Entrepreneurial Management

Executive Director
- David K. Hensley

Director
- Lynn Allendorf

Undergraduate certificate: entrepreneurial management
Faculty: https://iowajpec.org/about/faculty-and-staff/
Website: https://iowajpec.org/

The Tippie College of Business and the John Pappajohn Entrepreneurial Center (Iowa JPEC) offer the Certificate in Entrepreneurial Management. They also work with other units on campus to offer entrepreneurship programs. The college collaborates with the College of Engineering to offer the Certificate in Technological Entrepreneurship. The center partners with the Department of Management and Organizations to offer the entrepreneurial management track for Bachelor of Business Administration students majoring in management. It collaborates with the College of Liberal Arts and Sciences to offer the B.A. in Enterprise Leadership, the Certificate in Arts Entrepreneurship, and the Certificate in Media Entrepreneurialism.

The John Pappajohn Entrepreneurial Center also offers a wide variety of professional experiences designed to foster the development of entrepreneurs and future organizational leaders. Undergraduate entrepreneurship programs at the University of Iowa combine academic course work and experiential learning with a focus on teaching entrepreneurial leadership, innovation and creativity, opportunity recognition and assessment, and strategic business planning. Several of the programs are open to all University of Iowa undergraduates. To learn more, visit the John Pappajohn Entrepreneurial Center website.

Courses

Entrepreneurial Management Courses

**ENTR:1010 Exploring Entrepreneurship**  
Introduction to entrepreneurship, including identifying characteristics of the entrepreneur, evaluating opportunities, engaging in customer discovery, design thinking, feasibility, financing, and planning for success.  

**ENTR:1020 Business Innovation**  
Overview of entrepreneurship, innovation, and project management concepts; work in teams with Science, Technology, Engineering, and Mathematics (STEM) industry mentors to develop innovative solutions to real-world problems.

**ENTR:1300 First-Year Seminar**  
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities).

**ENTR:1350 Foundations in Entrepreneurship**  
Basic core business concepts faced by entrepreneurial managers in small business accounting, marketing, and business planning. Recommendations: non-business major interested in studying entrepreneurship.

**ENTR:2000 Entrepreneurship and Innovation**  

**ENTR:2800 Entrepreneurial Experience**  
Applied learning course designed to enhance innovation and opportunity recognition skills, develop customer discovery expertise, and foster team-building and leadership abilities.

Bedell Entrepreneurship Learning Laboratory

The Bedell Entrepreneurship Learning Laboratory is an applied learning environment for advanced entrepreneurship students creating a new business. The laboratory provides dedicated office space for individual students and teams, enabling them to concentrate on developing their business concepts. University of Iowa student entrepreneurs participate in the Founders Club, a student business acceleration program open to any student at the university. Students at the laboratory receive intensive mentoring from experienced entrepreneurs, industry leaders, faculty and staff in the John Pappajohn Entrepreneurial Center (Iowa JPEC) and the UI Small Business Development Center. They also compete for capital in several campus and national pitch and business model competitions, obtain access to technical support services, and get connected to potential investors and business partners. Contact Iowa JPEC for information about applying to the laboratory and Founders Club.

Programs

Undergraduate Program of Study Certificate
- Certificate in Entrepreneurial Management

Facilities

Entrepreneurial Management Institute

The Entrepreneurial Management Institute works with top entrepreneurship students in the B.B.A. in management (entrepreneurial management track), B.A. in enterprise leadership, and certificate programs in entrepreneurial management, technological entrepreneurship, and arts entrepreneurship. Experienced business professionals and entrepreneurial leaders work with students to complete advanced strategic business planning projects for entrepreneurial firms. Students network with successful Iowa CEOs and business leaders, and have opportunities to enhance their professional project management, presentation, and business communication skills. Students also receive support for obtaining internships, career planning, and job placement.

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ENTR:3000 Practicum in Entrepreneurship 1-3 s.h.
Applied, experiential learning opportunities designed to foster development of entrepreneurial leadership skills; opportunity recognition and assessment, strategic business planning, innovation and creativity, team leadership, professional communication skills, strategy development and execution.

