YOUR BUSINESS ADVENTURE STARTS HERE. AND IT STARTS NOW.

IOWA STATE UNIVERSITY
COLLEGE OF BUSINESS

You’re going to college for an adventure so you can discover yourself, and get a jumpstart on the career of your dreams. A business degree is one of the smartest ways to do that. Here you’ll learn the theories, skills, and how to apply them to a variety of different fields, helping you succeed right out of the gate.

But at Iowa State University, you won’t just earn a degree. You’ll also be creating your own network of faculty, students, staff, and employers that will be with you for years to come. A network that will make you attractive to employers and help you land that important first job or grad school placement. A network that has helped 97 percent of our graduates do just that.
The College of Business is accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Only the top five percent of business programs worldwide earn that honor. Plus, U.S. News & World Report ranks us in its top 16 percent. That's some pretty select company.

So you know you'll get a top-notch business education from internationally known faculty. But what else sets us apart?

We're glad you asked. In the College of Business, we know that student involvement is every bit as important as the academics. It's about connecting what you do inside the classroom to what you do outside the classroom.

Internships. Career fairs. Live cases. CyBIZ Lab. Study Abroad. Business Learning Teams. Student clubs and organizations. Leadership opportunities. Some of that might sound unfamiliar, but it won't for long. We call them experiential learning opportunities, but you can think of them as mini-excursions on the path to your business adventure. They offer you the chance to take everything you've learned and apply it in a real-world, hands-on situation.

Networking? Building your resume? This is how it happens.

All the while, you'll have the mentorship and motivation of our award-winning professors, who prepare you with multi-disciplinary, global, technological, ethical, and diversity challenges. You'll have access to the Gerdin Business Building, with its state-of-the-art classrooms, labs to conduct research, and ample space for team projects or individual study.

And you'll have the guidance of our excellent team of academic advisers in the Union Pacific Undergraduate Programs Office. They'll help you create your graduation plan and keep you up to date on important things like scholarships and the latest experiential learning opportunities.

In the College of Business, you belong to our community. You engage with the opportunities we offer. You succeed as a student. Those experiences will translate to success in both your professional and personal lives after you've joined the ranks of our alumni.
START EXPLORING
Every undergraduate student starts as a pre-business student. After the pre-business foundation you’re ready to declare a specific major and get to work pursuing your dreams. Take a course in accounting, a live case in a supply chain management classroom, or help invest real assets in a finance class. We want you to explore every option. It’s the best way to discover your passion.

LEARN BY DOING
Corporations, start-ups, and non-profit organizations come to CyBIZ Lab looking for answers. There you’ll be able to test the theories you’re learning in the classroom in the real world. Gain hands-on experience by developing solutions to real-world issues in business. And while you are doing that, you’ll create a network of potential employers.

BUSINESS LEARNING TEAMS
Fitting in at Iowa State is easy. Especially when you’re a part of the team. That’s why we’ve created the Business Learning Teams. This is a learning community that places you with a group of freshmen or transfer students who are taking two of the same classes as you. Your group will be able to help you with homework, become a study group, and become your first network of new friends. You’ll have a peer mentor who works closely with your team to show you the ropes and help you get better connected. You can join a team when you apply for housing, or during your orientation registration appointment.

AROUND THE WORLD
Want to study French in France? Enjoy fettuccine in Italy? Tour the ancient ruins in Greece? You can. The College of Business International Programs help you explore the world while working on completing your degree. You choose a study abroad program that fits your schedule, your budget, and your sense of adventure. Whether you choose to spend a semester abroad or travel with your classmates and professor during a semester break, the benefits of an international experience will last you a lifetime.

GET INVOLVED AND BECOME A LEADER
Iowa State University offers more than 800 different clubs and organizations. Twenty-five of these are in the College of Business and cover a wide range of business interests. From entrepreneurship to sports business to investments and more, there is something for everyone. Many focus on academic and research initiatives, while others host guest speakers and conduct field trips.

THE GERDIN CITIZENSHIP PROGRAM
The Gerdin Citizenship Program (GCP) will get you involved with the college and connect you with other business students. You’ll participate in activities that develop your skills, not only making you a more professional business student, but also a more qualified candidate to employers.
ACCOUNTING

WHAT IS IT?
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 a reality? Well, accounting could be the major for you.

HOW YOU’LL BE PREPARED
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. This preparation will help you when you take the Certified Public Accountant exam. So you’re not just ready to work, you’re ready to excel.

GET HIRED AFTER GRADUATING
Your skills will be in high demand. Companies like Ernst & Young, RSM, John Deere and many, many more regularly come on campus to recruit students just like you. It’s because major companies know our grads have the skills and expertise to help them right away.

