Enterprise Leadership

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Undergraduate major: enterprise leadership (BA)

Website: https://iowajpec.org/ba-enterprise-leadership

The enterprise leadership major is designed for students seeking to develop a unique skill set that prepares them to pursue professional career and entrepreneurial opportunities across a broad spectrum of industries and types and sizes of organizations. The major integrates applied entrepreneurship and business courses with advanced coursework in leadership, professional communications, and culture. It also includes a capstone requirement for students to gain real-world experience and demonstrate their ability to apply entrepreneurial approaches to solve business and societal challenges.

Students have access to a variety of cocurricular programming to hone their skills; network with successful alumni, entrepreneurs, and business leaders; and pursue the creation of a new venture. Students will learn from a cadre of faculty who have built and led successful organizations and have the unique ability to teach theory and practice. Enterprise leadership majors will develop problem-solving, critical thinking, innovation and creativity, leadership, teamwork, and communications skills—all demanded by small to large businesses as well as not-for-profit and governmental organizations.

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.