

Entrepreneurship, BBA

The Bachelor of Business Administration in Entrepreneurship combines advanced applied learning with real-world experiences, preparing students to innovate, lead, and create value in any setting. The program develops students' skills in innovation and creativity, opportunity recognition, design thinking, strategic planning, entrepreneurial finance and marketing, and professional communication. Students can customize their studies through emphasis areas such as technological innovation, social entrepreneurship, entrepreneurial finance, launching new ventures, corporate entrepreneurship, or general entrepreneurship. The degree works equally well as a stand-alone major or as a complementary double major with any other business discipline—without duplicating coursework. Courses are taught by experienced faculty who have launched and led successful ventures and who integrate theory with practical application. Several courses are open to all University of Iowa undergraduates who wish to develop an entrepreneurial mindset.