ENTR:3050 Professional Preparation for Enterprise Leadership and Entrepreneurship 1 s.h.
Survey of career paths for students studying enterprise leadership and entrepreneurship; opportunities to build a professional network through regular interaction with business professionals and industry leaders; creating strategies for securing internships and full-time employment; developing professional soft skills to succeed in today's workplace.

ENTR:3100 Entrepreneurial Finance 3 s.h.
Understanding financial aspects of new and growing ventures; focus on preparing financial projections, analyzing financial performance, managing cash flow, and determining financial feasibility; detailed overview of various sources of capital available for start-up and growing ventures. Prerequisites: ENTR:3520 or THTR:3520 or ENTR:2000 or MGMT:3100.

ENTR:3200 Entrepreneurial Marketing 3 s.h.
Practical marketing concepts for evaluating the market potential for new products, services, or business opportunities; how to obtain and evaluate market data, determine customer demand, analyze the competition, design effective promotions, develop and implement effective sales strategies, and write a successful marketing plan. Prerequisites: MGMT:3100 or ENTR:2000 or ENTR:3520 or THTR:3520.

ENTR:3300 Legal Aspects of Entrepreneurship 3 s.h.
Areas of law significant to new and emerging businesses; business formation and structure, intellectual property, business agreements, legal processes. Prerequisites: ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520.

ENTR:3400 Strategic Management of Technology and Innovation 3 s.h.
New technology innovation and commercialization; technology innovation process, identification of commercialization strategies, feasibility analysis, intellectual property issues. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100.

ENTR:3500 Social Entrepreneurship 3 s.h.
Introduction to the growing field of social entrepreneurship; creation of ventures with dual missions of social benefit and return on investment; issues related to evaluating market opportunities; acquiring and managing scarce resources; sustainability: maximizing social and economic value. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100.

ENTR:3520 New Ventures in the Arts 3 s.h.

ENTR:3595 Nonprofit Organizational Effectiveness 3 s.h.
Operational and financial aspects of nonprofit management; mission and governance of organization; strategic planning for effective management, including finance, budget, income generation, fund-raising. Same as MGMT:3500, MUSM:3500, NURS:3595, RELS:3700, SSW:3500.

ENTR:3600 E-Commerce Strategies for Entrepreneurs 3 s.h.
E-commerce opportunities and Internet business strategies for entrepreneurial ventures; how to develop effective web business strategies, latest technologies and trends in E-commerce, methods for maximizing traffic, impact of a company's website. Prerequisites: ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520.

ENTR:3700 Sustainable Product Innovation and Management 3 s.h.
Sustainability requirements in management of new product and process development from the perspective of the senior-level executive responsible for a firm's business and operational strategies; student teams will develop a new sustainable product or undertake applied field study projects to gain firsthand experience with sustainability practices and strategies within a company. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100 or MKTG:3000. Requirements: 60 s.h. earned.

ENTR:4000 Topics in Entrepreneurship 2-3 s.h.
Current topics in entrepreneurship. Prerequisites: ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520.

ENTR:4050 Directed Readings in Entrepreneurship arr.
Independent study; topics and assignments approved by instructor.

ENTR:4100 International Entrepreneurship and Culture 1-3 s.h.
International entrepreneurship and business strategy, foreign exchange, tariffs and trade, micro-finance, economic conditions and culture of destination countries; students will travel abroad and have hands-on experience working with in-country entrepreneurs and will analyze international businesses; focus will be on evaluating entrepreneurial opportunities, identifying sustainable growth strategies, and understanding international business culture. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100. Requirements: junior standing.

ENTR:4200 Entrepreneurship: Business Consulting 3 s.h.
Students provide strategic business consulting services to start-up and early-stage companies; exploration of consulting process (proposal development, data collection and analysis, team dynamics, communications with clients, developing recommendations, final report preparation and presentation); projects involving market research and analysis, financial analysis and projections, and strategic business and operations planning.

Creation and launch of a new venture; completion of a detailed business plan, creating an elevator pitch, and formal presentation of plan.

