APPROVAL FORM FOR

DEGREE PROGRAMS

MISSISSIPPI STATE UNIVERSITY

NOTE: This form is a cover sheet that must accompany the degree program change proposal. The actual proposal should be prepared in accordance with format requirements provided in the *Guide and Format for Curriculum Proposals* published by the UCCC. Both cover sheet and proposal should be submitted to UCCC Mail Stop 9702 (281 Garner Hall), Phone: 325-9410.

College Business **Department:** Mgmt & IS

Contact Person: Rebecca Long **Mail Stop:** 9581 **E-mail:** rgl8@msstate.edu

Nature of Change: Addition **Date Initiated:** _____

Current Degree Program Name: Bachelor of Business Administration

Current Major: _____

Current Concentration(s): _____

Current Campus(es): Starkville

New Degree Program Name: Bachelor of Business Administration **Effective Date:** _____

Semester	Year
Fall	2025

Proposed Major: Entrepreneurship

Proposed Concentration(s): _____ **Proposed Campus(es):** Starkville

Summary of Proposed Changes:

Adding a major in Entrepreneurship

Approved:	Date:
Laura Marler	11/20/2024
Department Head	
Director of Academic Quality	11/12/2024
Randall Campbell	11-20-2024
Chair, College or School Curriculum Committee	
Kevin Rogers Digitally signed by Kevin Rogers Date: 2024.11.20 09:08:07 -06'00'	
Dean of College or School	
Chair, University Committee on Courses and Curricula	
Chair, Graduate Council (if applicable)	
Chair, Deans Council	

Template for NEW PROGRMS (see Guide and Format for further information)

1. Justification for the New Degree Program including how it meets the mission of the university.

Education in entrepreneurship increases student creativity and innovation as well as development of professional skills such as teamwork, communications, and time management. Moreover, students with an earned degree in this area are better able to identify and execute business opportunities. Thus, a major in entrepreneurship supports the university's mission to provide access and opportunity to all sectors of the state and, especially furthers the university's role in economic development.

2. Catalog Description and Curriculum Outline-insert the template here:

NEW DEGREE OUTLINE FORM

Use the chart below to indicate your new degree outline. If any General Education (Core) course is acceptable in the category, please indicate by saying "any Gen Ed course". There is no need to type in the whole list. Expand rows as needed.

PROPOSED New Degree	
Degree: **Bachelor of Business Administration** Major: **Entrepreneurship** Concentration: **n/a**	
Catalog description: **Entrepreneurship Major (ENTR)** **The major in Entrepreneurship prepares students for success as dynamic entrepreneurs in the private, public, and nonprofit sectors. It cultivates the skills and entrepreneurial mindset needed to launch new ventures or lead innovation in existing businesses and family firms.**	
Proposed Curriculum Outline	**Required** **Hours**
General Education Core	**33**
English (General Education): EN 1103 or EN 1104 EN 1113 or EN 1173	6

Fine Arts (General Education):	3
Science 2 Lab Sciences from Gen Ed	6
Quantitative Reasoning MA 1613 or MA 1713 BQA 2113 or MA 2113 or ST 2113	6
Humanities (General Education):	6
Social/Behavioral Sciences (Gen Ed): PS 1113 Choose one from General Education courses excluding AEC and EC	6
College Core	**47**
MA 1313 College Algebra BIS 1012 Intro to Business Information Systems or TECH 1273 BQA 3123 Business Statistical Methods II ACC 2013 Principles of Financial Accounting ACC 2023 Principles of Managerial Accounting EC 2113 Principles of Macroeconomics EC 2123 Principles of Microeconomics BL 2413 The Legal Environment of Business BIS 3233 Management Information Systems SCL 3323 International Logistics FIN 3123 Financial Management MKT 3013 Principles of Marketing	

MGT 3113 Principles of Management BUS 4853 Strategic Management Oral Communication Requirement CO 1003 Fund of Public Speaking **or** CO 1013 Intro to Communication Writing Requirement MGT 3213 Organizational Communications	