CONTACT INFORMATION
Accounting Department
William L. Varner Accounting and Finance Suite
College of Business
2330 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-8112

BUSINESS ECONOMICS

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

WHAT YOU’LL LEARN
Business and economics are fundamentally linked, so we put them together as a major. 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. You’ll 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 of your organization.

YOU’LL BE IN HIGH DEMAND
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.

CONTACT INFORMATION
Finance Department
William L. Varner Accounting and Finance Suite
College of Business
2330 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-8112
Economics Department
College of Liberal Arts and Sciences
260 Heady Hall
518 Farm House Lane
Ames, Iowa 50011-1054
(p) 515-294-5436

There are many exploratory classes so you can find out what you really like most. The professors here really focus on teamwork and real-life experiences. We search for solutions, but we also discover why things happen. That’s how business decisions are made.

The College of Business provides incredible opportunity for you to be creative and grow as an individual. In most other careers you are focusing specifically on technical skills but in the College of Business you are working primarily on interpersonal skills.
**ENTREPRENEURSHIP**

**IS THIS MAJOR RIGHT FOR YOU?**

Do you have a vision of your future? Do you like taking an idea and running with it? And have you ever dreamed of starting your own company - then seeing it grow to 100 employees? Well, this major is where your start-up starts.

**BECOME THE BOSS**

In this program you’ll develop the skills to recognize opportunities, create business plans, and form a competitive strategy. You’ll receive opportunities to practice what you’re learning, because our professors believe the best way to learn about the demands of starting a business is to be involved with one. This major will be your first step toward becoming a successful entrepreneur before or after you graduate.

**GET CONNECTED**

When we say you’re getting the best education, we mean it. The ISU Pappajohn Center for Entrepreneurship enhances your classroom experience by providing opportunities to collaborate with other entrepreneurial-minded students across campus, pitch your own ideas and get feedback, and network with successful entrepreneurs. You will gain real-world experience while developing your entrepreneurial skills and building your personal network—and resume—even before graduation.

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**FINANCE**

**WHAT IS IT?**

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.

**WHAT YOU’LL LEARN**

Our professors have written some of the most cited and read articles in top academic journals. 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 through a course where you’ll create an actual portfolio of investments. This is just one of the ways you’ll be able to implement what you’re learning in the classroom into real life.

**GET HIRED AFTER GRADUATING**

After you graduate you’ll be putting your degree to work. Your skills and expertise will be in high demand. Whether your future is in banking, insurance, or in investments, get ready to hear one thing over and over - “excellent job!”

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**CONTACT INFORMATION**

**Management Department**

Steve and Becky Smith Management and Marketing Suite
College of Business
2350 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-8110

**CONTACT INFORMATION**

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Faith Gour
Naperville, Illinois

Desirae Hodges
Rochester, Minnesota

**ENTREPRENEURSHIP**

I have always loved numbers. What I like about the College of Business are my professors. They really care about what they’re teaching and have real-life experiences they share with us in class. That is very helpful.

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**ENTREPRENEURSHIP**

Transferring from a small college in Michigan, I was scared that coming into such a large college would make me feel like just a number, but it has been the complete opposite. My favorite part about the College of Business is that not only do you get the classes and education from great professors and faculty, but there are more than 25 student organizations.

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MANAGEMENT

WHAT IS IT?
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 strategies 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 that can be learned.

HOW YOU’LL LEARN TO TAKE CHARGE
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 world. Our professors have real-world 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 NEED LEADERS
Companies from around the country—like Wells Fargo, C.H. Robinson Worldwide, and Union Pacific Railroad—hire our management graduates. It’s no wonder why companies large and small come to Iowa State to scout for talent. They want to put your skills to work.

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MANAGEMENT INFORMATION SYSTEMS

WHAT IS IT?
Want to be on the leading edge of technology? Be part of the next world-changing innovation? With a degree in management information systems, you will be tasked with discovering how to use new and emerging technologies for business. Manage their implementation to turn information into profit.

ALWAYS STAY TWO STEPS AHEAD
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 aspire to more.

CONTACT INFORMATION
Management Information Systems Department
David and Deb Kingland Supply Chain and Information Systems Suite
College of Business
2340 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-3659

Jessica Graham
Mason City, Iowa

I started my college adventure at NIACC with a focus on business and entrepreneurship. My adventure continued when I chose business at Iowa State University. Transferring from NIACC to Iowa State was easy! 

KC Ogbonnaya
New Brighton, Minnesota

The College of Business showed me a lot of opportunities. Whether it was through Career Services, academic clubs, case competitions or simply the coursework, I knew that going to this college would put me in a great position to excel in my post-undergraduate life.

