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 effectively with colleagues across all levels of an organization and external audiences and how to successfully build and lead interdisciplinary teams. Students earning this degree are uniquely positioned to pursue a wide variety of career opportunities, and graduates have leveraged their education and professional development to quickly advance in their careers.

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.

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 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.

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
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. See MyUI for section information regarding modality.

Mathematics or Statistics

Course #	Title	Hours
One of these:		
MATH:1020	Elementary Functions	4
MATH:1340	Mathematics for Business	4
MATH:1350	Quantitative Reasoning for Business	4
MATH:1440	Mathematics for the Biological Sciences	4
MATH:1460	Calculus for the Biological Sciences	4
MATH:1550	Engineering Calculus I	4
MATH:1850	Calculus I	4
STAT:1020/ PSQF:1020	Elementary Statistics and Inference	3
STAT:1030	Statistics for Business	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	3

Entrepreneurship

Course #	Title	Hours
This course:		
ENTR:1350	Foundations in Entrepreneurship	3

Sociology

Course #	Title	Hours
This course:		
SOC:1010	Introduction to Sociology	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	3
ENTR:3050	Professional Preparation for Enterprise Leadership and Entrepreneurship	1
ENTR:3100	Entrepreneurial Finance	3
ENTR:3200	Entrepreneurial Marketing	3
ENTR:4200	Entrepreneurship: Business Consulting	3
ENTR:4400	Managing the Growth Business	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:		
CLAS:3500	Fundamentals of Project Management Leadership	3
CLAS:3600	Advanced Topics in Project Management Leadership	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

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:		3
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	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	3
GWSS:1001	Introduction to Gender, Women's, and Sexuality Studies	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 North America	3
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	3
SPST:1074/ AMST:1074/ GWSS:1074	Inequality in American Sport	3

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	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	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 may also 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.

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 (may be repeated)	3
ENTR:4300	Launching an Entrepreneurial Venture	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		

The John Pappajohn Entrepreneurial Center offers two innovative final-year experiences: the Entrepreneurial Leadership Academy (ELA) and the Commercializing New Technology Academy (CNTA). The two ELA 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. ENTR:3800 is a prerequisite for ENTR:3850; only ENTR:3850 may count toward the capstone requirement. The two CNTA 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. ENTR:3550 is a prerequisite for ENTR:3575; only ENTR:3575 may count toward the capstone requirement.

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 3.50 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 develop a solid foundation in entrepreneurial management, leadership, and professional communication skills that prepare them for a variety of career opportunities or to start their own business. Students are able to apply their innovative problem-solving and critical thinking skills to contemporary issues, develop strategies to seize opportunities, and build and lead successful teams.

Graduates find rewarding careers in general management, business analysis, business development, marketing and professional communications, management consulting, general or project management, sales, financial management, and as founders or executives in start-up businesses. Students are prepared to become entrepreneurial-minded leaders in large corporations, small- to medium-sized businesses, and nonprofit organizations.

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: 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 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
Academic Career		
Any Semester		
GE CLAS Core: Sustainability [a]		
	Hours	**0**
First Year		
Fall		
SOC:1010	Introduction to Sociology [b]	3
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or The Interpretation of Literature	3 - 4
GE CLAS Core: Understanding Cultural Perspectives [c]		3
GE CLAS Core: Values and Society [c]		3
CSI:1600	Success at Iowa	1
Elective course [d]		3
	Hours	**16-17**
Spring		
ENTR:1350	Foundations in Entrepreneurship	3
Major: mathematics or statistics course [e]		3 - 4
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or The Interpretation of Literature	3 - 4
GE CLAS Core: Natural Sciences with Lab [c]		4
Elective course [d]		3
	Hours	**16-18**
Second Year		
Fall		
ENTR:2000	Entrepreneurship and Innovation	3
GE CLAS Core: International and Global Issues [c]		3
GE CLAS Core: Historical Perspectives [c]		3
GE CLAS Core: World Languages First Level Proficiency or elective course [f]		4 - 5
Elective course [d]		3
	Hours	**16-17**
Spring		
ENTR:3050	Professional Preparation for Enterprise Leadership and Entrepreneurship	1
ENTR:3200 or ENTR:3100	Entrepreneurial Marketing or Entrepreneurial Finance	3
GE CLAS Core: Literary, Visual, and Performing Arts [c]		3
GE CLAS Core: World Languages Second Level Proficiency or elective course [f]		4 - 5
Elective course [d]		3
	Hours	**14-15**
Summer		
ENTR:4900	Academic Internship [g]	0 - 3
	Hours	**0-3**
Third Year		
Fall		
ENTR:3100 or ENTR:3200	Entrepreneurial Finance or Entrepreneurial Marketing	3
Major: entrepreneurial elective course [g]		3
GE CLAS Core: Natural Sciences without Lab [c]		3
GE CLAS Core: World Languages Third Level Proficiency or elective course [f]		4 - 5
Elective course [d]		3
	Hours	**16-17**
Spring		
ENTR:4200	Entrepreneurship: Business Consulting	3
Major: U.S. cultural diversity course [h]		3
Major: leadership course [i]		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course [f]		4 - 5
Elective course [d]		3
	Hours	**16-17**
Summer		
ENTR:4900	Academic Internship [g]	0 - 3
	Hours	**0-3**
Fourth Year		
Fall		
ENTR:4400	Managing the Growth Business	3
Major: communication course [j]		3 - 4
Major: entrepreneurial elective course [g]		3
Major: leadership course [i]		3
Elective course [d]		3
	Hours	**15-16**
Spring		
ENTR:4200	Entrepreneurship: Business Consulting [h]	3
Major: communication course [j]		3
Major: entrepreneurial elective course [g]		3
Elective course [d]		3
Elective course [d]		3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) [k]		
	Hours	**15**
	Total Hours	**124-138**

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 and Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.

b Fulfills a major requirement and may fulfill a GE requirement.

c 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.

d 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.

e Students should choose a mathematics or statistics requirement that will also complete the GE CLAS Core Quantitative or Formal Reasoning requirement; see the General Catalog for list of approved courses.

f 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.

g This course or experience is recommended not required.

h See the General Catalog for list of approved courses.

i Students must complete at least 6 s.h. in leadership courses; see the General Catalog for list of approved courses.

j 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.

k Please see Academic Calendar, 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.