ANNUAL REPORT
ENTERPRISE LEADERSHIP
2018-2019

John Pappajohn Entrepreneurial Center
and the Division of Interdisciplinary Programs
In addition to earning a BA in Enterprise Leadership, CLAS students have several additional opportunities available to them through Iowa JPEC. Visit iowajpec.org for more information about:

- Academic scholarships
- Student business training, support, and funding
- Innovative speakers, events, and competitions
- Student organizations

The Enterprise Leadership undergraduate major is one of the fastest growing majors at the University of Iowa. This interdisciplinary major focuses on developing students’ entrepreneurial management, leadership, and communication skills. The major promotes critical thinking, creativity and innovation through understanding how to strategically address complex issues to meet consumer and organizational needs. Students also learn how to build and lead diverse teams and understand how social and cultural issues impact organizational effectiveness.

All enterprise leadership students are required to participate in a professional preparation course. They create professional resumes, complete activities to enhance their interviewing skills, and discuss issues on transitioning from college to their careers. This past year, we also implemented an alumni mentor program to connect students with UI alumni to help them with their career planning and job searching efforts.

In the coming year, we will be increasing opportunities for students to test-drive their education through real-world projects. Enterprise Leadership is helping students to innovate, lead, and succeed!

David Hensley
Executive Director, John Pappajohn Entrepreneurial Center
Clinical Professor, Management and Entrepreneurship Department

Helena Dettmer
Associate Dean, Undergraduate Programs & Curriculum, and the Humanities
ABOUT THE MAJOR

The BA in Enterprise Leadership prepares College of Liberal Arts and Sciences students to pursue a wide variety of professional opportunities. Entrepreneurship, leadership, and business classes serve as the core of the program. Enterprise Leadership students will take coursework in communications and diversity and cultural perspectives, helping to set them on a path to career success.

This major is jointly administered by the John Pappajohn Entrepreneurial Center (Iowa JPEC) and the Division of Interdisciplinary Programs; the degree is awarded by the College of Liberal Arts and Sciences.

SKILLS GAINED

• Leadership
• Problem solving
• Critical thinking
• Communication skills
• Team management
• Innovation and creativity
• Strategic business planning
• Professional networking
• Negotiation skills
• Workplace diversity
• Global awareness
• Sustainability issues

POTENTIAL CAREER PATHS

• Project Manager
• Business Analyst
• Associate Product Manager
• Account Manager/Executive
• Management
• Marketing and Communications
• Business Development
• Sales Executive
• Recruiter
• Human Resources
• Lead Operator
• Founder/CEO/Entrepreneur

ONE OF THE FASTEST GROWING MAJORS ON UI’S CAMPUS

993 STUDENTS MAJORING IN ENTERPRISE LEADERSHIP (FY 2019)

CONNECTIVITY

TO UNIVERSITY OF IOWA ALUMNI, BUSINESS LEADERS, ENTREPRENEURS, AND INNOVATORS

ENDLESS POSSIBILITIES

TO GAIN REAL-WORLD EXPERIENCE THROUGH APPLIED LEARNING PROJECTS AND INTERNSHIPS

INNOVATIVE PROGRAMS

HELP STUDENTS DEVELOP ENTREPRENEURIAL SKILLS AND PURSUE THEIR PASSIONS
GO OUTSIDE THE CLASSROOM. DIVE INTO REAL-WORLD EXPERIENCES THAT WILL EXPAND BOTH YOUR PERSPECTIVE AND YOUR SKILL SET.

Our instructors break the mold of traditional college lectures by engaging students through guest speakers, internships and consulting projects for Iowa startups and businesses, company tours, and connecting students with professional alumni mentors.

STUDENT FAVORITE: BUSINESS Consulting

Our business consulting program allows student teams to take on a project for real Iowa-based businesses, presenting the client with their recommendations over the course of a semester.

RYAN LIGHT
ENTERPRISE LEADERSHIP ’20

“The opportunities I have been introduced to because of Enterprise Leadership have far exceeded what I ever thought I would accomplish in my time at Iowa. Whether it be from the innovative classrooms, internships, or even helping start a business, I have been introduced to the endless possibilities for succeeding after school. Iowa JPEC has been critical to my development in business, leadership, and innovation.”

