Why Ivy

At the Debbie and Jerry Ivy College of Business, the boundaries of what’s possible are yours to push, shape, and redefine. Here you will envision your future and we will help you make it real. You will gain the skills and experience to seize every opportunity to achieve your goals and make your lasting impact on the world of business. So bring your optimism, enthusiasm, entrepreneurial spirit, and individuality. We are ready to welcome and support you, as you build the foundation of your legacy at the Ivy College of Business.

Your Ivy Experience

➤ Because you are a doer and a thinker, you will be immersed into a collaborative, inclusive environment that emphasizes hands-on, experiential learning and ongoing engagement with industry.

➤ Because you have a unique vision for your future, our world-renowned faculty will help you bring it into focus and sharpen it to reflect the current needs and projected demands of the ever-changing world.

➤ Because you can be a difference-maker, we will provide opportunities to gain a global perspective. You will gain the knowledge, skills, and confidence to make an impact in your chosen career and create a path for others to follow.

“
It is almost impossible to walk through the Gerdin Business Building without greeting a professor—and I love that. I always tell my teammates on the basketball team that Gerdin is the best building on campus.”

Adriana Camber, finance

ivybusiness.iastate.edu
Where will it lead

On your path through the Ivy College of Business, you will be a part of a diverse community of classmates and colleagues focused on making a difference in the business world. Whether your goal is to run a family business, join a non-profit organization, or play a leading role at a global corporation, you will study and learn alongside a collaborative cohort of faculty, students, staff, and employers who will form your lifelong network of successful professionals.

Get started on day one. You will be admitted directly into the Ivy College of Business as an incoming student. Studying in our pre-business program, you will identify your strengths, discover new passions, and chart a course to your career goals before choosing an area of specialization and declaring your major.

No matter the path you choose, you’ll benefit from a supportive academic environment that includes:

**Academic Advising** – Take risks knowing you’re supported by our dedicated team of professional academic advisers. They’ll help you make decisions on a major, create your graduation plan, and keep you up to date on important things like scholarships and campus resources.

**Business Career Services** – Launch a successful career with the support of our team of experienced career specialists. We assist you in all aspects of professional development, including researching careers, creating a resume, interviewing, connecting with companies of interest, and negotiation and presentation skills.

**The Iowa State University Pappajohn Center for Entrepreneurship** – Collaborate with other start-up-minded students and network with successful entrepreneurs. Take part in the Iowa State CYstarters summer accelerator program, or work for the CyBIZ Lab to solve real business problems for a broad range of clients.

**Ivy College of Business Communications Center** – Serving the communication needs of students, the Business Communications Center offers a variety of services designed to enhance your communication skills. Come for writing help, presentation critique, or guidance on professional speaking.

**Leadership Development** – The Ivy College of Business offers multiple avenues for students to develop their leadership skills and build their resumes. Whether that is through a position on the executive board of one of our 25 business-specific student organizations, or a more formalized development program such as the Gerdin Leader’s Academy, you will have ample opportunity to put your skills to work.

**Scholarship Support** – We are ready to invest in you. Over $1 million in scholarships is available to undergraduate students in the Ivy College of Business, including business-specific scholarship opportunities for incoming students.

“
No student is an island when it comes to the Ivy College of Business. In every class, student organization, or college event, there is always an opportunity to collaborate with your peers and with a community that is excited to work with you.”

Vincent Valeriano, marketing
Be a change agent

Business Economics

Traditional business programs focus on the organizations and functions that deliver goods and services to customers, while economics curriculum emphasize production, distribution, and consumption and how to best utilize available resources. This forward-thinking, hybrid degree offers a balanced emphasis in both. You will learn how to combine practical business skills with a strong theoretical understanding of the study of economics.

Become a change agent

Business Economics

Business economics majors benefit from receiving additional faculty support and career preparation from the Department of Economics at Iowa State University.

Speak the universal language of business

Accounting

Accounting is more than just numbers and math; it’s about having the flexibility to work in a variety of industries. Our accounting program will prepare you to analyze, synthesize, and report data so you can pursue diverse careers in business and accounting, including auditing, consulting, public accounting, budgeting, and forecasting.

You may also choose to take advantage of our 4+1 master of accounting program, allowing you to take master’s-level coursework along with your undergraduate studies. By doing this, you can graduate with your master of accounting degree in just five years, be eligible for the CPA Exam, and be well prepared for a successful career in business and accounting.

Participate in the student-run, for-credit Volunteer Income Tax Assistance (VITA) clinic, serving members of the community.

