Find your path

Make an impact
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.

I have always been a lover of numbers since I was young. However, I didn’t know exactly what I wanted to major in until I found actuarial science. It’s perfect because it’s a mesh of mathematics and business.”

Kailee Ervin
(actuarial science)
Woodbury, Minnesota

Welcome
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 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.

**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 CyRIZ 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. More than $1.25 million in scholarships are available to undergraduate students in the Ivy College of Business, including business-specific scholarship opportunities for incoming students who apply through the OneApp system.

“Supporting You

Iowa State fostered a supportive environment for me to discover my career path. And the Ivy College of Business provided me with so many growth opportunities to explore career paths and build valuable connections and relationships.”

Lisa Niess (‘11 marketing) Director of Marketing and Communications, U.S. Bank Stadium Minneapolis, Minnesota
At the Ivy College of Business, our coursework is designed to take you well-beyond the classroom. Ivy faculty go above and beyond to create memorable and tangible experiences for students. Business professionals don’t passively absorb information, so why should you? Whether you want to study how global supply chains affect local retail spaces, or put your tax knowledge to work assisting local community members file their actual taxes, our coursework will put you to work. This provides major benefits to you by giving you the hands-on experience you need to succeed in a real-life work environment, and allowing you to build your skills under the careful supervision of world-class faculty. These are just a few examples of how you can prove your skills beyond just final exams.

CASE COMPETITIONS

Have a competitive spirit? You can earn credit towards graduation by participating in Case Competitions. Along with your team, you will compete to solve business problems for panels of industry judges. Take home scholarship dollars, bragging rights, and a better understanding of the challenges faced by businesses every day.

RESEARCH

If you like to ask questions, or often wonder “why are things done a certain way” and want to find the answers to those questions, undergraduate research can be one of the best ways to satisfy your curiosity. Work alongside faculty members to assist with their research or answer your own questions and push the boundaries of knowledge in your field.

STUDENT ORGANIZATIONS

Whether you want to build your professional network, run for a leadership position, or just get to know your peers better, Ivy student organizations offer opportunities for personal and professional growth. Join the organization specific to your major or professional interest – like the Sports Business Club – to build your network and meet peers and alumni in your field. You can join a general interest organization like Collegiate Women in Business or Multicultural Business Network to find mentorship and community. Or join a professional business fraternity to plan service projects and social activities. There’s no limit to what you can add to your academic experience when you find your community in Ivy.

CASE STUDY CLASSES

What’s better than reading about business decisions out of a text book? Learning about them first-hand from the companies and people who made them. Many courses focus on using case study examples, giving you the opportunity to benefit from your experienced professors, but also their extensive professional networks. You can work alongside companies as they walk you through how they’ve handled challenges and found solutions, leaving you with a better understanding of how to manage issues in your future career. Some of these courses include international travel or other face to face experiences that will make you a stand-out candidate in your future career search.
ACCOUNTING

Speak the universal language of business

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.

ACTUARIAL SCIENCE

Be a risk management guru

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.

BUSINESS ECONOMICS

Become a change agent

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.

FINANCE

Own the leading edge of growth

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.

*Minor available

When most people think of finance, they think of the stock market and investments. It’s a lot more than that, though. It’s how a company raises capital, how they manage risk, debt, equity and budget their money, among other aspects. There’s a lot of different paths you can take. I think this variety is what I was looking for. I would never want to be bored, and finance is never boring.”

Daniel Ferrarini (finance)
Hanover, Massachusetts
ENTREPRENEURSHIP

Innovate and impact

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.

MANAGEMENT

Build teams and lead

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.

MARKETING

Inspire brands and grow customer relationships

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.

I love marketing because it gives me the chance to directly deliver value to all aspects of a business, while using both my creative and analytical skills.”

Madeline Richter

(finance and marketing)

Spirit Lake, Iowa

“It’s Minor available

BUSINESS AND TECHNOLOGY CONSULTING

MINOR

The Department of Marketing also offers a minor for any student with a major in the Ivy College of Business. The Business and Technology Consulting minor prepares you for a career as a business consultant. Every year consulting companies attract talented graduates across the world. As a consultant, you gain broad exposure to business issues, solve different business problems, make an impact on major businesses, and become an expert in a specific business functional area. The minor provides a systematic process for students to strengthen problem-solving skills and prepare them to become better communicators and future leaders.

IVY PROFESSIONAL SALES CERTIFICATE

Sales is at the heart of most businesses. The Ivy professional sales certificate, administered by the Department of Marketing, helps you in your job search after graduation. The demand for graduates with a background in sales is high. Here, you’ll learn inside the Houston Professional Sales Suite and enjoy the benefits of the latest technology to set you up for success. Open to all Iowa State University students.
I realized that I really like solving puzzles. I enjoyed looking at giant problems — like a huge knot with all of these interconnected issues — and finding that one broken link in the chain to fix it. So, I got into supply chain. I think it’s the best way to do that, to solve problems. There’s a million moving parts. There’s a million little things that can go wrong, so going through and finding all those things is something I find fascinating.”

Cameron Hillsman
(supply chain management)
West Des Moines, Iowa
INTERNATIONAL BUSINESS

Take on the world

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.

Iowa State University is continuing to monitor the COVID-19 outbreak. Study abroad programs that were scheduled to depart before August 1, 2021, have been canceled. The university will continue to monitor the global situation and will provide updates when decisions are made on study abroad programs.

*Minor available
Create your adventure

Iowa State University

Ivy College of Business

1200 Gerdin Building
2167 Union Drive
Ames, IA 50011

515-294-8300
choosebusiness@iastate.edu
ivybusiness.iastate.edu

Instagram: @isucollegeofbusiness
Twitter: @ISU_CoB
Facebook: @ISU.CollegeofBusiness
LinkedIn: Iowa State University - Ivy College of Business
YouTube: Ivy College of Business Iowa State University

The Ivy College of Business is in the top 2 percent of business schools in the world to be accredited in both business and accounting by AACSB International. Iowa State University is a member of the Association of American Universities, which comprises 62 distinguished institutions in the United States and Canada that continually advance society through education, research, and discovery.

"Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to Office of Equal Opportunity, 3350 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel: 515 294-7612, email eeoffice@iastate.edu."