

ENTERPRISE LEADERSHIP B.A.

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
Entrepreneurship/Business	Communication Courses
Leadership: Personal	Capstone Experience
Leadership and Social	48-59 Total Semester
Context of Leadership	Hours

<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.

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.

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

- ☐ MATH:1850 Calculus I 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.

- ☐ 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:4400 Managing the Growth Business (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:

- ☐ ENTR:3800 Entrepreneurial Leadership Academy II (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:3004 Perspectives on Leadership (Restricted to Leadership Studies Certificate students) (EX)

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:4210 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.

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.
- ☐ 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 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.

COMMUNICATION

The following courses help students develop an understanding of contemporary communication theory and how it is applied.

COMMUNICATION THEORY

At least 3 s.h. from these:

- ☐ COMM:1112 Interpersonal Communication (EX) 3 s.h.
- ☐ COMM:1117 Advocacy and 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 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 (3 sh):

- ☐ ENTR:3000 Practicum in Entrepreneurship 3 s.h.
- ☐ ENTR:3850 Entrepreneurial Leadership Academy II (Restricted for all students) 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.