Own the leading edge of growth

Finance

Finance is a field that combines decision-making, creative thinking, and leadership skills. Our curriculum will teach you how to make the most of financial markets, successfully raise capital, manage risk, grow assets, and serve the diverse needs of shareholders, partners, and employees. You will be prepared for your future in a wide range of fields of financial management.

Join the Ivy College of Business student-run financial portfolio and investment club, and manage a portfolio with real money to gain firsthand experience in financial markets.

Inspire brands and grow customer relationships

Marketing

Marketing impacts every aspect of a company. As an Ivy marketing major, you will become skilled at learning how to manage the entire marketing process – from market research to product design, pricing, promotion, selling, and distribution. This degree is designed to prepare you for a career in product management, advertising and sales promotion, marketing research, marketing analytics, sales, and sales management.

You will learn it all from faculty who have lived it through their own careers. They bring a wealth of industry experience and connections into the classroom to position you for success from day one.

Our curriculum puts theory into practice through case studies and fieldwork with real companies, owners, and managers. Working alongside teams made of classmates and industry professionals, you will resolve challenges and seize opportunities.

It’s the community in the Ivy College of Business that I will remember in 30 years.”

Kate Howell, management information systems

Be a risk management guru

Actuarial Science

Actuarial science is the discipline that applies financial, mathematical, and statistical methods to assess risk in insurance, finance, and other industries and professions. Our curriculum is designed to prepare you with the knowledge base and skills in finance, mathematics, and statistics needed to pass up to five actuarial exams, so you’ll be career-ready when you graduate.

Be a risk management guru

Actuarial Science

Our curriculum is designed to prepare you with the knowledge base and skills in finance, mathematics, and statistics needed to pass up to five actuarial exams, so you’ll be career-ready when you graduate.

Speak the universal language of business

Accounting

Accounting is more than just numbers and math; it’s about having the flexibility to work in a variety of industries. Our accounting program will prepare you to analyze, synthesize, and report data so you can pursue diverse careers in business and accounting, including auditing, consulting, public accounting, budgeting, and forecasting.

You may also choose to take advantage of our 4+1 master of accounting program, allowing you to take master’s-level coursework along with your undergraduate studies. By doing this, you can graduate with your master of accounting degree in just five years, be eligible for the CPA Exam, and be well prepared for a successful career in business and accounting.

Participate in the student-run, for-credit Volunteer Income Tax Assistance (VITA) clinic, serving members of the community.

Own the leading edge of growth

Finance

Finance is a field that combines decision-making, creative thinking, and leadership skills. Our curriculum will teach you how to make the most of financial markets, successfully raise capital, manage risk, grow assets, and serve the diverse needs of shareholders, partners, and employees. You will be prepared for your future in a wide range of fields of financial management.

Join the Ivy College of Business student-run financial portfolio and investment club, and manage a portfolio with real money to gain firsthand experience in financial markets.

Inspire brands and grow customer relationships

Marketing

Marketing impacts every aspect of a company. As an Ivy marketing major, you will become skilled at learning how to manage the entire marketing process – from market research to product design, pricing, promotion, selling, and distribution. This degree is designed to prepare you for a career in product management, advertising and sales promotion, marketing research, marketing analytics, sales, and sales management.

You will learn it all from faculty who have lived it through their own careers. They bring a wealth of industry experience and connections into the classroom to position you for success from day one.

Our curriculum puts theory into practice through case studies and fieldwork with real companies, owners, and managers. Working alongside teams made of classmates and industry professionals, you will resolve challenges and seize opportunities.

It’s the community in the Ivy College of Business that I will remember in 30 years.”

Kate Howell, management information systems

Become a change agent

Business Economics

Traditional business programs focus on the organizations and functions that deliver goods and services to customers, while economics curriculum emphasize production, distribution, and consumption and how to best utilize available resources. This forward-thinking, hybrid degree offers a balanced emphasis in both. You will be prepared for your future in a wide range of fields of financial management.

Join the Ivy College of Business student-run financial portfolio and investment club, and manage a portfolio with real money to gain firsthand experience in financial markets.

Inspire brands and grow customer relationships

Marketing

Marketing impacts every aspect of a company. As an Ivy marketing major, you will become skilled at learning how to manage the entire marketing process – from market research to product design, pricing, promotion, selling, and distribution. This degree is designed to prepare you for a career in product management, advertising and sales promotion, marketing research, marketing analytics, sales, and sales management.

