Enterprise Leadership, B.A.

Enterprise leadership is an interdisciplinary major that focuses on developing entrepreneurial management, leadership, and 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.

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 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 GE CLAS Core.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Foundation Courses</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Entrepreneurship and Business Core</strong></td>
<td>16</td>
</tr>
<tr>
<td></td>
<td><strong>Leadership Courses</strong></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>U.S. Cultural Diversity Course</strong></td>
<td>3-4</td>
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<tr>
<td></td>
<td><strong>Communication Courses</strong></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Capstone Experience</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td>43-46</td>
</tr>
</tbody>
</table>

Foundation Courses

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

Mathematics or Statistics

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>One of these:</strong></td>
<td></td>
</tr>
<tr>
<td>MATH:1020</td>
<td><strong>Elementary Functions</strong> (section EX)</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1340</td>
<td><strong>Mathematics for Business</strong> (section EX)</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1350</td>
<td><strong>Quantitative Reasoning for Business</strong></td>
<td>4</td>
</tr>
<tr>
<td>MATH:1380</td>
<td><strong>Calculus and Matrix Algebra for Business</strong></td>
<td>4</td>
</tr>
<tr>
<td>MATH:1440</td>
<td><strong>Mathematics for the Biological Sciences</strong></td>
<td>4</td>
</tr>
<tr>
<td>MATH:1460</td>
<td><strong>Calculus for the Biological Sciences</strong></td>
<td>4</td>
</tr>
<tr>
<td>MATH:1550</td>
<td><strong>Engineering Mathematics I: Single Variable Calculus</strong> (section EX)</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1850</td>
<td><strong>Calculus I</strong></td>
<td>4</td>
</tr>
<tr>
<td>STAT:1020/PSQF:1020</td>
<td><strong>Elementary Statistics and Inference</strong> (section EX)</td>
<td>3</td>
</tr>
<tr>
<td>STAT:1030</td>
<td><strong>Statistics for Business</strong> (section EX)</td>
<td>4</td>
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<tr>
<td>STAT:2020</td>
<td><strong>Probability and Statistics for the Engineering and Physical Sciences</strong></td>
<td>3</td>
</tr>
<tr>
<td>STAT:3510/IGPI:3510</td>
<td><strong>Biostatistics</strong></td>
<td>3</td>
</tr>
<tr>
<td>STAT:4143/PSQF:4143</td>
<td><strong>Introduction to Statistical Methods</strong> (section EX)</td>
<td>3</td>
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</tbody>
</table>

Entrepreneurship

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR:1350</td>
<td><strong>Foundations in Entrepreneurship</strong> (section EX)</td>
<td>3</td>
</tr>
</tbody>
</table>
## Sociology

**Code** | **Title** | **Hours**  
---|---|---  
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.

#### Code | Title | Hours
---|---|---
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.

#### Code | Title | Hours
---|---|---
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.

#### Code | Title | Hours
---|---|---
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
LAT5:2280/ SPAN: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

### Communication Courses

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

#### Oral Communication

#### Code | Title | Hours
---|---|---
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
Academy II
Technology II
Students may take decks.

ENTR:3575 Commercializing New Technology II

ENTR:3850 Entrepreneurial Leadership Academy II

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.

Writing Communication

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHET:2065</td>
<td>Persuading Different Audiences: Launching a Successful Career</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
<tr>
<td>THTR:2610/RHET:2610</td>
<td>Acting for Success</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

The John Pappajohn Entrepreneurial Center offers
two innovative final-year experiences. The courses
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Students may take ENTR:3575 Commercializing New
Technology II and/or ENTR:3850 Entrepreneurial Leadership
Academy II to meet the capstone experience requirement.

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 g.p.a. of 3.50 and a g.p.a. 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
also must 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, to develop strategies to seize
opportunities, and to 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.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>RHET:2065</td>
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<td>3</td>
</tr>
<tr>
<td>THTR:2610/RHET:2610</td>
<td>Acting for Success</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4200</td>
<td>Entrepreneurship: Business Consulting (section EX)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4300</td>
<td>Entrepreneurship: Advanced Business Planning (section EX)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4900</td>
<td>Academic Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

Another experiential learning course from a College of Liberal Arts and Sciences major, with prior approval from the director of enterprise leadership

Honors

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Academic Plans

Four-Year Graduation Plan

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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, B.A.

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic Career</strong></td>
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<tr>
<td>Any Semester</td>
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<tr>
<td>GE CLAS Core: Sustainability</td>
<td></td>
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<tr>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>First Year</strong></td>
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<tr>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>SOC:1010</td>
<td>3</td>
</tr>
<tr>
<td>ENGL:1200 or RHET:1030</td>
<td>3-4</td>
</tr>
<tr>
<td>GE CLAS Core: Diversity and Inclusion</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Values and Culture</td>
<td>3</td>
</tr>
<tr>
<td>CSI:1600</td>
<td>2</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
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</tr>
<tr>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>ENTR:1350</td>
<td>3</td>
</tr>
<tr>
<td>Major: mathematics or statistics course</td>
<td>3-4</td>
</tr>
<tr>
<td>RHET:1030 or ENGL:1200</td>
<td>3-4</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences with Lab</td>
<td>4</td>
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<tr>
<td>Elective course</td>
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<tr>
<td><strong>Hours</strong></td>
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</tr>
<tr>
<td>Second Year</td>
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<tr>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>ENTR:2000</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: International and Global Issues</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Historical Perspectives</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages First Level</td>
<td>4-5</td>
</tr>
<tr>
<td>Proficiency or elective course</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td>16-17</td>
</tr>
<tr>
<td>Spring</td>
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<tr>
<td>ENTR:3050</td>
<td>1</td>
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<tr>
<td>Professional Preparation for Enterprise Leadership and Entrepreneurship</td>
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</tr>
<tr>
<td>ENTR:3100 Entrepreneurial Finance or ENTR:3200 Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Literary, Visual, and Performing Arts</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level</td>
<td>4-5</td>
</tr>
<tr>
<td>Proficiency or elective course</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>2</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td>14</td>
</tr>
</tbody>
</table>

**Total Hours**: 120-134

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

e 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.

f Students who have completed four years of a single language in high school have satisfied the GE CLAS Core World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

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 Graduation Services.