

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 37 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.

In planning coursework, students should be guided by the College of Liberal Arts and Sciences maximum hours rule: students earning a BA may apply a maximum of 56 s.h. earned in one department to the minimum 120 s.h. required for graduation, whether or not the coursework is accepted toward requirements for the major; students who earn more than 56 s.h. from one department may use the additional semester hours to satisfy requirements for the major (if the department accepts them), and the grades they earn become part of their grade-point average, but they cannot apply the additional semester hours to the minimum 120 s.h. required for graduation.

Students pursuing the BA in enterprise leadership may not earn the Certificate in Entrepreneurial Management nor a BBA in entrepreneurship.

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

Requirements	Hours
Entrepreneurship and Business Core	19
Leadership Courses	6
International Business and Sustainable Development	3
Communication Courses	6
Capstone Experience	3

Entrepreneurship and Business Core

The entrepreneurship and business core equips students to apply entrepreneurial approaches and strategic thinking to lead and grow enterprises, ranging from new startups to established for-profit organizations and nonprofit institutions.

Course #	Title	Hours
All of these:		
ENTR:1350	Foundations in Entrepreneurship	3
ENTR:2000	Entrepreneurship and Innovation	3

ENTR:3050	Professional Preparation for Enterprise Leadership and Entrepreneurship	1
or CLAS:2500	Professional Readiness in Enterprise Leadership	
ENTR:3100	Entrepreneurial Finance	3
ENTR:3200	Entrepreneurial Marketing	3
ENTR:4400	Managing the Growth Business	3

And 3 s.h. from these:

ENTR:4200	Entrepreneurship: Business Consulting	3
ENTR:4900	Academic Internship	arr.

An experiential learning course from another College of Liberal Arts and Sciences program may be considered with advance approval from the director of enterprise leadership (no retroactive substitutions will be approved).

Leadership Courses

These courses enable students to examine the importance of effective leadership while developing the skills and personal leadership style that will support their professional growth and accelerate their career advancement.

Course #	Title	Hours
6 s.h. from these:		
CLAS:3500/ INTD:3500	Fundamentals of Project Management Leadership	3
CLAS:3600/ INTD:3600	Advanced Topics in Project Management Leadership	3
ENTR:3550	Commercializing New Technology I	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

International Business and Sustainable Development

The following courses explore the intersection of global business and sustainable development, helping students

understand international markets, cultural dynamics, and strategies for leading responsibly in a global economy.

Course #	Title	Hours
One of these:		3
CLAS:3300/ INTD:3330	Global Career Accelerator	3
COMM:2086	Global Media Studies	3
ECON:3345	Global Economics and Business	3
ECON:3830	Global Trade Finance	3
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	3
ENTR:4460	Entrepreneurship and Global Trade	3
GHS:3300/ SEES:3300	Sustainable Development	3
GHS:4001	Social Entrepreneurship and Global Health	3
IS:2000	Introduction to International Studies	3
IS:2020	World Events Today!	3
IS:3012	Service Learning in International Studies	3
POLI:1500	Introduction to International Relations	3
POLI:3424	Global Development	3
POLI:3516	The Politics of International Economics	3
SEES:2910	The Global Economy	3
SEES:2013/ BUS:2013/ URP:2013	Introduction to Sustainability	3

Communication Courses

The following courses help students develop advanced communication skills that will position them to professionally articulate their ideas and views in business settings.

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
ENTR:3600	Social Media Strategies for Entrepreneurial Ventures	3
INTD:3005/ CW:3005/ WRIT:3005	Professional and Creative Business Communication	3

Capstone Experience

The capstone experience requires students to apply the knowledge and skills gained throughout their coursework to a real-world entrepreneurial challenge or opportunity. Through the process of researching, analyzing, and presenting a major project, students strengthen their critical thinking, problem-solving, and communication abilities while demonstrating their readiness for professional employment. This experience not only deepens learning but also provides tangible evidence of achievement, enhancing each student's ability to showcase their initiative, leadership, teamwork, and strategic thinking to potential employers as they transition into their post-graduation career. Students pursuing the launch of a new venture or expansion of an existing business they currently own and operate are encouraged to complete the ENTR:4300 Launching an Entrepreneurial Venture (arr. s.h.) course to meet their required capstone experience.

Students are encouraged to complete multiple capstone experiences listed below to enhance their professional development and strengthen their professional resumes.

Course #	Title	Hours
At least 3 s.h. from these:		
ENTR:3575	Commercializing New Technology II	3
ENTR:3850/ MGMT:3850	Entrepreneurial Leadership Academy II	3
ENTR:4200	Entrepreneurship: Business Consulting (may be repeated)	3
ENTR:4300	Launching an Entrepreneurial Venture	3

Enterprise leadership majors may apply for acceptance in the Entrepreneurial Leadership Academy (ELA) or the Commercializing New Technology Academy (CNTA). Both academies are designed to provide advanced study of entrepreneurial leadership, professional communications, and project management. The academies are designed as two-course programs (delivered in back-to-back semesters), and students must complete both courses in order to meet the major's capstone requirement. Both ELA I and CNTA I courses also count towards the leadership requirement in the major. For more information on the academies, students may visit Enterprise Leadership Experiential Learning.