position in a student organization.
- Lead a team toward completing a class project.
- Volunteer in your community.
- Compete as part of a team at a national undergraduate business competition.
- Take initiative at your part-time job or internship.
- Participate in a leadership skills institute, seminar, or class.

As Tippie, we believe it’s important that students learn to be leaders in their communities as well as in the business world. Every year, Tippie students commit hundreds of hours to community service projects. You’ll find opportunities to get involved through student organizations, service-learning classes, and other programs.

“Countless opportunities are available to get involved and gain leadership skills while at Tippie. You might hold a formal student organization leadership position or start your own volunteer activity. Either way, you’ll be among other students just like you who want to be involved and help others while gaining valuable life skills.”

Morgan Jacobsen
Council Bluffs, Iowa
Major: Accounting (Spanish minor)
The Bedell Entrepreneurship Learning Laboratory (BELL) is open to all UI students. Individuals and teams who want to start a business are welcome to apply. The 10,000-square-foot business incubator provides office space, intense mentoring and support, help with your business plan, and much more. You’ll be able to concentrate on developing your start-up business while enrolled at Iowa. At the BELL, you’ll also connect with entrepreneurs, community leaders, and business professionals.

Plus, there are many business competitions where you can compete for seed money. Just last year, the John Pappajohn Entrepreneurial Center cosponsored 11 competitions, awarding more than $240,000 to 74 start-ups.

Tippie College Honors Program
tippie.uiowa.edu/honors
Graduating with honors can strengthen your résumé, but you’ll also find that after completing an honors thesis, you leave the program with strong critical-thinking skills that provide a solid foundation for both graduate school and your first full-time job. To be admitted, you must earn and maintain a 3.50 grade-point average.

Research Opportunities
tippie.uiowa.edu/icru
As a major research institution, the University of Iowa is a great place for students to get a taste of academic research. UI faculty members are respected worldwide for their research, and many offer opportunities for undergraduates to serve as research assistants. You also may create a research project of your own with guidance from a faculty mentor.

Entrepreneurial Management Institute
iowajpec.org/entrepreneur-support/emi
The Entrepreneurial Management Institute is designed to enhance professional and career advancement skills for top undergraduate students pursuing either a BBA in management (entrepreneurial management track) or the Certificate in Entrepreneurial Management. You’ll receive strategic career development training, develop outstanding communication skills, and build an extensive professional network of business leaders and a portfolio of professional examples.

Hawkinson Institute of Business Finance
tippie.uiowa.edu/hawkinson
Hawkinson Scholars, primarily finance majors, are competitively chosen to receive specialized career coaching and guidance plus internship placement. For the past several years, the Hawkinson Institute has placed 100 percent of its graduates in prominent firms such as Accenture, Credit Suisse, JPMorgan Chase, and Merrill Lynch.

Marketing Institute
tippie.uiowa.edu/marketing/institute
The Marketing Institute provides career guidance to select marketing majors, helping them improve their competitiveness as they seek their first job. Students enroll in seminars, where they develop professional skills, meet with executives from leading corporations, and get hands-on marketing experience working on a consulting project for a local business and through internships.

Vaughan Institute of Risk Management and Insurance
tippie.uiowa.edu/vaughan
Students participate in internships, the industry-specific student organization Gamma Iota Sigma, and national conferences, and they interact with industry mentors. The Vaughan Institute provides leadership in key areas of risk management and insurance, including credit risk, enterprise risk management, corporate risk, catastrophic and technology risks, cash management, and financial risk management. Course work provides students with a basic understanding of employee benefits, property and casualty insurance, life and health insurance, and corporate and financial risk management.

"The Tippie College is on the front lines of constantly innovating and improving itself not only through technology, but through furthering knowledge of business processes, products, and strategies. Within the John Pappajohn Entrepreneurial Center, students are offered unique opportunities to innovate independently. Students pitch their own business ideas and strategies to faculty trained in assisting them in development and creation of their entrepreneurial goals."

Iain O’Connor
St. Charles, Illinois
Major: Finance, Economics (honors)
COMMUNITY INVOLVEMENT

Many of the student organizations at Tippie provide opportunities for service in the college and in the Iowa City community. They offer networking and professional development opportunities with students, faculty, staff, and business professionals that apply to all six majors.

The largest community service project undertaken at Tippie is called Tippie Build. For the past eight years, Tippie students, faculty, and staff have raised $50,000 annually to build a home for a local family in need of safe and affordable housing. Work is done in partnership with the Iowa Valley Habitat for Humanity. Tippie students also work with area youth, supporting the financial security of low- to moderate-income families in Johnson County by offering free tax preparation services, organizing Kids Against Hunger events, and volunteering at the Ronald McDonald House, among many other projects.

STUDY ABROAD

tippie.uiowa.edu/studyabroad

In today’s global economy, it’s important for every student to be prepared to work with people all over the world. While enrolled in the college, you’ll be learning from diverse people in your classes. Studying, working, or volunteering abroad can help you focus your academic and career goals, gain experience working with people from different cultures, and even learn something new about yourself. Employers are looking for global competency, so differentiate yourself by studying abroad, learning a world language, or earning the Certificate in International Business.

• Global Summer Internships
• London Winter Program
• Study Abroad in Italy
• Tippie International Perspectives Program

“Create your advantage.”

“What I really believe sets my résumé apart from others was the leadership experience I gained while at Tippie. With over 20 student organizations to choose from, Tippie provides students with ample opportunities to pursue things they are passionate about outside of the traditional classroom setting and to build the leadership skills that will be invaluable to them in their future careers.”

