

Tippie College of Business

**EMPLOYER'S  
GUIDE  
TO THE  
IOWA MBA  
PROGRAM**

**IOWA**

**YOUR PEOPLE  
ARE YOUR  
MOST PRECIOUS  
ASSET.**

**INVEST IN THEM.**



Every year, top employers from around the region sponsor their most promising employees to be a part of the University of Iowa's MBA Program. Physicians, IT directors, compliance managers, directors. The list runs the gamut, but the reason so many companies are returning sponsors is because they've seen the ROI first-hand.

With time out of the office and sponsorship costs on the line, why do high-performing organizations invest in graduate-level education?

Because there is a compelling business case for this type of investment we've summarized some of the highlights in this booklet.

Most Iowa MBA students take just one course at a time, making it easy to balance work, family, and class. The disruption is minimal—and the payoff is remarkable.

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## AT A GLANCE



**9**

**AVERAGE YEARS OF  
WORK EXPERIENCE**



**32**

**AVERAGE  
AGE**



**#1**

**BEST PART-TIME  
MBA IN IOWA**

*(U.S. News & World Report, 2024)*

# FOSTER A BROADER UNDERSTANDING



**An ability to connect-the-dots between various business function isn't something you're born with.**

Yet having the confidence to communicate across teams and organizational levels leads to better outcomes—for everyone.

That's where we come in. We know exactly what it takes to empower individuals to see the big picture of business. At the Tippie College of Business, we're developing the next generation of critical thinkers, creative strategists, and motivated leaders.

## EXPAND YOUR SCOPE

“Iowa does a good job of emphasizing the soft skills needed to thrive in the workplace. It marries up the leadership and communication skills that you’ll need in a management role with the hard skills of finance and marketing and what you need to run a business.”

Trevor Jones, Iowa MBA



# **BOOST**

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# **COMPANY**

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# **PERFORMANCE**

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**Your investment in your top talent will  
have a domino effect.**

When you invest in your managers and leaders, you impact the performance of your entire organization. We'll help them master the art of working cross-functionally and leading effectively.

We begin by giving them literacy across all business functions: marketing, analytics, finance, operations. They use it to break silos and connect the dots. We also give them the type of knowledge that tends to trickle down.

They take it back and preach best practices throughout your organization.

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**15**

**COURSES BUILD COMPETENCY ACROSS  
BUSINESS FUNCTIONS**



## SKILLS LIKE NO OTHER

“When I was looking at my career growth, I knew that I wanted to bring in a strength that other people on my team didn’t have. I also wanted to get a degree that gave me a toolbox of skills and not just one skill that would push me into one position.”

**Navya Mannengi, Iowa MBA**

# GET IMMEDIATE VALUE



**Most investments don't start paying dividends from day one. This one is different.**

Let's face it. You're making an investment. It's measured in dollars, time out of the office, or both. You want to know the return.

You don't have to wait until graduation to start reaping the benefits of your investment. In the Iowa MBA Program, work and study are connected by design. Students are empowered to bring their real-life challenges to the classroom and take new insights back to work.

The result: rapid—sometimes immediate—impact on your organization.

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**\$11,250**

**AVERAGE COST PER YEAR**

**67%**

**CHANGE IN JOB LEVEL**  
(Among 2022-23 graduates)



## ROI IN REAL TIME

“The leadership skills I’ve learned through the Leadership Certificate have been the easiest things I could put into play immediately at work.”

**Nicole McCormick, Iowa MBA,  
Master of Business Analytics,  
Leadership Certificate**

## IOWA MBA CONCENTRATIONS

The Iowa MBA offers a variety of concentrations to help you develop deeper expertise in an area that interests you. Without adding any additional time or expense, you can choose to specialize in:

- Business Analytics
- Business Communications
- Business Strategy
- Finance
- Innovation
- Leadership
- Marketing

# RETAIN YOUR BEST TALENT

## Prepare the next generation.

You can sponsor your employees to give them the latest skills. You can also make this a part of your talent management strategy. Some of the top employers in the country treat an MBA education as an integral part of talent acquisition, retention, and succession planning.

## ACQUIRE

Treat this like a part of your overall compensation and offer a benefit other employers don't—without competing head-to-head on salary.

## MOTIVATE

Company sponsorship for the Iowa MBA Program carries internal prestige. Use it to reward those who go above and beyond and motivate others who strive to move up the ladder.

## RETAIN

Whether it's through retention contracts or through improved employee satisfaction, sponsoring your top performers is an often overlooked part of the retention toolkit.



# IOWA

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## LEARN MORE

For further questions about the program, please contact:

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