

# Enterprise Leadership, BA

## Requirements

The Bachelor of Arts with a major in enterprise leadership requires a minimum of 120 s.h., including a minimum of 43 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 also must 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.

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

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

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

Requirements	Hours
Foundation Courses	9-11
Entrepreneurship and Business Core	16
Leadership Courses	6
U.S. Cultural Diversity Course	3-4
Communication Courses	6
Capstone Experience	3

## Foundation Courses

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

## Mathematics or Statistics

Course #	Title	Hours
One of these:		
MATH:1020	Elementary Functions (section EX)	4
MATH:1340	Mathematics for Business (section EX)	4
MATH:1350	Quantitative Reasoning for Business	4
MATH:1380	Calculus and Matrix Algebra for Business (section EX)	4
MATH:1440	Mathematics for the Biological Sciences	4
MATH:1460	Calculus for the Biological Sciences	4

MATH:1550	Engineering Mathematics I: Single Variable Calculus (section EX)	4
MATH:1850	Calculus I	4
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/ IGPI:3510	Biostatistics	3
STAT:4143/ PSQF:4143	Introduction to Statistical Methods (section EX)	3

## Entrepreneurship

Course #	Title	Hours
This course:		
ENTR:1350	Foundations in Entrepreneurship (section EX)	3

## Sociology

Course #	Title	Hours
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.

Course #	Title	Hours
All of these:		
ENTR:2000	Entrepreneurship and Innovation (section EX)	3
ENTR:3050	Professional Preparation for Enterprise Leadership and Entrepreneurship (section EX)	1
ENTR:3100	Entrepreneurial Finance (section EX)	3
ENTR:3200	Entrepreneurial Marketing (section EX)	3
ENTR:4200	Entrepreneurship: Business Consulting (section EX)	3
ENTR:4400	Managing the Growth Business (section EX)	3

## Leadership Courses

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

Course #	Title	Hours
6 s.h. from these:		
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 (section EX)	3
LS:3002	Career Leadership Academy Part 2: Leadership in Action	3
LS:3004	Perspectives on Leadership: Principles and Practices (section EX)	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

## U.S. Cultural Diversity Course

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

Course #	Title	Hours
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:2267/ HIST:2267	African American History to 1877: From Slave Cabin to Senate Floor	3
AFAM:3500/ HIST:3160/ RELS:3808	Malcolm X, King, and Human Rights	3
AMST:2025	Diversity in American Culture	3
ANTH:2165/ AMST:2165/ NAIS: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
HIST:1040	Diversity in History	3
HIST:3275/ AFAM:3275	History of Slavery in the U.S.A.	3-4
JMC:1500	Introduction to Social Media	3
LATS:2280/ HIST:2280	Introduction to Latina/o/x Studies	3
RELS:2000	Engaging Religious Diversity for Leadership and Entrepreneurship	3
SOC:2810	Social Inequality (section EX)	3

SPST:1074/ AMST:1074/ GWSS:1074	Inequality in American Sport	3
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## Communication Courses

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

### Oral Communication

Course #	Title	Hours
One of these:		
COMM:1112	Interpersonal Communication (section EX)	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
INTD:3005/ CW:3005/ WRIT:3005	Professional and Creative Business Communication (section EX)	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 are encouraged to complete multiple capstone courses to enhance their professional development and strengthen their professional résumé.

The John Pappajohn Entrepreneurial Center offers two innovative final-year experiences. The courses ENTR:3800 Entrepreneurial Leadership Academy I and ENTR:3850 Entrepreneurial Leadership Academy II provide selected students with an advanced study of leadership, communications, and project management and include an advanced management consulting project. The courses ENTR:3550 Commercializing New Technology I and ENTR:3575 Commercializing New Technology II provide

selected students with an advanced opportunity to learn the process of identifying technology solutions, developing business models, and preparing business plans and pitch decks.

Students may take ENTR:3575 Commercializing New Technology II and/or ENTR:3850 Entrepreneurial Leadership Academy II to meet the capstone experience requirement.

Course #	Title	Hours
At least 3 s.h. from these:		
ENTR:3000	Practicum in Entrepreneurship	3
ENTR:3575	Commercializing New Technology II	3
ENTR:3850/ MGMT:3850	Entrepreneurial Leadership Academy II	3
ENTR:4100	International Entrepreneurship, Culture, and Social Impact (may be taken more than once)	1-3
ENTR:4200	Entrepreneurship: Business Consulting (section EX, may be repeated)	3
ENTR:4300	Launching an Entrepreneurial Venture (section EX)	3
ENTR:4900	Academic Internship	3
Another experiential learning course from a College of Liberal Arts and Sciences major, with prior approval from the director of enterprise leadership		