

# Enterprise Leadership, BA

Enterprise leadership is an interdisciplinary major that develops students' strategic thinking, leadership, and innovation skills through advanced coursework in entrepreneurship, communication, leadership, and international studies. The major prepares students to analyze complex problems, identify domestic and global opportunities, and apply entrepreneurial approaches across a wide range of industries and career paths. Students may begin the major in their first year at Iowa.

## Learning Outcomes

Students will:

- develop an entrepreneurial mindset to successfully identify, evaluate, and seize upon opportunities throughout their professional careers;
- understand the role of creativity, innovation, and management practices across the functional areas of businesses and organizations;
- develop a personal leadership approach that promotes effective teamwork, encourages diverse perspectives, and yields ethical solutions that create sustainable social and economic value;
- demonstrate critical thinking and problem-solving skills to strategically address complex issues and develop innovative, holistic, and sustainable solutions;
- demonstrate effective written and oral communication skills to professionally communicate and present information and recommendations in a clear, logical, and persuasive manner; and
- develop a global mindset by understanding the key economic, social, and cultural issues that impact local, national, and international entrepreneurship.

## Requirements

The Bachelor of Arts with a major in enterprise leadership requires a minimum of 120 s.h., including a minimum of 37 s.h. of work for the major. Students must maintain a grade-point average of at least 2.00 in all courses for the major and in all UI courses for the major. They must also complete the College of Liberal Arts and Sciences GE CLAS Core.

The BA in enterprise leadership may be earned at the Iowa City campus or online; more online courses are added each year. Students who wish to enroll in an online course should register in an EX section.

Students may use transfer coursework 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.

In planning coursework, students should be guided by the College of Liberal Arts and Sciences maximum hours rule: students earning a BA may apply a maximum of 56 s.h. earned in one department to the minimum 120 s.h. required for graduation, whether or not the coursework is accepted toward requirements for the major; students who earn more than 56 s.h. from one department may use the additional semester hours to satisfy requirements for the major (if the

department accepts them), and the grades they earn become part of their grade-point average, but they cannot apply the additional semester hours to the minimum 120 s.h. required for graduation.

Students pursuing the BA in enterprise leadership may not earn the Certificate in Entrepreneurial Management nor a BBA in entrepreneurship.

The BA with a major in enterprise leadership requires the following coursework.

Requirements	Hours
Entrepreneurship and Business Core	19
Leadership Courses	6
International Business and Sustainable Development	3
Communication Courses	6
Capstone Experience	3

## Entrepreneurship and Business Core

The entrepreneurship and business core equips students to apply entrepreneurial approaches and strategic thinking to lead and grow enterprises, ranging from new startups to established for-profit organizations and nonprofit institutions.

Course #	Title	Hours
All of these:		
ENTR:1350	Foundations in Entrepreneurship	3
ENTR:2000	Entrepreneurship and Innovation	3
ENTR:3050	Professional Preparation for Enterprise Leadership and Entrepreneurship	1
or CLAS:2500	Professional Readiness in Enterprise Leadership	
ENTR:3100	Entrepreneurial Finance	3
ENTR:3200	Entrepreneurial Marketing	3
ENTR:4400	Managing the Growth Business	3

And 3 s.h. from these:

ENTR:4200	Entrepreneurship: Business Consulting	3
ENTR:4900	Academic Internship	arr.

An experiential learning course from another College of Liberal Arts and Sciences program may be considered with advance approval from the director of enterprise leadership (no retroactive substitutions will be approved).

## Leadership Courses

These courses enable students to examine the importance of effective leadership while developing the skills and personal leadership style that will support their professional growth and accelerate their career advancement.

Course #	Title	Hours
6 s.h. from these:		
CLAS:3500/ INTD:3500	Fundamentals of Project Management Leadership	3
CLAS:3600/ INTD:3600	Advanced Topics in Project Management Leadership	3

ENTR:3550	Commercializing New Technology I	3
ENTR:3800/ MGMT:3800	Entrepreneurial Leadership Academy I	3
LS:1020	Introduction to Leadership	3
LS:1024	Hawkeye Service Breaks	1-3
LS:2002	Career Leadership Academy Part 1: Leadership in Practice	3
LS:2020	Women in Leadership	3
LS:3002	Career Leadership Academy Part 2: Leadership in Action	3
LS:3004	Perspectives on Leadership: Principles and Practices	3
LS:3012	Leadership Theory to Practice	3
SOC:1220	Principles of Social Psychology	3-4
SOC:3530	Social Psychology of Small Groups	3
SOC:3610	Organizations and Modern Society	3
SOC:3880	The Sociology of Networks	3
SOC:4225	The Social Psychology of Leadership	3

## International Business and Sustainable Development

The following courses explore the intersection of global business and sustainable development, helping students understand international markets, cultural dynamics, and strategies for leading responsibly in a global economy.

