

# Enterprise Leadership

## Director, Division of Interdisciplinary Programs

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## Codirectors, Enterprise Leadership

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**Undergraduate major:** enterprise leadership (BA)

**Website:** <https://enterpriseleadership.clas.uiowa.edu>

The enterprise leadership major equips students with a distinctive blend of professional skills to prepare them to pursue careers across a wide range of industries and organizations. This innovative program integrates applied coursework in entrepreneurship, organizational leadership, professional communication, and business consulting. A hallmark of the major is its capstone experience, which provides students with hands-on, real-world experience and the opportunity to apply entrepreneurial strategies to address business and societal challenges.

Students benefit from an array of cocurricular programming designed to enhance their skills; connect them with successful alumni, entrepreneurs, and industry leaders; and explore career opportunities with existing organizations and new ventures. They learn from accomplished faculty who have founded and led successful organizations, blending academic theory with practical insights.

Through this program, enterprise leadership majors develop in-demand competencies such as problem-solving, critical thinking, innovation, leadership, teamwork, and effective communication—skills that are essential for success in businesses of all sizes, nonprofit organizations, and government agencies. Students are introduced to the latest business and leadership approaches and learn how executives leverage innovation to successfully build sustainable organizations.

The major successfully prepares students to launch their careers and quickly be promoted into management and leadership positions. It is also an outstanding double major option for students seeking to develop a unique skill set that sets them apart in a competitive marketplace.

The major in enterprise leadership is offered jointly by the College of Liberal Arts and Sciences and the John Pappajohn Entrepreneurial Center in the Tippie College of Business.

The degree is awarded by the College of Liberal Arts and Sciences. Enterprise Leadership is one of the academic units in the Division of Interdisciplinary Programs.

## Programs

## Undergraduate Program of Study Major

- Major in Enterprise Leadership (Bachelor of Arts)