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When you know business and how to implement it through technology, it’s no wonder companies come looking for you. Companies like Caterpillar, Cerner, and Boeing are constantly scouting for the latest talent on campus. So you’ll earn an awesome career where you’ll put your skills to work right away.
IS THIS MAJOR FOR YOU?
It is if you want to learn from the best! Iowa State is the only college in Iowa with a ranked supply chain management program. This is where you’ll learn how to deliver material from suppliers to the manufacturing plant, convert that material into products, and manage the flow of products through the distribution process and into the hands of consumers. Those products could be as small as a paper clip or as large as a jet engine.

WHAT YOU’LL LEARN
The coursework in this major will develop your skills and core knowledge related to a wide variety of supply chain activities. You’ll learn about the logistics and operations of an organization including: demand planning, purchasing, inventory control, and strategic supply chain management. Plus, our supply chain faculty are ranked #7 in the world for research productivity. Which means their research is consistently getting published in top academic journals. That’s important because it means you’re getting a top-quality education from expert instructors.

GET PICKED UP RIGHT AWAY
With this degree you will be ready to begin your career. And employers know it. Our graduates are excelling in careers with manufacturers, distributors, and transportation carriers like John Deere, Hormel Foods Corporation, and J.B. Hunt Transport.

Contact Information
Supply Chain Management Department
David and Deb Kingland Supply Chain and Information System Suite
College of Business
2340 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-3659

In a world of constant progress, I chose supply chain management because I am future-driven. I know my success will be based on my experiences in and out of the classroom. I have found those experiences at the Iowa State University College of Business.

Georges Niang
Methuen, Massachusetts

Olivia Reicks
Lewistown, Iowa

IS THIS RIGHT FOR YOU?
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 big data to decide which promotion will work best? Well, a career in marketing is for you.

HOW YOU’LL BE PREPARED
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, help during your internship opportunities, and prepare you for a bright future, no matter which area of marketing you work in after graduation.

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

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2350 Gerdin Business Building
2167 Union Drive
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Olivia Reicks
Lewistown, Iowa
CAREER HELP

We’re the only business college in Iowa that has its own Business Career Services office dedicated 100% to the success of business students! The mission of Business Career Services is to help you achieve your career goals. Our dedicated career coordinators are here to listen, brainstorm, and help you figure out how an interest can become a career. Our unique career services structure means you have a specialist on your side.

But that’s not the only thing we do.

We also organize two career fairs each year, that draw a combined 5,000+ students, so you can get face time with 170+ potential employers. Help you craft the perfect resume and cover letter for an internship or career. Give you mock interviews to prepare you for the real ones, and any other advice you might need along the way.

The Business Career Services team is here to make sure you enjoy this and your next adventure.

CONTACT INFORMATION

International Business
Union Pacific Undergraduate Programs Office
1200 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-8300
(e) undergrad@iastate.edu

WHAT IS IT?

There’s a big world out there, and big ideas are needed to connect it. Why stop at just one major? This double major option will increase your understanding of the global economy and marketplace.

WHAT YOU’LL LEARN

While you’re getting your degree in the College of Business, you can complete this secondary major. In this major you’ll learn about the international aspects of finance, management, marketing, and logistics. Plus, you’ll take courses to expand your knowledge of the world’s economics, politics, and e-commerce. So when you graduate you’ll be ready to explore the world.

PACK YOUR BAGS

The best way to learn is through experience. That’s why this major requires you to explore. You’ll spend a semester studying abroad in a country such as Italy, Spain, China, or Australia, to name a few. Study a foreign language. Or go on an overseas internship. So get your passport ready because you’re going to put the “Enjoy the Adventure” to the ultimate test.

One of my favorite experiences in the College of Business is Business Week and Career Week. I think it’s awesome that during these weeks so many employers come to Gerdin to present to students — not to mention the free donuts and coffee!

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Are you ready?

There’s never been a more exciting time to be a business major!

Apply for admission

www.admissions.iastate.edu

Contact us

Union Pacific Undergraduate Programs Office
1200 Gerdin Business Building
2167 Union Drive
Ames, IA 50011-2027
(p) 515-294-8300
(e) undergrad@iastate.edu

Connect with us

facebook.com/ISU.CollegeofBusiness
@ISU_CoB
instagram.com/isucollegeofbusiness
Search “Iowa State University - College of Business”

You won’t be alone on your adventure!
The Union Pacific Undergraduate Programs Office is here to help. Our professional advising staff will help you choose the right courses, navigate campus resources, and will be with you from admission to graduation and beyond.