Course #	Title	Hours
One of these:		3
CLAS:3300/ INTD:3330	Global Career Accelerator	3
COMM:2086	Global Media Studies	3
ECON:3345	Global Economics and Business	3
ECON:3830	Global Trade Finance	3
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	3
ENTR:4460	Entrepreneurship and Global Trade	3
GHS:3300/ SEES:3300	Sustainable Development	3
GHS:4001	Social Entrepreneurship and Global Health	3
IS:2000	Introduction to International Studies	3
IS:2020	World Events Today!	3
IS:3012	Service Learning in International Studies	3
POLI:1500	Introduction to International Relations	3
POLI:3424	Global Development	3
POLI:3516	The Politics of International Economics	3
SEES:2910	The Global Economy	3

SEES:2013/ BUS:2013/ URP:2013	Introduction to Sustainability	3
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## Communication Courses

The following courses help students develop advanced communication skills that will position them to professionally articulate their ideas and views in business settings.

### Oral Communication

Course #	Title	Hours
One of these:		
COMM:1112	Interpersonal Communication	3
COMM:1117	Advocacy and Argument	3
COMM:1130	The Art of Persuading Others	3
COMM:1170	Communication Theory in Everyday Life	3
MGMT:4100	Dynamics of Negotiations	3
RHET:2055	Persuasion and Advocacy	3
RHET:2065	Persuading Different Audiences: Launching a Successful Career	3
RHET:2085	Speaking Skills	3
THTR:2610/ RHET:2610	Acting for Success	3

### Written Communication

Course #	Title	Hours
One of these:		
BUS:3800	Business Writing	3
CNW:3640	Writing for Business	3
CW:3218/ INTD:3200	Creative Writing for New Media	3
ENTR:3600	Social Media Strategies for Entrepreneurial Ventures	3
INTD:3005/ CW:3005/ WRIT:3005	Professional and Creative Business Communication	3

## Capstone Experience

The capstone experience requires students to apply the knowledge and skills gained throughout their coursework to a real-world entrepreneurial challenge or opportunity. Through the process of researching, analyzing, and presenting a major project, students strengthen their critical thinking, problem-solving, and communication abilities while demonstrating their readiness for professional employment. This experience not only deepens learning but also provides tangible evidence of achievement, enhancing each student's ability to showcase their initiative, leadership, teamwork, and strategic thinking to potential employers as they transition into their post-graduation career. Students pursuing the launch of a new venture or expansion of an existing business they currently own and operate are encouraged to complete the ENTR:4300 Launching an Entrepreneurial Venture (arr. s.h.) course to meet their required capstone experience.

Students are encouraged to complete multiple capstone experiences listed below to enhance their professional development and strengthen their professional resumes.

Course #	Title	Hours
At least 3 s.h. from these:		
ENTR:3575	Commercializing New Technology II	3
ENTR:3850/ MGMT:3850	Entrepreneurial Leadership Academy II	3
ENTR:4200	Entrepreneurship: Business Consulting (may be repeated)	3
ENTR:4300	Launching an Entrepreneurial Venture	3

Enterprise leadership majors may apply for acceptance in the Entrepreneurial Leadership Academy (ELA) or the Commercializing New Technology Academy (CNTA). Both academies are designed to provide advanced study of entrepreneurial leadership, professional communications, and project management. The academies are designed as two-course programs (delivered in back-to-back semesters), and students must complete both courses in order to meet the major's capstone requirement. Both ELA I and CNTA I courses also count towards the leadership requirement in the major. For more information on the academies, students may visit Enterprise Leadership Experiential Learning.

## Honors

### Honors in the Major

Students have the opportunity to graduate with honors in the major. Students must earn a minimum of 46 s.h. of work for the major. They must maintain a University of Iowa cumulative grade-point average (GPA) of 3.33 and a GPA of at least 3.50 in all coursework for the major. Students must earn at least 6 s.h. of honors or honors-designated coursework for the major. They must also 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.

## Career Advancement

Enterprise leadership students gain a strong foundation in entrepreneurial management, leadership, and professional communication, with emphasis on innovative problem-solving, critical thinking, and the ability to identify and pursue opportunities in a variety of organizational settings. Graduates are prepared for roles in general management, business analysis, business development, marketing, communications, project management, and related fields, as well as for creating or contributing to new business ventures.

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

## 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:** three courses in the major.

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

**Before the eighth semester begins:** ten courses in the major.

**During the eighth semester:** enrollment in all remaining coursework in the major, all remaining GE CLAS Core courses, and a sufficient number of semester hours to graduate.

### Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

## Enterprise Leadership, BA

Course	Title	Hours
<b>Academic Career</b>		
<b>Any Semester</b>		
GE CLAS Core: Sustainability <sup>a</sup>		
<b>Hours</b>		<b>0</b>
<b>First Year</b>		
<b>Fall</b>		
ENTR:1350	Foundations in Entrepreneurship	3
RHET:1030	Rhetoric: Writing and	3 - 4
	or ENGL:1200 Communication	
	or Interpreting Literature	
GE CLAS Core: Social Sciences <sup>b</sup>		3
GE CLAS Core: Understanding Cultural Perspectives <sup>b</sup>		3
CSI:1600	Success at Iowa	1
Elective course <sup>c</sup>		3
<b>Hours</b>		<b>16-17</b>
<b>Spring</b>		
ENTR:2000	Entrepreneurship and Innovation	3
ENGL:1200	Interpreting Literature	3 - 4
	or RHET:1030 or Rhetoric: Writing and	
	Communication	
GE CLAS Core: Natural Sciences with Lab <sup>b</sup>		4
GE CLAS Core: Quantitative or Formal Reasoning <sup>b</sup>		3
GE CLAS Core: Literary, Visual, and Performing Arts <sup>b</sup>		3
<b>Hours</b>		<b>16-17</b>
<b>Second Year</b>		
<b>Fall</b>		
ENTR:3200	Entrepreneurial Marketing	3
	or ENTR:3100 or Entrepreneurial Finance	
Major: leadership course <sup>d</sup>		3
GE CLAS Core: International and Global Issues <sup>b</sup>		3
GE CLAS Core: World Languages First Level		4 - 5
Proficiency or elective course <sup>e</sup>		

Elective course <sup>c</sup>	3
<b>Hours</b>	<b>16-17</b>
<b>Spring</b>	
CLAS:2500 Professional Readiness in or ENTR:3050 Enterprise Leadership or Professional Preparation for Enterprise Leadership and Entrepreneurship	1
ENTR:3200 Entrepreneurial Marketing or ENTR:3100 or Entrepreneurial Finance	3
Major: international business and sustainable development course <sup>f</sup>	3
GE CLAS Core: World Languages Second Level Proficiency or elective course <sup>e</sup>	4 - 5
Elective course <sup>c</sup>	3
<b>Hours</b>	<b>14-15</b>
<b>Third Year</b>	
<b>Fall</b>	
ENTR:4900 Academic Internship or ENTR:4200 or Entrepreneurship: Business Consulting	3
Major: communication course <sup>g</sup>	3
Major: leadership course <sup>d</sup>	3
GE CLAS Core: Natural Sciences without Lab <sup>b</sup>	3
GE CLAS Core: World Languages Third Level Proficiency or elective course <sup>e</sup>	4 - 5
<b>Hours</b>	<b>16-17</b>
<b>Spring</b>	
ENTR:4400 Managing the Growth Business	3
Major: communication course <sup>g</sup>	3
GE CLAS Core: Values and Society <sup>b</sup>	3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course <sup>e</sup>	4 - 5
Elective course <sup>c</sup>	3
<b>Hours</b>	<b>16-17</b>
<b>Summer</b>	
ENTR:4900 Academic Internship <sup>h</sup>	0 - 3
<b>Hours</b>	<b>0-3</b>
<b>Fourth Year</b>	
<b>Fall</b>	
Major: elective course (ENTR:3800 Entrepreneurial Leadership Academy I or ENTR:3550 Commercializing New Technology I recommended) <sup>h</sup>	3
GE CLAS Core: Historical Perspectives <sup>b</sup>	3
Elective course <sup>c</sup>	3
Elective course <sup>c</sup>	3
Elective course <sup>c</sup>	3
<b>Hours</b>	<b>15</b>
<b>Spring</b>	
Major: capstone experience course <sup>f</sup>	3
Elective course <sup>c</sup>	3
Elective course <sup>c</sup>	3
Elective course <sup>c</sup>	3
Elective course <sup>c</sup>	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) <sup>i</sup>	
<b>Hours</b>	<b>15</b>
<b>Total Hours</b>	<b>124-133</b>

- a Sustainability must be completed by choosing a course that has been approved for Sustainability AND for one of these General Education areas: Natural Sciences; Quantitative or Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.
- b GE CLAS Core 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.
- c Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.
- d Students must complete at least 6 s.h. in leadership courses; see the General Catalog for list of approved courses.
- e Students who have completed four levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.
- f See the General Catalog for list of approved courses.
- g Students must complete both oral and written communication courses (3.s.h. each for a total of 6 s.h.); see the General Catalog for lists of approved courses.
- h This course or experience is recommended not required.
- i Please see Academic Calendar, on Office of the Registrar website, for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Degree Services.