Enterprise Leadership, BA

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 also must 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

<table>
<thead>
<tr>
<th>Hours</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-11</td>
<td>Foundation Courses</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Entrepreneurship and Business Core</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Leadership Courses</td>
<td></td>
</tr>
<tr>
<td>3-4</td>
<td>U.S. Cultural Diversity Course</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Communication Courses</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Capstone Experience</td>
<td></td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MATH:1020</td>
<td>Elementary Functions</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1340</td>
<td>Mathematics for Business</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1350</td>
<td>Quantitative Reasoning for Business</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1440</td>
<td>Mathematics for the Biological Sciences</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1460</td>
<td>Calculus for the Biological Sciences</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1550</td>
<td>Engineering Mathematics I: Single Variable Calculus</td>
<td>4</td>
</tr>
<tr>
<td>MATH:1850</td>
<td>Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>STAT:1020/PSQF:1020</td>
<td>Elementary Statistics and Inference</td>
<td>3</td>
</tr>
<tr>
<td>STAT:1030</td>
<td>Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>STAT:2020</td>
<td>Probability and Statistics for the Engineering and Physical Sciences</td>
<td>3</td>
</tr>
<tr>
<td>STAT:3510/IGPI:3510</td>
<td>Biostatistics</td>
<td>3</td>
</tr>
<tr>
<td>STAT:4143/PSQF:4143</td>
<td>Introduction to Statistical Methods</td>
<td>3</td>
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</table>

Entrepreneurship

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR:1350</td>
<td>Foundations in Entrepreneurship</td>
<td>3</td>
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</table>

Sociology

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOC:1010</td>
<td>Introduction to Sociology</td>
<td>3-4</td>
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</tbody>
</table>

Entrepreneurship and Business Core

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTR:2000</td>
<td>Entrepreneurship and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3050</td>
<td>Professional Preparation for Enterprise Leadership and Entrepreneurship</td>
<td>1</td>
</tr>
<tr>
<td>ENTR:3100</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3200</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4200</td>
<td>Entrepreneurship: Business Consulting</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4400</td>
<td>Managing the Growth Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Leadership Courses

These courses help students reflect on the importance of leadership while developing their own leadership style and skills.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 s.h. from these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTR:3800/MGMT:3800</td>
<td>Entrepreneurial Leadership Academy I</td>
<td>3</td>
</tr>
<tr>
<td>LS:1020</td>
<td>Introduction to Leadership</td>
<td>3</td>
</tr>
<tr>
<td>LS:1024</td>
<td>Hawkeye Service Breaks</td>
<td>1-3</td>
</tr>
<tr>
<td>LS:2020</td>
<td>Women in Leadership</td>
<td>3</td>
</tr>
<tr>
<td>LS:3002</td>
<td>Career Leadership Academy Part 2: Leadership in Action</td>
<td>3</td>
</tr>
<tr>
<td>LS:3004</td>
<td>Perspectives on Leadership: Principles and Practices</td>
<td>3</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>AFAM:1020/AMST:1030</td>
<td>Introduction to African American Culture</td>
<td>3</td>
</tr>
<tr>
<td>AFAM:1030</td>
<td>Introduction to African American Society</td>
<td>3</td>
</tr>
<tr>
<td>AFAM:2079/SPST:2079</td>
<td>Race and Ethnicity in Sport</td>
<td>3</td>
</tr>
<tr>
<td>AFAM:2267/HIST:2267</td>
<td>African American History to 1877: From Slave Cabin to Senate Floor</td>
<td>3</td>
</tr>
<tr>
<td>AFAM:3500/HIST:3160/RELS:3808</td>
<td>Malcolm X, King, and Human Rights</td>
<td>3</td>
</tr>
<tr>
<td>AMST:2025</td>
<td>Diversity in American Culture</td>
<td>3</td>
</tr>
<tr>
<td>ANTH:2165/AMST:2165/NAIS:2165</td>
<td>Native Peoples of North America</td>
<td>3</td>
</tr>
<tr>
<td>GWSS:1001</td>
<td>Introduction to Gender, Women’s, and Sexuality Studies</td>
<td>3</td>
</tr>
<tr>
<td>GWSS:1002</td>
<td>Diversity and Power in the U.S.</td>
<td>3</td>
</tr>
<tr>
<td>HIST:1040</td>
<td>Diversity in History</td>
<td>3</td>
</tr>
<tr>
<td>HIST:3275/AFAM:3275</td>
<td>History of Slavery in the U.S.A.</td>
<td>3-4</td>
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<tr>
<td>JMC:1500</td>
<td>Introduction to Social Media</td>
<td>3</td>
</tr>
<tr>
<td>LATS:2280/HIST:2280</td>
<td>Introduction to Latina/o/x Studies</td>
<td>3</td>
</tr>
<tr>
<td>RELS:2000</td>
<td>Engaging Religious Diversity for Leadership and Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>SOC:2810</td>
<td>Social Inequality</td>
<td>3</td>
</tr>
<tr>
<td>SPST:1074/AMST:1074/GWSS:1074</td>
<td>Inequality in American Sport</td>
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</tbody>
</table>

**Communication Courses**

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

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM:1112</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1117</td>
<td>Advocacy and Argument</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1130</td>
<td>The Art of Persuading Others</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1170</td>
<td>Communication Theory in Everyday Life</td>
<td>3</td>
</tr>
<tr>
<td>MGMT:4100</td>
<td>Dynamics of Negotiations</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2055</td>
<td>Persuasion and Advocacy</td>
<td>3</td>
</tr>
<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>
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</table>

**Written Communication**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of these:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>BUS:3800</td>
<td>Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>CNW:3640</td>
<td>Writing for Business</td>
<td>3</td>
</tr>
<tr>
<td>CW:3218/INTD:3200</td>
<td>Creative Writing for New Media</td>
<td>3</td>
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</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 and strengthen their professional résumé.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 3 s.h. from these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTR:3000</td>
<td>Practicum in Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3575</td>
<td>Commercializing New Technology II</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3850/MGMT:3850</td>
<td>Entrepreneurial Leadership Academy II</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:4100</td>
<td>International Entrepreneurship, Culture, and Social Impact (may be taken more than once)</td>
<td>1-3</td>
</tr>
<tr>
<td>ENTR:4200</td>
<td>Entrepreneurship: Business Consulting (may be repeated)</td>
<td>3</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
</tr>
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</tr>
<tr>
<td>ENTR:4300</td>
<td>Launching an Entrepreneurial Venture</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.

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.