The Bachelor of Arts with a major in enterprise leadership requires a minimum of 120 s.h., including a minimum of 43 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>
<thead>
<tr>
<th>Foundation Courses</th>
<th>U.S. Cultural Diversity</th>
<th>Communication Courses</th>
<th>Capstone Experience</th>
<th>43-46 total s.h.</th>
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</thead>
<tbody>
<tr>
<td>Foundation Courses</td>
<td></td>
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</tr>
<tr>
<td>Entrepreneurship/Business</td>
<td></td>
<td>Leadership Courses</td>
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</table>

http://catalog.registrar.uiowa.edu/liberal-arts-sciences/enterprise-leadership/enterprise-leadership-ba/  

**FOUNDATION COURSES**

Foundation courses introduce students to the basic skills, tools, and concepts they will need for the major and include courses that fulfill the Quantitative & Formal Reasoning and Social Sciences general education categories. 9-11 s.h.

**MATHMATICS OR STATISTICS**

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.
- **MATH:1550** Engineering Mathematics I: Single Variable Calculus (EX) 4 s.h.
- **MATH:1850** Calculus I 4 s.h.

- **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.

**ENTREPRENEURSHIP**

This course:

- **ENTR:1350** Foundations in Entrepreneurship (EX) 3 s.h.

**SOCIOLOGY**

This course:

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

**ENTREPRENEURSHIP AND BUSINESS CORE**

The entrepreneurship and business core supports students’ understanding of the essence and operation of entrepreneurial enterprises. 16 s.h.

All of these:

- **ENTR:2000** Entrepreneurship and Innovation (EX) 3 s.h.
- **ENTR:3050** Professional Preparation for Enterprise Leadership and Entrepreneurship (EX) 1 s.h.
- **ENTR:3100** Entrepreneurial Finance (EX) 3 s.h.
- **ENTR:3200** Entrepreneurial Marketing (EX) 3 s.h.
- **ENTR:4200** Entrepreneurship: Business Consulting (EX) 3 s.h.
- **ENTR:4400** Managing the Growth Business (EX) 3 s.h.

**LEADERSHIP COURSES**

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

6 s.h. from these:

- **ENTR:3800/MGMT:3800** Entrepreneurship Leadership Academy I (Restricted for all students) 3 s.h.

- **LS:1020** Introduction to Leadership 3 s.h.
- **LS:1024** Hawkeye Service Breaks 3 s.h.
- **LS:2002** Career Leadership Academy Part 1 (EX) 3 s.h.
- **LS:3002** Career Leadership Academy Part 2 3 s.h.
- **LS:3004** Perspectives on Leadership (Restricted to Leadership Studies Certificate students) (EX) 3 s.h.
- **LS:3012** Leadership Theory to Practice 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:4225** The Social Psychology of Leadership (EX) 3 s.h.

(EX) indicates an online option may be available.

**U.S. CULTURAL DIVERSITY**

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/SPST: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.
COMMUNICATION COURSES
The following courses help students develop an understanding of contemporary communication theory and how it is applied.

ORAL COMMUNICATION
At least 3 s.h. from these:

- COMM:1112 Interpersonal Communication (EX) 3 s.h.
- COMM:1117 Advocacy and Argument (Quantitative & Formal Reasoning GE) 3 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.
- MGMT:4199 Dynamics of Negotiations 3 s.h.
- RHET:2055/GWSS:2055 Persuasion and Advocacy 3 s.h.
- RHET:2045 Persuading Different Audiences 3 s.h.
- RHET:2085 Speaking Skills 3 h.

WRITING 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.

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.

The John Pappajohn Entrepreneurial Center offers two innovative final-year experiences. The courses, ENTR:3800 Entrepreneurial Leadership Academy I and ENTR:3850 Entrepreneurial Leadership Academy II, provide select students an advanced study of leadership, communications, and project management and include an advanced management consulting project. The courses, ENTR:3550 Commercializing New Technology I and ENTR:3575 Commercializing New Technology II provide selected students with an advanced opportunity to learn the process of identifying technology solutions, developing business models, and preparing business plans and pitch decks.

Students may take ENTR:3575 Commercializing New Technology II and/or ENTR:3850 Entrepreneurial Leadership Academy II to meet the capstone experience requirements.

At least 3 s.h. from these:

- ENTR:3000 Practicum in Entrepreneurship 3 s.h.
- ENTR:3575 Commercializing New Technology II 3 s.h.
- ENTR:3850/MGMT 3850 Entrepreneurial Leadership Academy II (Restricted for all students) 3 s.h.
- ENTR:4100 International Entrepreneurship and Culture (may be taken more than once) 3 s.h.
- ENTR:4200 Entrepreneurship: Business Consulting (may be taken more than once) (EX) 3 s.h.
- ENTR:4300 Entrepreneurship: Advanced Business Planning (EX) 3 s.h.
- ENTR:4900 Academic Internship 3 s.h.

Another experiential learning course from a College of Liberal Arts and Sciences major, with prior approval of enterprise leadership 3 s.h.

Students may count a maximum of 6 s.h. earned for another major or minor toward the B.A. in enterprise leadership, with the exception of the business administration minor. Enterprise leadership majors may 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.

Updated 4/6/2022