DEPARTMENT OF ANIMAL SCIENCE

NEW MAJOR

ANIMAL ENTERPRISE & INNOVATION

The Animal Enterprise and Innovation (AEI) major is a one-of-a-kind program created from industry demand to pair the core animal science curriculum with business acumen.

What is the main focus of the AEI major?

The AEI major blends animal production and management with practical business knowledge, data and technology. It is truly a unique combination, enabling students to develop an understanding of animal biology and animal products while being able to integrate that knowledge with datasets and business implications to make informed management decisions.

What kind of jobs would be a good fit for graduates of the AEI major?

Graduates are well suited to start their own business or serve in roles such as product managers, data analysts, technical sales professionals, supply chain managers in animal industries and so much more! The animal industry is always changing and innovating so even more new possibilities are anticipated.

How is the AEI major different than Animal Science?

While the Animal Science major focuses on both the production and management of domesticated animals along with animal biosciences (such as nutrition, genetics, and reproduction, amongst others), the AEI curriculum pairs core animal production courses with business and management courses. It replaces some of the animal bioscience courses with business-focused courses such as entrepreneurship and innovation, supply chain management and data science and analytics.

IOWA STATE UNIVERSITY

Department of Animal Science



Why was the AEI major developed?

As the animal industry adopts new production and management strategies, and new technologies, we noticed a trend for some of our graduates to enter non-traditional careers. After listening sessions with alumni, employers and industry stakeholders, we adjusted our curriculum to better prepare these students, and the new Animal Enterprise and Innovation major was developed.

> With agriculture now able to capture large datasets, companies are in desperate need of **students who understand data and the underlying biology** it represents.
>
> *– Brady McNeil, Multiplication Business Lead at DNA Genetics*

Animal Enterprise and Innovation: Preparing students for innovation and leadership in animal-related industries

- → Comprehensive domesticated animal expertise
- → Data-driven decision making in animal management
- → Development and management of animal business models
- → Entrepreneurship in animal products and services
- → Innovation and technology in animal products and services

IOWA STATE UNIVERSITY

Department of Animal Science