

Enterprise Leadership, BA

Enterprise leadership is an interdisciplinary major that focuses on developing entrepreneurial management, leadership, and professional communication skills. The major promotes problem solving, critical thinking, creativity, and innovation through understanding how to strategically address complex issues to meet consumer and organizational needs. Students also learn how to effectively communicate, build and lead diverse teams, and understand how social and cultural issues impact organizational effectiveness.

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;
- understand the value and impact of contributions from diverse populations on businesses, organizations, and communities; and
- develop a global mindset by understanding the key economic, social, and cultural issues that impact local, national, and international entrepreneurship.