

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 undeniable.

AT A GLANCE



9

**AVERAGE YEARS OF
WORK EXPERIENCE**



33

**AVERAGE
AGE**



#11

BEST PUBLIC ONLINE MBA
*(U.S. News & World
Report, 2026)*

FOSTER A BROADER UNDERSTANDING



An ability to connect-the-dots between various business functions 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.

UNDENIABLE GROWTH

“At the end of the day, business isn’t just debits and credits. There are other variables that make up flourishing businesses, so having a complete understanding of that ecosystem was really important to me. An MBA was a natural path to uncovering that.”

Stephanie Yousif, Iowa MBA



BOOST

COMPANY

PERFORMANCE



**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.

15

**COURSES BUILD COMPETENCY ACROSS
BUSINESS FUNCTIONS**

UNDENIABLE SKILLS

"Since earning my Iowa MBA, I think differently. I think more critically. I have different perspectives and approaches to problems I'm trying to solve."

Alexander Dayton, 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.

\$11,250

AVERAGE COST PER YEAR

56%

MBA GRADS RECEIVE A PROMOTION OR NEW POSITION DURING THE PROGRAM

(Among 2024-25 graduates)

UNDENIABLE ROI

"I've already received feedback from leaders that my confidence has increased, my analytical skills have improved, and I think about things more strategically. My presentation skills have become better. I'm able to take the skills I've learned in class and apply them to my everyday life."

Porscha Tucker, Iowa MBA

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:

- AI & Technology Management
- Business Analytics
- Business Communications
- Finance
- Innovation
- Leadership
- Marketing
- Strategy



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.



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LEARN MORE

For further questions about the program, please contact:

tippie-grad-programs@uiowa.edu
319-467-1933

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