Enterprise Leadership, B.A.

Requirements

The Bachelor of Arts with a major in enterprise leadership requires a minimum of 120 s.h., including a minimum of 47 s.h. of work for the major. Students must maintain a g.p.a. of at least 2.00 in all courses for the major and in all UI courses for the major. They also must complete the College of Liberal Arts and Sciences General Education Program.

The B.A. in enterprise leadership may be earned at the Iowa City campus, the Des Moines campus, or online; more online courses are added each year.

Students may double-count a maximum of 6 s.h. earned for another major, minor, or certificate toward the B.A. in enterprise leadership, with the exception of the business administration minor. Enterprise leadership majors may double-count a maximum of three courses toward their major and a business minor.

Enterprise leadership majors may not earn the Certificate in Entrepreneurial Management.

Students may use transfer course work to fulfill Entrepreneurship and Business Core requirements in place of ENTR:1350 Foundations in Entrepreneurship and ENTR:2000 Entrepreneurship and Innovation. A minimum of 27 s.h. toward the major must be taken at the University of Iowa.

Students who wish to enroll in an online course should register in an EX section.

The B.A. with a major in enterprise leadership requires the following course work.

Foundation Courses 14-19
Entrepreneurship and Business Core 15-19
Leadership: Personal Leadership and Social Context of Leadership Courses 6
U.S. Cultural Diversity Course 3
Communication Courses 6-7
Capstone Experience 3
Total Hours 47-57

Foundation Courses

Foundation courses introduce students to the basic skills, tools, and concepts they will need for the major.

Mathematics

Both of these:
MATH:1005 College Algebra 4
MATH:1010 Trigonometry 3
Or one of these:
MATH:1020 Elementary Functions (section EX) 4
MATH:1340 Mathematics for Business (section EX) 4
MATH:1380 Calculus and Matrix Algebra for Business (section EX) 4
MATH:1440 Mathematics for the Biological Sciences 4

Economics

One of these:
ECON:1100 Principles of Microeconomics (section EX) 4
ECON:1200 Principles of Macroeconomics (section EX) 4

Statistics

One of these:
STAT:1020/PSQF:1020 Elementary Statistics and Inference (section EX) 3
STAT:1030 Statistics for Business (section EX) 4
STAT:2020 Probability and Statistics for the Engineering and Physical Sciences 3
STAT:3510 Biostatistics 3
STAT:4143/PSQF:4143 Introduction to Statistical Methods (section EX) 3

Sociology

This course:
SOC:1010 Introduction to Sociology (section EX) 3-4

Entrepreneurship and Business Core

The entrepreneurship and business core supports students' understanding of the essence and operation of entrepreneurial enterprises.

This course:
ENTR:1350 Foundations in Entrepreneurship (section EX) 2

Or both of these:
ACCT:2100 Introduction to Financial Accounting (section EX) 3
MKTG:3000 Introduction to Marketing Strategy (section EX) 3

And all of these:
ENTR:2000 Entrepreneurship and Innovation (section EX) 3
ENTR:3050 Professional Preparation for Enterprise Leadership and Entrepreneurship 1
ENTR:3100 Entrepreneurial Finance (section EX) 3
ENTR:3200 Entrepreneurial Marketing (section EX) 3
ENTR:4400 Managing the Growth Business (section EX) 3
Leadership

Personal Leadership

These courses help students reflect on the importance of leadership while developing their own leadership style and skills.

At least 3 s.h. from these:

- LS:1020 Introduction to Leadership 3
- LS:1024 Alternative Break Service 1-3
- LS:2002 Career Leadership Academy Part 1 (section EX) 3
- LS:3004 Perspectives on Leadership: Principles and Practices (section EX) 3
- LS:3010 Global Leadership Initiative (section EX) 1

Social Context of Leadership

Courses introduce students to the impact of social constructs on leadership and organizational effectiveness, such as economic class and cultural and social differences.

One of these:

- LS:3002 Career Leadership Academy Part 2 (section EX) 3
- SOC:3610 Organizations and Modern Society 3
- SOC:3880 The Sociology of Networks 3
- SOC:4210 Social Psychology of Small Groups 3
- SOC:4225 The Social Psychology of Leadership (section EX) 3
- SOC:4230 Sociology of Self-Improvement 3

U.S. Cultural Diversity

The following courses provide an overview of the complexity of diversity in the United States, and a comprehensive introduction to related issues.

