

We call them “majors.” You call them your future:

BUSINESS ECONOMICS



A degree in business or in economics? You want the best of both worlds. We deliver.

Forget about just *surviving* in the face of a changing global economy – *lead* in it. That’s exactly what your training in business economics will prepare you to do.

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.

Like the thought of sharpening your critical thinking and problem-solving skills to tackle twenty-first-century business? Read on.

JOINT FORCES COMMAND ATTENTION

That’s precisely why the College of Business collaborated with the Department of Economics – to offer Iowa State University students a degree combining these two interwoven fields of study. The result? An innovative business economics program that gives its graduates a skill set highly prized by employers. Ready to get out there and earn some money?

ANALYZE THIS

As a business economics major, you’ll learn to master a distinctive cross section of analytical

and applied business scenarios that will prepare you equally well for graduate studies or immediate employment. The best part is, you decide. With a degree in business economics, your future is not only bright – it’s wide open.

FIELDS OF INTEREST

That’s what employers will have in you. Acres of interest. Loads of it. Your distinguished credentials as a business economics major can afford you 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.

SURROUND YOURSELF WITH THE FINEST

Home base for Iowa State University’s College of Business is the 111,000-square-foot Gerdin Business Building. Its state-of-the-art technology includes wireless access and high-tech laboratories in which students replicate real-world business situations under the expert supervision of world-renowned scholars.

Plus, you’ll get the opportunity to work closely with other students who share similar interests and aspirations, forging relationships that turn friendships into professional networks.

THEY’RE COMING FOR YOU

Recruitment from our College of Business ranks high on the to-do list for the human resource departments of industry-leading businesses across the U.S. Fortune 500 companies turn to our lab

facilities for research and make frequent visits to our campus in search of our best and brightest. In addition, our career services office can help put you on the map. Even if you don't know quite what direction to go. We'll help you get there.

A WINNING LINEUP

Our course work is expertly designed to blend core business and economics classes, while allowing you the flexibility to choose electives to suit your educational and professional goals.

The business core includes courses in accounting, information systems, logistics, management, marketing and operations. Your economics course work not only focuses on micro- and macroeconomics, but also money, banking and financial applications.

Sound like a mouthful? Don't worry. Classes have been divided into categories and sequenced so that you get the most from each level of learning. You'll be on your way before you know it. Plus, our faculty is helpful, caring and approachable – we're completely dedicated to your achievement.

THE BEST OF THE BEST

The College of Business at Iowa State University is one of them. How do we know? Because we are accredited by the Association to Advance Collegiate Schools of Business, which sets the highest standard of achievement for business schools around the globe.

Additionally, the Department of Economics – recognized as one of the finest in the world – has a staff composed of scholars recognized internationally in their respective disciplines.

WE'RE READY. ARE YOU?

You'll find one of the nation's premier colleges of business right here. In Iowa. In the Midwest. In the middle of everywhere.

We'll help you get prepared for the adventure of business, no matter where it takes you. From Main Street to around the world. And you'll begin your adventure at one of the nation's Top 50 Public Universities, according to *U.S. News & World Report*, where you can enjoy more opportunities, explore more possibilities and realize more potential.

In other words, everything you expect in your college adventure.

So check us out. Give us a call. Pay us a visit. We're ready if you are.

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IOWA STATE UNIVERSITY
College of Business



The College of Business at Iowa State University is accredited by AACSB International – The Association to Advance Collegiate Schools of Business. AACSB is the premier accrediting agency and service organization for business schools.

Enjoy the Adventure.