

Entrepreneurship, BBA

Iowa JPEC and the Department of Management and Entrepreneurship offer the Bachelor of Business Administration (BBA) in entrepreneurship. Students are encouraged to meet with their academic advisors regarding completing the BBA in entrepreneurship.

Undergraduate entrepreneurship academic programs at the University of Iowa are comprised of advanced applied learning courses along with several cocurricular programs to help prepare the next generation of successful innovators, entrepreneurial leaders, and business founders. The academic programs are designed to teach innovation and creativity, entrepreneurial leadership, opportunity recognition, design thinking, strategic business planning, entrepreneurial finance, entrepreneurial marketing, and professional communications. Students have several emphasis areas to choose from to complete their programs of study based on their future career interests such as technological innovation, social entrepreneurship, entrepreneurial finance, launching new ventures, corporate entrepreneurship, or general entrepreneurship. Students learn from a select group of faculty who have launched, built, and led successful organizations and have the ability to bridge theory and practice. Several of the programs are open to all University of Iowa undergraduate students. To learn more, visit the John Pappajohn Entrepreneurial Center website.