IOWA STATE UNIVERSITY

College of Business

College of Design

Proposal for a Bachelor of Industrial Design (BID)/MBA

Concurrent Degree Program

**Name of the Program/Degrees**

The Department of Business Administration and Department of Industrial Design propose offering a collaborative program culminating in a Bachelor of Industrial Design (BID) and a Master of Business Administration (MBA) degree.

**Name of Departments Administering the Program**

Department of Business Administration, College of Business

Department of Industrial Design, College of Design

**Rationale for the BID/MBA Concurrent Degree Program**

The purpose of the proposed BID/MBA concurrent degree program is to equip industrial design students with the knowledge and skills to manage collaborative, multifunctional, innovation initiatives working for large design firms, engineering companies, manufacturers, or technology-driven businesses. As a student’s career progresses in industrial design, job responsibilities often expand to managing a design team, preparing departmental budgets, establishing and overseeing project timelines, and working with marketing, engineering, manufacturing, and financial personnel to set goals and strategies for new products. The BID/MBA concurrent degree will help industrial design students achieve long-term career success by providing them with creative and technical skills, a broad understanding of business, and enhanced soft skills upon graduation from Iowa State University.

The BID/MBA concurrent degree program will introduce industrial design students to a core body of knowledge in graduate management education as well as advanced subjects such as new product development and marketing, strategic process analysis and improvement, personality and management, negotiation and conflict resolution, entrepreneurship and new venture creation, and the strategic management of innovation. In addition, BID/MBA students will have opportunities to further develop their collaborative, communications, problem-solving, creative-thinking, and leadership skills through activities both inside and outside the classroom.

**Requirements for the BID/MBA Concurrent Degree Program**

The BID/MBA concurrent degree program is designed to be completed in a minimum of five academic years or ten semesters. In the first three years, industrial design students will progress through a defined sequence of core design courses, concentration tracks, and general education requirements. The final two years are comprised of the remaining general education courses, concentration electives, upper-level studio classes, and the MBA core and elective coursework.

Degree requirements for the BID and the MBA are unchanged in the proposed BID/MBA concurrent degree program. The BID and the MBA require a minimum of 132.5 credit hours and 48 credit hours respectively. The concurrent program requires 168.5 credit hours including twelve shared credits applied toward both the BID and the MBA degree requirements. Approval of 12 shared credits was given by the Graduate Council in 2004 for Concurrent MBA/Undergraduate Engineering programs.

The appendix illustrates a ten-semester sample study plan for the BID/MBA concurrent program under the 2016-2017 Catalog. Careful planning between students and advisers is essential throughout the concurrent program. While the program can be completed in five years, the actual time for completion may be longer depending upon semester course loads, internships, study abroad experiences, and course sequencing.

**MBA Admission Procedures and Requirements**

The BID/MBA concurrent degree is a rigorous 5-year program, and admission is very selective. Candidates are expected to exhibit superior intellectual ability, strong leadership attributes, and must be highly motivated and career-focused. Significant internship experience is expected.

Industrial design students interested in the concurrent degree program are strongly encouraged to apply for the MBA by March 15 of their junior year. The following application materials are required:

* Application for an ISU Undergraduate Student Wishing to Pursue a Concurrent Graduate Degree
* Official transcripts
* GMAT (preferred) or GRE scores
* Letters of recommendation (2)
* Essay responses
* Resume
* An interview by invitation

MBA admission will only be considered for the fall semester of the industrial design student’s senior year.

**Expected Enrollment**

3-4 industrial design students annually

**Financial Assistance**

BID/MBA concurrent degree students may be eligible for an MBA scholarship in their first year and a graduate assistantship in their final year of the program funded by the College of Business.

**Proposal Contacts**

Russell Laczniak

Interim Associate Dean for Graduate Programs and Research

College of Business

[laczniak@iastate.edu](mailto:laczniak@iastate.edu)

David Ringholz

Chair, Department of Industrial Design

College of Design

[ringholz@iastate.edu](mailto:ringholz@iastate.edu)

