

UNIVERSITY OF IOWA'S JOHN PAPPAJOHN ENTREPRENEURIAL CENTER AND THE DIVISION OF INTERDISCIPLINARY PROGRAMS



BA IN ENTERPRISE LEADERSHIP

FOR STUDENTS IN THE COLLEGE OF LIBERAL ARTS AND SCIENCES



**ONE OF THE
FASTEST GROWING
MAJORS ON
UI'S CAMPUS**

CONNECTIVITY
TO UI ALUMNI, BUSINESS
LEADERS, ENTREPRENEURS,
AND INNOVATORS

993
STUDENTS
MAJORING
IN ENTERPRISE
LEADERSHIP
(FY 2019)

INNOVATE. LEAD. SUCCEED.

The Bachelor of Arts in Enterprise Leadership provides an option for College of Liberal Arts and Sciences students wanting to focus on business and entrepreneurial leadership. 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.

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.

BENEFITS AND SKILLS

- Leadership
- Problem solving
- Critical thinking
- Communication skills
- Team management
- Workplace diversity
- Innovation and creativity
- Strategic business planning
- Professional networking
- Negotiation skills
- 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

STUDENT PROFILES



SARA LEIDING

ENTERPRISE LEADERSHIP & COMMUNICATIONS '20 STUDENT PROFILE

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. Many 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.



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.

FIND OUT MORE AT

IOWAJPEC.ORG/ENTERPRISELEADERSHIP



John Pappajohn
Entrepreneurial
Center



College of Liberal Arts
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Division of Interdisciplinary
Programs