The Bachelor of Arts with a major in enterprise leadership requires a minimum of 120 s.h., including a minimum of 48 s.h. of work for the major. Students must maintain a g.p.a. of at least 2.00 in all courses for the major and in all UI courses for the major. They also must complete the College of Liberal Arts and Sciences General Education CLAS Core.

The B.A. with a major in enterprise leadership requires the following coursework.

**Foundation Courses**
- U.S. Cultural Diversity
- Communication Courses
- Leadership: Personal
- Capstone Experience
- Leadership and Social Context of Leadership
- 48-59 Total Semester Hours


**Mathematics**
Both of these:
- MATH:1005 College Algebra
- MATH:1010 Trigonometry

OR One of these:
- MATH:1020 Elementary Functions
- MATH:1340 Mathematics for Business
- MATH:1350 Quantitative Reasoning for Business
- MATH:1380 Calculus and Matrix Algebra for Business
- MATH:1440 Mathematics for the Biological Sciences
- MATH:1460 Calculus for the Biological Sciences

**Economics**
One of these:
- ECON:1100 Principles of Microeconomics
- ECON:1200 Principles of Macroeconomics

**Statistics**
One of these:
- STAT/PSQF:1020 Elementary Stats and Inference
- STAT:1030 Statistics for Business
- STAT:2020 Probability and Statistics for the Engineering and Physical Sciences
- STAT:3510/IGPI:35:10 Biostatistics
- STAT/PSQF:4143 Intro to Statistical Methods

**Sociology**
This course:
- SOC:1010 Introduction to Sociology

**Entrepreneurship/Business Core**
The entrepreneurship and business core supports students’ understanding of the essence and operation of entrepreneurial enterprises.
- ENTR:1350 Foundations in Entrepreneurship (Best option for students who also want the business minor)

OR both of these:
- ACCT:2100 Introduction to Financial Accounting
- MKTG:3000 Introduction to Marketing Strategy

And all of these:
- ENTR:2000 Entrepreneurship and Innovation

**Leadership**
**Personal Leadership**
These courses help students reflect on leadership and develop their own leadership style and skills.

At least 3 s.h. from these:
- LS:1020 Introduction to Leadership
- LS:1024 Hawkeye Service Breaks
- LS:2002 Career Leadership Academy Part 1
- LS:3004 Perspectives on Leadership: Principles and Practices (Restricted to students earning a Leadership Studies Certificate)

**Social Context of Leadership**
Courses introduce students to the impact of social constructs on leadership and organizational effectiveness such as economic class and cultural and social differences.

One of these (3 s.h.):
- LS:3002 Career Leadership Academy Part 2
- SOC:1220 Principles of Social Psychology
- SOC:3610 Organizations and Modern Society
- SOC:3880 The Sociology of Networks
- SOC:4210 Social Psychology of Small Groups
- SOC:4225 The Social Psychology of Leadership
- SOC:4230 Sociology of Self-Improvement
The following courses provide an overview of the complexity of diversity in the U.S. and comprehensive introduction to related issues. One of these (3 s.h.):

- **AFAM:1020/AMST:1030**  Introduction to African American Culture (Diversity & Inclusion GE)  3 s.h.
- **AFAM:1030**  Introduction to African American Society (Diversity & Inclusion GE)  3 s.h.
- **AFAM:2079/HIST:2079**  Race and Ethnicity in Sport  3 s.h.
- **AFAM:2267/HIST:2267**  African American History to 1877 (Diversity & Inclusion GE)  3 s.h.
- **AFAM:3500/RELS:3808**  Malcolm X, King, and Human Rights  3 s.h.
- **AMST:2025**  Diversity in American Culture (Diversity & Inclusion GE)  3 s.h.
- **ANTH:2165/AMST:2165/NAIS:2165**  Native Peoples of North America (Diversity & Inclusion GE)  3 s.h.
- **GWSS:1001**  Introduction to Gender, Women's, and Sexuality Studies (Diversity & Inclusion GE)  3 s.h.
- **GWSS:1002**  Diversity and Power in the U.S. (Diversity & Inclusion GE)  3 s.h.
- **HIST:1040**  Diversity in History (Diversity & Inclusion GE)  3 s.h.
- **HIST:3275/AFAM:3275**  History of Slavery in USA  3 s.h.
- **LATS:2280/HIST:2280/SPAN2280**  Introduction to Latina/o/x Studies (Diversity & Inclusion GE)  3 s.h.
- **SOC:2810**  Social Inequality (Values & Culture GE)  3 s.h.
- **SPST:1074/AMST:1074/GWSS:1074**  Inequality in American Sport (Diversity & Inclusion GE)  3 s.h.

**COMMUNICATION THEORY**

At least 3 s.h. from these:

- **COMM:1112**  Interpersonal Communication  3 s.h.
- **COMM:1117**  Theory and Practice of Argument (Quantitative & Formal Reasoning GE)  4 s.h.
- **COMM:1130**  The Art of Persuading Others  3 s.h.
- **COMM:1170**  Communication Theory in Everyday Life (Social Sciences GE)  3 s.h.
- **COMM:1174**  Media and Society (Values & Culture GE OR Social Sciences GE)  3 s.h.
- **JMC:1100**  Media Uses and Effects (Social Sciences GE)  3 s.h.
- **JMC:1200**  Media History and Culture (Historical Perspectives GE)  3 s.h.
- **JMC:1500**  Social Media Today (Values & Culture GE)  3 s.h.

**APPLIED COMMUNICATION**

At least 3 s.h. from these:

- **BUS:3800**  Business Writing  3 s.h.
- **CNW:3640**  Writing for Business  3 s.h.
- **CW:3218/INTD:3200**  Creative Writing for New Media  3 s.h.
- **INTD:3005/CW:3005/WRIT:3005**  Professional and Creative Business Communication  3 s.h.
- **MGMT:4100**  Dynamics of Negotiations  3 s.h.
- **RHET:2055/GWSS:2055**  Persuasion and Advocacy  3 s.h.
- **RHET:2065**  Persuading Different Audiences  3 s.h.
- **RHET:2085**  Speaking Skills  3 s.h.
- **THTR:2610**  Acting for Success  3 s.h.

**CAPSTONE EXPERIENCE**

Students engage in an entrepreneurial leadership experience and apply their knowledge and skills through a business consulting/field study project or internship with an external business or nonprofit organization. The capstone experience should be related to a student’s career goals and involve the development and application of professional business skills such as project management; market research, analysis and planning; financial management and forecasting; operations management; sales; organizational leadership; or professional business communications. Students also may choose to plan and launch their own business to meet the capstone requirement.

Students are encouraged to complete multiple capstone courses to enhance their professional development. Students also may choose an experiential learning course not listed below from another College of Liberal Arts and Sciences major, with prior approval from the John Pappajohn Entrepreneurial Center.

One of these:

- **ENTR:3000**  Practicum in Entrepreneurship  3 s.h.
- **ENTR:4100**  International Entrepreneurship and Culture  1-3 s.h.
- **ENTR:4200**  Entrepreneurship: Business Consulting [may be taken more than once]  3 s.h.
- **ENTR:4300**  Entrepreneurship: Advanced Business Planning  3 s.h.
- **ENTR:4900**  Academic Internship  3 s.h.

Students may double-count a maximum of 6 s.h. for another major or minor toward the B.A. in enterprise leadership, with the exception of the business administration minor. Enterprise leadership majors may double-count a maximum of three courses toward their major and a business administration minor. Enterprise leadership majors may not earn the Certificate in Entrepreneurial Management. A minimum of 27 s.h. toward the major must be taken at the UI.

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