Proposed BID/MBA Sample Study Plan (2016-2017 Catalog)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Degrees | Semester 1 | Semester 2 | Semester 3 | Semester 4 | Semester 5 | Semester 6 | Semester 7 | Semester 8 | Semester 9 | Semester 10 |
| BID  132.5 credits | DSN S 102  Design Studio I  4 cr | DSN S 131  Design Rep.  4 cr | IND D 201  Ind. Des. Studio I  6 cr | IND D 202  Ind. Des. Studio II  6 cr | IND D 301  Ind. Des. Studio III  6 cr | IND D  Options  6 cr | IND D  Options  6 cr | IND D 543  Ind D Practice  3 cr | Hist, Theory, & and Crit Course  3 cr | IND D 499  Sr. Project  6 cr |
|  | DSN S 183  Design Cultures  3 cr | Gen Ed  Soc. Sciences (2) 3cr (ECON 101) | IND D 231  Intro. to Ind. Des.  3 cr | IND D 232  Creative Thinking  3 cr | IND D 332  Research Methods  3 cr | Concentration Track Elective  3 cr |  | Concentration Track Elective  3 cr | Concentration Track Elective  3 cr | Gen Ed  Course  3 cr |
|  | Gen Ed  Soc. Sciences (1)  3 cr | ENGL 150  Crit. Thinking  3 cr | ENGR 260  Thought to Thing  3 cr | ENGR 270  How Things Work  3 cr | IND D 341  CAD for Ind. Des.  3 cr | Hist, Theory, & and Crit Course  3 cr |  |  |  |  |
|  | DSN S 110 or DSN S 115  0.5-1.0 cr | Gen Ed  Math Course  3 cr | INDD 251  Human Factors  3 cr | IND D 334  Materials & Proc.  3 cr | Communications  Elective  3 cr | IND D 388  Ind. Des. History II  3 cr |  |  |  |  |
|  | Gen Ed  Humanities (1)  3 cr | Gen Ed  Humanities (2)  3 cr | ENGL 250  WOVE  3 cr |  | IND D 387  Ind. Des. History I  3 cr |  |  |  |  |  |
|  | Gen Ed  PHYS 101  3 cr | LIB 160  Info. Lit.  1 cr |  |  |  |  |  |  |  |  |
| MBA  48 credits |  |  |  |  |  |  | BUSAD 502  Quant Analy.  3 cr | FIN 501  Finance  3 cr | MGMT 503  Bus &Society  3 cr | MBA Elective 3 cr |
|  |  |  |  |  |  |  | ACCT 501 Accounting 3 cr | MKT 501 Marketing  3 cr (Gen Ed) | MGMT 504  Strategy  3 cr | MBA Elective 3 cr |
|  |  |  |  |  |  |  | ECON 532 Economics  3 cr | SCM 501 Supply Chain  3 cr | MBA Elective 3 cr |  |
|  |  |  |  |  |  |  | MGMT 502 Org Behavio 3 cr (Gen Ed) | MIS 501  Info. Systems  3 cr | MBA Elective 3 cr |  |
|  |  |  |  |  |  |  | BUSAD 592 Prof. Skills I R cr | BUSAD 594 Prof. Skills II R cr |  |  |
| BID 132.5 cr | 16.5/16.5 | 17/33.5 | 18/51.5 | 15/66.5 | 18/84.5 | 15/99.5 | 9/108.5 | 9/117.5 | 6/123.5 | 9/132.5 |
| MBA 48 cr |  |  |  |  |  |  | 12/12 | 12/24 | 12/36 | 12/48 |
| Shared 12 cr |  |  |  |  |  |  | (3/3) | (3/6) | (0/6) | (6/12) |
| **168.5 Total cr** | 16.5/16.5 | 17/33.5 | 18/51.5 | 15/66.5 | 18/84.5 | 15/99.5 | 18/117.5 | 18/135.5 | 18/153.5 | 15/168.5 |

Notes:

The concurrent BID/MBA degree program includes twelve “shared” credits which can be applied to both degrees: MGMT 502 (Gen Ed), MKT 501 (Gen Ed), and IND D 499. 12 shared credits were approved by the Graduate Council in January 2004, for Concurrent MBA/undergraduate Engineering programs.

Econ 101 is recommended as a social sciences elective as a prerequisite to Econ 532. Other Gen Ed courses must fulfill international perspectives and U.S. diversity requirements.

IND D Options include two of the following: IND D 397 Internship (6 cr), IND D 495 Study Abroad (6 cr), or IND D 507 Industrial Design Practicum.

Twelve credits of MBA electives in Semester 9 and Semester 10 must be 500 level courses from the College of Business.