



BA in Enterprise Leadership



PRACTICAL SKILLS
needed for career
success

INNOVATE. LEAD. SUCCEED.

The Bachelor of Arts in Enterprise Leadership prepares students to be **entrepreneurial leaders and innovators**. Combining coursework in entrepreneurship, leadership, and communications, the major develops **creative problem solvers** who design solutions that **create economic and social value**. Students complete real-world projects, build their resumes, and connect with alumni and business professionals to expand their networks.



CONNECTIONS to
business leaders &
entrepreneurs

ALUMNI SPOTLIGHTS



Christian V., 2018 Grad

Salesforce Consultant
Deloitte



Jamie Z., 2018 Grad

Senior Success Manager
Slack



REAL-WORLD
projects to enhance
your resume



Loren N., 2021 Grad

Global Compliance Analyst
Goldman Sachs



Reece C., 2022 Grad

**Social Media Strategist &
Content Operations Lead**
HubSpot

WHERE WILL ENTERPRISE LEADERSHIP TAKE YOU?

A degree in Enterprise Leadership will help students start their own business or find rewarding careers in a variety of industries, including:

- Advertising/Marketing
- Sales
- Human Resources
- Banking/Financial Services
- Real Estate
- Insurance/Risk Management
- Entertainment/Sports
- Consulting
- Health/Medicine
- International Business

SPECIAL PROGRAMS

Entrepreneurial Leadership Academy

This 2-course sequence helps students develop professional skills and then apply them to a semester-long strategic management consulting project

Commercializing New Technology Academy

This 2-semester academy teaches students to assess and commercialize technology using design thinking, lean methodology, and business modeling.

Startup Incubator

This program connects student entrepreneurs with experts and resources they need to launch their idea and grow it into a sustainable business venture.

STUDENT STORIES

Kuirsten came into Iowa with the goal of becoming a dentist, but quickly realized this career path did not align with her true passions. She switched majors to Enterprise Leadership and has not looked back. Kuirsten notes that Enterprise Leadership coursework “altered my perspective” and “equipped me with a comprehensive skill set, proving instrumental in securing a fulfilling position with a Fortune 500 company.”



Kuirsten O., Spring 2024 Grad

Jj notes that thanks to the Enterprise Leadership program he has “cultivated an entrepreneurial mindset that allows me to identify and capitalize on opportunities with creative solutions.” Jj credits the Enterprise Leadership program with improving his critical thinking and communication skills and increasing his confidence in his ability to make meaningful contributions in the evolving world of business.



Jj W., Spring 2024 Grad