Enterprise Leadership

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Undergraduate major: enterprise leadership (B.A.)
The enterprise leadership major provides an option for students who want to focus on entrepreneurial business leadership. The major presents a unique blend of skills, theory, and content, encouraging students to apply their knowledge and skills to entrepreneurial and growing organizations. The program offers a combination of business and liberal arts approaches and allows students to hone their skills in innovation, entrepreneurship, communication, critical thinking, and leadership.

Enterprise Leadership is one of the academic units in the Division of Interdisciplinary Programs.

The major in enterprise leadership is offered jointly by the College of Liberal Arts and Sciences and the John Pappajohn Entrepreneurial Center in the Tippie College of Business. The degree is awarded by the College of Liberal Arts and Sciences.

Undergraduate Program of Study
• Major in enterprise leadership (Bachelor of Arts)

Bachelor of Arts

The Bachelor of Arts with a major in enterprise leadership requires a minimum of 120 s.h., including a minimum of 44-47 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.

Students may earn the B.A. in enterprise leadership or the Certificate in Entrepreneurial Management, but not both.

The enterprise leadership major requires the following course work.

FOUNDATION

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

Mathematics

Students can elect to take both courses from Option 1 or one course from Option 2.

Option 1
Both of these:
MATH:1005 College Algebra 4 s.h.
MATH:1010 Trigonometry 3 s.h.

Option 2
Or one of these:
MATH:1020 Elementary Functions 4 s.h.
MATH:1340 Mathematics for Business 4 s.h.

Economics

One of these:
ECON:1100 Principles of Microeconomics 4 s.h.
ECON:1200 Principles of Macroeconomics 4 s.h.

Statistics

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

Sociology

This course:
SOC:1010 Introduction to Sociology 3-4 s.h.

ENTREPRENEURSHIP and BUSINESS CORE

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

Students must earn at least 14-18 s.h. in the following courses.

This course:
ENTR:1350 Foundations in Entrepreneurship 2 s.h.

Or both of these:
ACCT:2100 Introduction to Financial Accounting 3 s.h.
MKTG:3000 Introduction to Marketing Strategy 3 s.h.

All of these:
ENTR:2000 Entrepreneurship and Innovation 3 s.h.
ENTR:3100 Entrepreneurial Finance 3 s.h.
ENTR:3200 Entrepreneurial Marketing 3 s.h.

One of these:
ENTR:4400 Managing the Growth Business 3 s.h.
MGMT:2100 Introduction to Management 3 s.h.

LEADERSHIP

Personal Leadership

These courses help students reflect on the importance of leadership while developing their own leadership style and skills. Students may not apply a course taken for the Social Context of Leadership requirement to the Personal
Leadership requirement; students must take a second course.
At least 3 s.h. from these:

- LS:1020 Introduction to Leadership 3 s.h.
- LS:1024 Alternative Break Service Learning 1-3 s.h.
- LS:2002 Career Leadership Academy Part 1 3 s.h.
- LS:3004 Perspectives on Leadership: Principles and Practices 3 s.h.
- LS:3010 Global Leadership Initiative 1 s.h.

**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. Students may not apply a course taken for the Personal Leadership requirement to the Social Context of Leadership requirement; students must take a second course.

One of these:

- LS:3002 Career Leadership Academy Part 2 3 s.h.
- SOC:3610 Organizations and Modern Society 3 s.h.
- SOC:3880 Introduction to Network Science 3 s.h.
- SOC:4210 Small Group Analysis 3 s.h.
- SOC:4225 The Social Psychology of Leadership 3 s.h.
- SOC:4230 Sociology of Self-Improvement 3 s.h.

**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 s.h.
- AFAM:1030 Introduction to African American Society 3 s.h.
- AFAM:2079 Race and Ethnicity in Sport 3 s.h.
- AFAM:2265/HIST:2265 Introduction to African American History 3 s.h.
- AFAM:3500/RELS:3808 Malcolm X, King, and Human Rights 3 s.h.
- AMST:2025 Diversity and American Identities 3 s.h.
- ANTH:2165/AINS:2165/AMST:2165 Native Peoples of North America 3 s.h.
- GWSS:1001 Introduction to Gender, Women's, and Sexuality Studies 3 s.h.
- GWSS:1002 Diversity and Power in the U.S. 3 s.h.
- HIST:1010 Issues in Human History: Gender in Historical Perspective 3 s.h.
- HIST:1040 Perspectives: Diversity in American History 3 s.h.
- SOC:2810 Social Inequality 3 s.h.
- SPST:1074/AMST:1074/GWSS:1074 Inequality in American Sport 3 s.h.

**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 3 s.h.
- COMM:1117 Theory and Practice of Argument 4 s.h.
- COMM:1130 The Art of Persuading Others 3 s.h.
- COMM:1170 Communication Theory in Everyday Life 3 s.h.
- COMM:1174 Media and Society 3 s.h.
- JMC:1100 Media Uses and Effects 3 s.h.
- JMC:1200 Media History and Culture 3 s.h.
- JMC:1500 Social Media Today 3 s.h.
- JMC:3110 Visual Communication 3 s.h.
- JMC:3155 Law, Media, and Current Issues 3 s.h.

**Applied Communication**

At least 3 s.h. from these:

- BUS:3800 Business Writing 3 s.h.
- CNW:3640 Writing for Business and Industry 3 s.h.
- CNW:4642 Team Writing for Business 3 s.h.
- CW:3218/INTD:3200 Creative Writing for New Media 3 s.h.
- RHET:2055 Persuasion and Advocacy: Developing Women's Voices 3 s.h.
- RHET:2065 Persuading Different Audiences 3 s.h.
- RHET:2085 Speaking Skills 3 s.h.
- RHET:2990 The Art of Marketing Ideas Online 3 s.h.
- THTR:2610 Acting for Success 3 s.h.

**CAPSTONE EXPERIENCE**

Students engage in an entrepreneurial experience and apply their knowledge and skills by planning a business, working for a business, or consulting with a business. Students also may choose an approved experiential learning course from a College of Liberal Arts and Sciences major, such as an internship in another major area, with approval.

One of these:

- ENTR:3000 Practicum in Entrepreneurship 3 s.h.
- ENTR:4200 Entrepreneurship: Business Consulting 3 s.h.
- ENTR:4300 Entrepreneurship: Advanced Business Planning 3 s.h.
- ENTR:4900 Academic Internship 3 s.h.

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