One of these:

- AFAM:1020/AMST:1030 Introduction to African American Culture 3
- AFAM:1030 Introduction to African American Society 3
- AFAM:2079/SPST:2079 Race and Ethnicity in Sport 3
- AFAM:2265/HIST:2265 Introduction to African American History 3
- AFAM:3500/RELS:3808 Malcolm X, King, and Human Rights 3
- AMST:2025 Diversity in American Culture 3
- ANTH:2165/AINS:2165/AMST:2165 Native Peoples of North America (section EX) 3
- GWSS:1001 Introduction to Gender, Women's, and Sexuality Studies (section EX) 3
- GWSS:1002 Diversity and Power in the U.S. 3

Communication

The following courses help students develop an understanding of contemporary communication theory and how it is applied.

Communication Theory

At least 3 s.h. from these:

- COMM:1112 Interpersonal Communication (section EX) 3
- COMM:1117 Theory and Practice of Argument 4
- COMM:1130 The Art of Persuading Others 3
- COMM:1170 Communication Theory in Everyday Life 3
- COMM:1174 Media and Society 3
- JMC:1100 Media Uses and Effects 3
- JMC:1200 Media History and Culture 3
- JMC:1500 Social Media Today 3
- JMC:3110 Visual Communication 3

Applied Communication

At least 3 s.h. from these:

- BUS:3800 Business Writing 3
- CNW:3640 Writing for Business and Industry 3
- CNW:4642 Team Writing for Business 3
- CW:3218/INTD:3200 Creative Writing for New Media 3
- INTD:3005/CW:3005 Professional and Creative Business Communication (section EX) 3
- RHET:2055/GWSS:2055 Persuasion and Advocacy 3
- RHET:2065 Persuading Different Audiences 3
- RHET:2085 Speaking Skills 3
- RHET:2800 Social Media: Persuasion, Influence, Connection 3
- THTR:2610/RHET:2610 Acting for Success 3

Capstone Experience

Students engage in an entrepreneurial leadership experience and apply their knowledge and skills through a business consulting/field study project or internship with an external business or nonprofit organization. The capstone experience should be related to a student’s career goals and involve the development and application of professional business skills such as project management; market research, analysis and planning; financial management and forecasting; operations management; sales; organizational leadership; or professional business communications. Students also may choose to plan and launch their own business to meet the capstone requirement.

Students also may choose an experiential learning course not listed below from another College of Liberal Arts and Sciences.
Enterprise Leadership, B.A.

Sciences major, with prior approval from the John Pappajohn Entrepreneurial Center.

One of these:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ENTR:3000</td>
<td>Practicum in Entrepreneurship</td>
<td>3</td>
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<tr>
<td>ENTR:4100</td>
<td>International Entrepreneurship and Culture</td>
<td>1-3</td>
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<tr>
<td>ENTR:4200</td>
<td>Entrepreneurship: Business Consulting (section EX)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4300</td>
<td>Entrepreneurship: Advanced Business Planning (section EX)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4900</td>
<td>Academic Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

**Honors**

**Honors in the Major**

Students have the opportunity to graduate with honors in the major. They must maintain a University of Iowa cumulative g.p.a. of 3.50 and a g.p.a. of at least 3.50 in all course work for the major. Students must earn at least 6 s.h. of honors or honors-designated course work for the major. They also must complete an honors thesis in ENTR:4999 Honors Thesis in Entrepreneurial Studies by creating original research in partnership with a full-time faculty member. In addition, students must complete the capstone experience required for the major.

**University of Iowa Honors Program**

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. Visit Honors at Iowa to learn about the University's honors program.

Membership in the UI Honors Program is not required to earn honors in the enterprise leadership major.

**Academic Plans**

**Four-Year Graduation Plan**

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the University's Four-Year Graduation Plan.