You will learn it all from faculty who have lived it through their own careers. They bring a wealth of industry experience and connections into the classroom to position you for success from day one.

Our curriculum puts theory into practice through case studies and fieldwork with real companies, owners, and managers. Working alongside teams made of classmates and industry professionals, you will resolve challenges and seize opportunities.

It’s the community in the Ivy College of Business that I will remember in 30 years.”

Kate Howell, management information systems

Become a change agent

Business Economics

Traditional business programs focus on the organizations and functions that deliver goods and services to customers, while economics curriculum emphasize production, distribution, and consumption and how to best utilize available resources. This forward-thinking, hybrid degree offers a balanced emphasis in both. You will be prepared for your future in a wide range of fields of financial management.

Join the Ivy College of Business student-run financial portfolio and investment club, and manage a portfolio with real money to gain firsthand experience in financial markets.

Inspire brands and grow customer relationships

Marketing

Marketing impacts every aspect of a company. As an Ivy marketing major, you will become skilled at learning how to manage the entire marketing process – from market research to product design, pricing, promotion, selling, and distribution. This degree is designed to prepare you for a career in product management, advertising and sales promotion, marketing research, marketing analytics, sales, and sales management.

You will learn it all from faculty who have lived it through their own careers. They bring a wealth of industry experience and connections into the classroom to position you for success from day one.

Our curriculum puts theory into practice through case studies and fieldwork with real companies, owners, and managers. Working alongside teams made of classmates and industry professionals, you will resolve challenges and seize opportunities.
Build teams and lead

**Management**

Management is essential to every business, no matter how large or small. It is a discipline that involves creating and maintaining a competitive advantage, winning customers, motivating employees, and leading organizations in new and unique ways. Effective management of human potential and creativity is the foundation of a successful business strategy. In this program, you will learn how to manage people and projects in any business, from entrepreneurship to corporate leadership.

Our curriculum emphasizes the increasing importance played by diversity, ethics, and technology in business decision-making. And you will learn how to successfully manage when you face challenging external forces and global issues.

Innovate and impact

**Entrepreneurship**

Entrepreneurs are experts at solving problems and seizing opportunities. They may start their own business, grow a small or family business, or be an innovative force within a larger business. Entrepreneurs learn from their successes, and their failures, in order to improve the world around them.

Our innovative curriculum blends cutting-edge theories and concepts with the essential real-world skills needed for a successful entrepreneurial career.

The Iowa State Pappajohn Center for Entrepreneurship enhances your classroom experience by providing opportunities to collaborate with other entrepreneurial-minded students across campus. You will have the opportunity to pitch your ideas, receive feedback, and network with successful entrepreneurs.

Be a data powerhouse

**Management Information Systems**

Management information systems (MIS) professionals are on the leading edge of technology. They understand how to innovate and solve business problems using technology. Our MIS degree program is designed to train you to critically analyze business processes, identify inefficiencies and problems, assess information requirements, and create powerful business solutions and technical specifications for the supporting system. As you develop the managerial skills to manage an IS project, you will develop an industry-current knowledge of existing and emerging information technologies and their impact on the IS function.

Ivy MIS majors have the opportunity to participate in a case competition course, during which you will earn credit toward your degree by applying classroom knowledge to real-world business challenges.

Be the big-picture thinker

**Supply Chain Management**

Supply chain management (SCM) involves the integration of business processes across organizations, from material sources and suppliers through manufacturing and processing to the final customer. Our unique curriculum, which is ranked among the highest supply chain management programs in the country, empowers you to study the coordination and movement of a product from its creation and production to the point at which it is delivered to the customer. Ivy College of Business graduates have advanced to a diverse range of careers with manufacturers, retailers, distributors, logistics service providers, and consulting firms.

Through one of our groundbreaking, behind-the-scenes, international programs, you will experience the entire supply chain of a product from start to finish, including a spring break study abroad trip.
Take on the world

International Business

We live in a truly global marketplace, and having a thorough and current understanding of the intricacies of international business will give you a competitive edge. With this secondary major in international business, you will have the skills and knowledge to excel in business positions with international responsibilities and expand your career.

Add 15 additional credits of approved coursework, one year of foreign language study, and the completion of a study abroad program and you will have a second major that makes you ready to take on the world of business — anywhere in the world.

Ivy College of Business International Programs –
Study abroad for a semester, year, or summer at one of our partner institutions around the world. Or, join faculty-led courses that involve live case studies and company visits to major international businesses.
Create your adventure