ENTR:4400 Managing the Growth Business 3 s.h.
Preparation to effectively manage employees, customers, and suppliers; leadership for a growing entrepreneurial venture; opportunities to evaluate, practice, and refine critical professional management skills. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100. Requirements: 75 s.h. earned.
ENTR:4450 Professional Sports Management  3 s.h.
Detailed study of professional sports management and marketing; building and managing a front office, marketing sports properties, revenue generation models, developing media relationships, and capitalizing on new opportunities in the sports industry. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100.

ENTR:4460 Entrepreneurship and Global Trade  3 s.h.
Complex issues of business operations in a global economy; trade transactions related to importing and exporting, logistics, and ethical issues in international trade; global business management, global marketing, global supply chain management, and trade finance; preparation for work in global marketplace and for the Certified Global Business Professional certification exam offered by the North American Small Business International Trade Educators. Prerequisites: MGMT:3100 or ENTR:2000 or ENTR:3520 or THTR:3520 or GEOG:2910.

ENTR:4510 Arts Leadership Seminar  3 s.h.
Performing arts management and administrative principles, practical applications, trends in arts leadership and advocacy. Prerequisites: THTR:3510 or ENTR:2000 or THTR:3520. Same as DPA:4510, INTD:4510, THTR:4510.

ENTR:4600 Advanced Venture Finance  3 s.h.
Examination of financing sources available to emerging and high potential ventures; special emphasis on angel investing and venture capital; preparation of pro forma financial statements, financial analysis, and determining valuations; how market, technology, and financial considerations impact capital formation; evaluation of real venture deals through experiential learning projects. Prerequisites: (FIN:3000 or ENTR:3100) and (ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520).

ENTR:4900 Academic Internship  arr.
Professional internship experience with academic credit (e.g., paper, course work).

ENTR:4999 Honors Thesis in Entrepreneurial Studies  3 s.h.
Independent study project directed by a faculty member or staff advisor, and culminating in a thesis that conforms to University of Iowa Honors Program guidelines; project includes empirical research, library research, applied projects. Requirements: honors standing, UI g.p.a. of at least 3.50, and enterprise leadership g.p.a. of 3.50.

ENTR:9000 Developing Professional Service Business  2-3 s.h.
Use of professional skills and functional knowledge in creating a specialized service business. Same as CEE:5210.

ENTR:9100 Entrepreneurship and Innovation  3 s.h.
The entrepreneurial process from conception to birth of a new venture; attributes of successful entrepreneurs, innovation and creativity, opportunity recognition, venture screening, identification of resources, feasibility analysis.

ENTR:9400 Evaluating Innovation Opportunities 2-3 s.h.
Integrated, cross-functional perspective of how organizations identify and evaluate opportunities and develop strategies to compete in a global marketplace; innovation and creativity, opportunity recognition, venture screening, identification of resources, and strategic business planning.

ENTR:9450 Strategic Management of Technology and Innovation  3 s.h.
Role of technology in creation, growth, and survival of industries; processes, risks, and rewards of technological innovation and commercialization; successful approaches to developing technological strategy and products.

ENTR:9500 Managing the Growth Business  3 s.h.
Issues faced by new, rapidly growing businesses; adapting organizational structure as business expands, building a management team, hiring new employees, managing strategic growth of a business; case studies, particularly in technology sector.

ENTR:9550 Commercializing New Technology  3 s.h.
Hands-on experience with the process of technology commercialization; real-world opportunity in the form of a technology developed in an academic environment or in the private sector and creation of a plan to transfer that technology to the marketplace; identifying a specific application of that technology (the product); identifying and sizing relevant market segments; determining the appropriate business and financial model; designing a business plan; presentation of business plans/opportunities to simulated venture capitalists.

ENTR:9600 Seminar in Entrepreneurship  1-3 s.h.
Topics vary; franchising, business acquisition, real estate development, e-commerce, technology transfer.

ENTR:9700 Entrepreneurship: Business Consulting  3 s.h.
Experience on teams providing consulting services to start-up and early-stage companies; the consulting process—proposal development, data collection and analysis, final report preparation and presentation; projects—marketing studies, financial projections, strategic planning.

ENTR:9800 Entrepreneurship: Advanced Business Planning  1-3 s.h.
Mentoring for individuals in final stages of preparing to launch their own business.