LYRIC HARRIS
ENTERPRISE LEADERSHIP ’18

As an Enterprise Leadership major, Harris said the course Entrepreneurship and Innovation was significantly beneficial because “it was a good mix of analytical and creative solutions to the problems you face in business and entrepreneurship.” She used the leadership skills she developed through her major to grow her business and connect with successful entrepreneurs and business leaders.
PREPARING STUDENTS TO LEAD

The professional prep course for Enterprise Leadership is designed to help students prepare for life after college by helping them build a professional network, secure internships and full-time employment, and develop professional skills. As a part of the course, each student has the opportunity to participate in Iowa JPEC’s Alumni-Student Mentoring Program. This includes:

- Personalized mentor matching based on the students’ career aspirations and interests
- Tools and resources to help students build their relationship with their mentor
- Tracking of mentorship goals and accomplishments

SARA LEIDING
ENTERPRISE LEADERSHIP & COMMUNICATIONS ‘20

Based on her interest in marketing and education, Leiding was matched up with Olivia Kaiser (Journalism and English, Entrepreneurial Management Certificate ’15), a Marketing Manager at McGraw-Hill, as a part of the Alumni-Student Mentoring Program. Some students may be hesitant to make the most of their mentor relationships. Leiding said her choice to “step up, initiate the conversations, and try to get the most out of it” really paid off. Through this relationship, Leiding was chosen to be the first UI Student Ambassador for McGraw-Hill and went on to also be hired as a summer intern. Perhaps her biggest reward, this course introduced her to a career path she didn’t even know existed – and just so happens to be the perfect fit for her. “A lot of times on a bigger campus we are often left running around with our heads cut off. We are constantly trying to figure out ‘who should we talk to?’, ‘where do we network?’, and ‘what do we do next?’ The Iowa JPEC mentorship program was the perfect guidance,” she said.
William Anderson has always been entrepreneurial minded. From creating a lemonade stand in third grade to selling bouncy balls made of rubber bands in fifth grade, today Anderson is the Co-founder and Chief Business Development Officer of FanFood. The mobile ordering platform that allows fans at sporting and live entertainment events to order food directly from their seats was founded in 2015 when Anderson and Carson Goodale (Finance, 2016) were students at the University of Iowa. Formed in the Bedell Entrepreneurial Learning Laboratory (BELL), FanFood is quickly finding success. With over 50 partner venues and growing, FanFood plans to raise their series B by early 2020 and become a platform used nationwide. Earlier this year, the company raised $2 million in new funding from Phoenix Sports Partners, a Chicago-based investment firm.

Jo Dietrich made the most of her time at Iowa by using the skills she learned in her courses to make valuable connections that would shape her future. Through Iowa JPEC, she was linked up with a recruiter for Oracle in Minneapolis. Oracle provides essential elements for companies to pioneer innovations and drive new business models. After four networking meetings in one day, she was asked to apply to one of their open positions. Dietrich works with Independent Software Vendors in a consultative role, to help them expand their technological footprint. Dietrich participated in several of Iowa JPEC’s programs and competitions during her time at UI including, Iowa Startup Games, IdeaStorm, Sigma Nu Tau, and more. “I am so thankful for my time at Iowa and being a part of Iowa JPEC. I know I am way ahead of my peers based on the challenges of the course work and extra activities Iowa JPEC presented,” she stated.
LEARN FROM THE BEST ➔ FACULTY PROFILES
Meet some of our experienced faculty teaching Enterprise Leadership courses.

JOHN COURTNEY
Professional Experience
• Sr. Advisor, Intandem Capital (Private Equity firm)
• Former Vice President Operations for eBay Asia Pacific & eBay Europe
• Executive Vice President Clayton Holdings
• Founding member and CTO of internet startup (subsequently acquired by Intuit)
• Investor, board member or advisor to several businesses and startups

Areas of Expertise
• International operations
• Executive leadership/management
• Technology/strategy
• Finance/banking
• Data/analysis

KIMM HARRIS
Professional Experience
• Employee turned entrepreneur
• Experience running and managing startups, franchises, and buying and selling businesses
• Former President and partner IPC of Iowa Inc.
• Iowa Startup Games Director
• Venture School Instructor

Areas of Expertise
• Group facilitation
• Business development/consulting
• Strategic planning
• Leadership
• International relations

KEVIN KRAUSE
Professional Experience
• Managing Member, Krausewa, LC
• Former Senior VP of Marketing for Kum & Go
• Former President/General Manager, Quad City River Bandits
• Former President, Liberty Bank & Trust
• Former Executive Trainer, Tero International

Areas of Expertise
• Marketing/communications
• Strategy
• Public relations/presentation skills
• Business planning/negotiation
• Leadership