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.

<table>
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<tr>
<th>Foundation Courses</th>
<th>U.S. Cultural Diversity</th>
<th>Communication Courses</th>
<th>Capstone Experience</th>
<th>48-59 Total Semester Hours</th>
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</table>

**Mathematics**

Both of these:

- **MATH:1005** College Algebra and **MATH:1010** Trigonometry 7 s.h.

OR One of these:

- **MATH:1020** Elementary Functions (EX) 4 s.h.

- **MATH:1340** Mathematics for Business (EX) 4 s.h.

- **MATH:1350** Quantitative Reasoning for Business 4 s.h.

- **MATH:1380** Calculus and Matrix Algebra for Business (EX) 4 s.h.

- **MATH:1440** Mathematics for the Biological Sciences 4 s.h.

- **MATH:1460** Calculus for the Biological Sciences 4 s.h.

**Economics**

One of these:

- **ECON:1100** Principles of Microeconomics (EX) 4 s.h.

- **ECON:1200** Principles of Macroeconomics (EX) 4 s.h.

**Statistics**

One of these:

- **STAT/PSQF:1020** Elem Stats and Inference (EX) 3 s.h.

- **STAT:1030** Statistics for Business (EX) 4 s.h.

- **STAT:2020** Probability and Statistics for the Engineering and Physical Sciences 3 s.h.

- **STAT:3510/IGPI:35:10** Biostatistics 3 s.h.

- **STAT/PSQF:4143** Intro to Stat Methods (EX) 3 s.h.

**Sociology**

This course:

- **SOC:1010** Introduction to Sociology (EX) 3-4 s.h.

**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 want the business minor) (EX) 3 s.h.

OR both of these:

- **ACCT:2100** Introduction to Financial Accounting (EX) and **MKTG:3000** Introduction to Marketing Strategy (EX) 6 s.h.

And all of these:

- **ENTR:2000** Entrepreneurship and Innovation (EX) 3 s.h.

**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 3 s.h.

- **LS:1024** Hawkeye Service Breaks 1-3 s.h.

- **LS:2002** Career Leadership Academy Part 1 (EX) 3 s.h.

- **LS:3004** Perspectives on Leadership: Principles and Practices (Restricted to students earning a Leadership Studies Certificate) (EX) 3 s.h.

**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 (EX) 3 s.h.

- **SOC:1220** Principles of Social Psychology 3 s.h.

- **SOC:3610** Organizations and Modern Society 3 s.h.

- **SOC:3880** The Sociology of Networks 3 s.h.

- **SOC:4201** Social Psychology of Small Groups 3 s.h.

- **SOC:4225** The Social Psyc of Leadership (EX) 3 s.h.

- **SOC:4230** Sociology of Self-Improvement 3 s.h.

(Ex) indicates an online option may be available.
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) [EX] 3 s.h.
- GWSS:1001, Introduction to Gender, Women’s, and Sexuality Studies (Diversity & Inclusion GE) [EX] 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 3-4 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) [EX] 3 s.h.
- SPST:1074/AMST:1074/GWSS:1074, Inequality in American Sport (Diversity & Inclusion GE) 3 s.h.

**U.S. Cultural Diversity**

**Communication Theory**

At least 3 s.h. from these:
- COMM:1112, Interpersonal Communication (EX) 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) (EX) 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 (EX) 3 s.h.
- MGMT:4100, Dynamics of Negotiations (EX) 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 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 (3 sh):
- ENTR:3000, Practicum in Entrepreneurship 3 s.h.
- ENTR:4100, International Entrepreneurship and Culture (may be taken more than once) 1-3 s.h.
- ENTR:4200, Entrepreneurship: Business Consulting (may be taken more than once) 3 s.h.
- ENTR:4300, Entrepreneurship: Advanced Business Planning (EX) 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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