Dylan Hochstetler
Kalona, Iowa
Majors: Accounting, Finance

“My advisor and professors encouraged me to go abroad not once, but twice, and I’m still able to graduate in four years with two majors and a minor. Tippie has so many ways for you to grow globally: the International Business Certificate, Global Buddies, London Winter Program, and exchange programs with other great business schools across the world. I just spent two weeks in London. It was an amazing opportunity to experience with other Iowa business students and Tippie faculty.”

Lauren Bannon
Cedar Falls, Iowa
Majors: Finance, Marketing, Communication Studies

More than 20% of Tippie students have studied abroad by the time they graduate.
Discover what University of Iowa's Tippie College of Business has to offer you at tippie.uiowa.edu or #Tippie.

Career Center
careers.uiowa.edu

The Pomerantz Career Center assists students from their first year through graduation and beyond through:
• Career fairs
• One-on-one career advising
• Specialized workshops
• Service-learning connections
• Career Leadership Academy

HireaHawk.com is always open. The online system allows students to connect with employers by searching for jobs and internships, networking with alumni, and signing up for on-campus interviews.

Successful Outcomes
Tippie students are successful in landing internships and positions with leading companies in the U.S. and abroad. Just a sampling of them are listed here.

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ELEVATE YOUR LEARNING. ACCELERATE YOUR CAREER

The Tippie RISE Experience
tippie.uiowa.edu/tippierise

Experiential learning is such an essential part of your professional development that it is now included as part of your undergraduate experience. Tippie RISE stands for Research, Internship, Study abroad, and Experiential course, all opportunities for you to connect to business professionals and build job-related skills.

With support from your academic advisors, career counselors, and faculty, you will choose experiences that advance your individual career goals. We strongly encourage you to maximize your professional preparedness by taking advantage of as many RISE experiences as possible.

The opportunities don’t stop there. Tippie offers many additional ways to gain hands-on experience, such as support for starting your own business through the Bedell Entrepreneurship Learning Laboratory or leading one of our 26 student organizations.

The Tippie Roadmap
tippie.uiowa.edu/roadmap

The Tippie Roadmap will help you identify your skills and match them with majors and career options. The Roadmap also helps you stay on track to develop your full potential while enrolled at Tippie and provides a framework you can use to identify and develop skills for success in the classroom and in your career.

"After my first year here, I accepted a three-year internship with UI Athletics as a sports marketing intern. I do everything from working game days and facilitating the promotions at the games to creating public announcements and completing marketing summaries. Having an internship, being a Business Student Ambassador and being a member of Alpha Kappa Psi while still completing 17 semester hours this semester has taught me great time-management skills and has broadened my network."

Jen Hahn
Arlington Heights, Illinois Major: Finance, Marketing

48k+
The average annual starting salary is $48,000.

94%
of graduating students reported that they found jobs in their field within six months of graduation.

94%

STUDENT ORGANIZATIONS

There are more than 25 student organizations at Tippie—and 500 at the University of Iowa—so you’re sure to find a group that meets your interests. Taking part in one (or more) is an important way to build your Tippie network and expand your business acumen. You’ll take group trips, meet industry leaders, volunteer in the community, and learn more about the career path you’re considering.

Accounting Club
Alpha Kappa Psi
American Marketing Association
Arts Enterprise
Beta Alpha Psi
Business Student Ambassadors
Delta Sigma Pi
Fashion Management Club
Financial Management Association
Gamma Iota Sigma
Greater China Business Association
Hawkeye Sports Business Organization
HawkTrade

STUDENT ORGANIZATIONS
tippie.uiowa.edu/organizations

I-Envision: Iowa Entrepreneurial Network
Iowa Retail Association
Korean Business Association
Multicultural Business Student Association
Net Impact UIowa
Phi Beta Lambda
Society for Human Resource Management
Students in Advertising
Tippie Optimist Chapter
Tippie Real Estate Club
Tippie Senate
Tippie Technology and Innovation Association
Women in Business

The Education After
48k+
The average annual starting salary is $48,000.
Get Engaged!
Build your community through BizHawks, volunteer for Tippie Build, and join a student organization.

Explore Academics!
Work with your academic advisor to identify minors and certificates to complement your major. Consider honors courses and participation in research.

Focus on Experience!
Secure an internship to put your theory to practice and study abroad to develop cultural competencies.

Polish Your Performance!
Make the most of capstone experiences, fine-tune your communication skills at the Frank Center, and update your résumé.

Living-Learning Experience
Choosing to live in the BizHawks Living-Learning Community will help you get involved in campus life. Research shows that students are more likely to stay in college and earn a higher grade-point average if they choose one of these as their college home-away-from-home.

83% of Tippie’s incoming class will graduate in four years or less.

300+ students choose to live in BizHawks, the largest topic-specific living-learning community on campus.

"Nothing is more inspiring than to work with students who want to surpass the requirements and perform above my high expectations.”

Jeff Ohlmann
Associate Professor
Management Sciences

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The university also affirms its commitment to providing equal opportunities and equal access to university facilities. For additional information on nondiscrimination policies, contact the Director, Office of Equal Opportunity and Diversity, the University of Iowa, 202 Jessup Hall, Iowa City, IA, 52242-1316, 319-335-0705 (voice), 319-335-0697 (TDD), diversity@uiowa.edu.
Ranked 22nd best public business school in 2015 by U.S. News & World Report

Over 2,000 students enrolled (small-college environment with Big Ten university opportunities)

Average GPA: 3.27

Diversity: 27% (20% international, 7% underrepresented)

Gender: 41% female

Over 325 students in the BizHawks Living-Learning Community

Over 20% of students study abroad

Student organizations at Tippie, and 500 total on campus

Over 25% of students double major

Graduation rate: 83% graduate in four years or less

Placement: 94% employed or enrolled in graduate school within six months of graduation

Over 80 Tippie students graduate with academic distinction yearly