

# Enterprise Leadership, BA

Enterprise leadership is an interdisciplinary major that develops students' strategic thinking, leadership, and innovation skills through advanced coursework in entrepreneurship, communication, leadership, and international studies. The major prepares students to analyze complex problems, identify domestic and global opportunities, and apply entrepreneurial approaches across a wide range of industries and career paths. Students may begin the major in their first year at Iowa.

## 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; and
- develop a global mindset by understanding the key economic, social, and cultural issues that impact local, national, and international entrepreneurship.