**Before the fifth semester begins:** six courses in the major

**Before the seventh semester begins:** four more courses in the major and at least 90 s.h. earned toward the degree

**Before the eighth semester begins:** four more courses in the major

**During the eighth semester begins:** enrollment in all remaining course work in the major, all remaining General Education courses, and a sufficient number of semester hours to graduate

**Sample Plan of Study**

**Enterprise Leadership (B.A.)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td><strong>First Year</strong></td>
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<tr>
<td><strong>Fall</strong></td>
<td></td>
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<tr>
<td>RHET:1030</td>
<td>Rhetoric (GE: Rhetoric or other General Education course)</td>
<td>4</td>
</tr>
<tr>
<td>SOC:1010</td>
<td>Introduction to Sociology (major, also GE: Social Sciences)</td>
<td>3</td>
</tr>
<tr>
<td>GE: Diversity and Inclusion</td>
<td>3</td>
<td></td>
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<tr>
<td>GE: Values and Culture</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
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<tr>
<td>ENGL:1200</td>
<td>The Interpretation of Literature (GE: Interpretation of Literature)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:1350</td>
<td>Foundations in Entrepreneurship (major)</td>
<td>2</td>
</tr>
<tr>
<td>Major: mathematics requirement (also GE: Quantitative or Formal Reasoning)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: microeconomics or macroeconomics course</td>
<td>4</td>
<td></td>
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<tr>
<td>GE: Natural Sciences with a lab</td>
<td>4</td>
<td></td>
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<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
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<tr>
<td><strong>Hours</strong></td>
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<td>15</td>
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<tr>
<td><strong>Second Year</strong></td>
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<tr>
<td><strong>Fall</strong></td>
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<tr>
<td>ENTR:2000</td>
<td>Entrepreneurship and Innovation (major)</td>
<td>3</td>
</tr>
<tr>
<td>Major: statistics requirement (also GE: Quantitative or Formal Reasoning)</td>
<td>3-4</td>
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<tr>
<td>GE: Historical Perspectives</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE: World Languages or elective course</td>
<td>3-5</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>15-18</td>
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<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
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<tr>
<td>ENTR:3100 or ENTR:3200</td>
<td>Entrepreneurial Finance (major) or Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Major: microeconomics or macroeconomics course</td>
<td>4</td>
<td></td>
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<tr>
<td>GE: International and Global Issues</td>
<td>3</td>
<td></td>
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<tr>
<td>GE: World Languages or elective course</td>
<td>3-5</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>2</td>
<td></td>
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<tr>
<td><strong>Hours</strong></td>
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<td>15-17</td>
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<tr>
<td><strong>Summer</strong></td>
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<tr>
<td>Recommended, but not required:</td>
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<tr>
<td>ENTR:4900</td>
<td>Academic Internship (or other internship experience)</td>
<td>0-3</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>0-3</td>
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<tr>
<td><strong>Third Year</strong></td>
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<tr>
<td><strong>Fall</strong></td>
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<td></td>
</tr>
<tr>
<td>ENTR:3200 or ENTR:3100</td>
<td>Entrepreneurial Marketing (major) or Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>Major: entrepreneurial elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE: Natural Sciences without a lab</td>
<td>3</td>
<td></td>
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<tr>
<td>GE: World Languages or elective course</td>
<td>3-5</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>15-17</td>
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</tbody>
</table>
Spring
ENTR:4200 Entrepreneurship: Business Consulting 3
Major: U.S. cultural diversity course 3
Major: personal leadership course 3
GE: World Languages or elective course 3-5
Elective course 3

Hours 15-17

Summer
Recommended, but not required:
ENTR:4900 Academic Internship (or other internship experience) 0-3

Hours 0-3

Fourth Year
Fall
ENTR:4400 Managing the Growth Business 3
Major: additional personal leadership course 3
Major: communication theory course 3-4
Major: entrepreneurial elective course 3
Major: social context of leadership course 3

Hours 15-16

Spring
ENTR:4200 Entrepreneurship: Business Consulting (or other Major capstone experience) 3
Major: additional communication theory course 3
Major: applied communication course 3
Major: entrepreneurship elective course 3
Elective course 3

Hours 15

Total Hours 120-136

1 General Education (GE) courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses. For more information, view the General Education Program.
2 Students may use their elective courses to complete a double major, minors, or certificates.
3 Students who have completed four years of a single language in high school have satisfied the College of Liberal Arts and Sciences GE: World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

Career Advancement
Enterprise leadership students develop a solid foundation in entrepreneurial management, and leadership and communication skills that will prepare them for a variety of professional career opportunities or prepare them to start their own business. Students are able to apply their innovative problem solving and critical thinking skills to contemporary issues, to develop strategies to seize upon opportunities, and to build and lead successful teams.

Graduates find rewarding careers in general management, business analysis, marketing and professional communications, management consulting, project management, and as founders or executives in start-up businesses. Students are prepared to work in large corporations, small- to medium-sized businesses, and nonprofit organizations.

The Pomerantz Career Center offers multiple resources to help students find internships and jobs.