Major Core Courses	**18**
ENTR 3313 Innovation & Creativity	3
ENTR 3323 Entrepreneurship	3
ENTR 3333 Experiential Innovation & Entrepreneurship **OR** ENTR 3713 Family Business Management	3
BL 4243 Legal Aspects of Entrepreneurship	3
FIN 4323 Entrepreneurial Finance/Venture Cap	3
ENTR 4333 Business Venture Creation	3
Elective Courses	**9**
MGT 3813 Organizational Behavior	3
MGT 3823 Responsible Leadership	3
MGT 3513 Intro to HR	3
MGT 4543 Compensation Management	3
MGT 4533 Advanced Human Resources	3
MGT 4613 Cross-Cultural Management	3
MGT 4563 Staffing (Fall Only)	3
MKT 4113 Personal Selling	3
MKT 4613 Services Marketing	3
REF 3333 Principles of Real Estate	3
MKT 4413 Consumer Behavior	3
BQA 4423 Business Decision Analysis	3

SCL 4313 Physical Distribution	3
Study abroad (OSA) – ENTR section (not for credit)	0
Free Electives	**13**
Total Hours	**120**

3. Describe the coherence and increasing rigor of the program.

    a. Undergraduate Programs: Provide evidence that 3000-level and 4000-level courses are designed to provide a coherent program of study that enhances the degree.

Major courses are intended to progress from the foundational 3000-level courses ENTR 3313, which provides students with an introduction to the innovation and creativity that underly entrepreneurial endeavors, and ENTR 3323, which introduces the processes involved in starting and operating a business to field experience courses (ENTR 3333 or ENTR 3713) and ending with 4000-level courses from the specific intricacies of the legal aspects of establishing a new business (ENTR 4243), venture capital financing of the startup firm (ENTR 4323) to the capstone course involving the use of the above course materials as well as general business courses (e.g., MKT, ACC, BIS) necessary to produce a successful business plan/new venture.

    b. Graduate Programs: Provide evidence that the design of the program is not just a collection of graduate courses.

4. Student Learning Outcomes

Planning & Developing Quality Student Learning Outcomes for Program		
Student Learning Outcomes for Program		
SLO #1 Identify business opportunities by using cutting-edge analytical tools and problem-solving skills.	Methodology for Assessment Including criteria for success	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term, ENTR 3313, ENTR 3323, ENTR 4333

SLO #2 Communicate clearly and effectively using both written and oral forms of communication, to develop and evaluate business plans and funding proposals.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term ENTR 3313, ENTR 3323, ENTR 3713, ENTR 4333
SLO #3 Apply relevant financial principles to assess startup capital needs, cash flow needed for growth, break-even analysis and pre-and post-funding valuation.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term ENTR 3323, FIN 4323, ENTR 4333
SLO #4 Effectively understand and implement a marketing plan for a new venture.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term ENTR 3323, ENTR 4333
SLO #5 Apply understanding of legal and ethical issues related to owning a business, and the responsibility to both investors and employees.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term BL 4243, ENTR4333

Student Learning Outcome		Course 1 ENTR 3313	Course 2 ENTR 3323/ENTR 3713	Course 3 BL 4243	Course 4 FIN 4323	Course 5 ENTR 4333
	Curriculum*	I	T			A

SLO #1 Identify business opportunities by using cutting-edge analytical tools and problem-solving skills.	Methodology	End of term examination using a specified set of applicable questions; Success criterion = score of 75%	End of term examination using a specified set of applicable questions; Success criterion = score of 75%			End of term project; Success criterion = score of 75%
	Assessment Timing	End of term	End of term			End of term
SLO #2 Communicate clearly and effectively using both written and oral forms of communication, to develop and evaluate business plans and funding proposals.	Curriculum Point		I		T	A
	Methodology		End of term examination using a specified set of applicable questions; Success criterion = score of 75%		End of term examination using a specified set of applicable questions; Success criterion = score of 75%	End of term project; Success criterion = score of 75%
	Assessment Timing		End of term		End of term	End of term
SLO #3 Apply relevant financial principles to assess startup capital needs, cash flow needed for growth, break-even analysis and pre-and post-funding valuation.	Curriculum Point		I		T	A
	Methodology		End of term examination using a specified set of applicable questions; Success criterion = score of 75%		End of term examination using a specified set of applicable questions; Success criterion = score of 75%	End of term project; Success criterion = score of 75%
	Assessment Timing		End of term		End of term	End of term

SLO #4 Effectively understand and implement a marketing plan for a new venture.	Curriculum Point		I			A
	Methodology		End of term examination using a specified set of applicable questions; Success criterion = score of 75%			End of term project; Success criterion = score of 75%
	Assessment Timing		End of term			End of term
SLO #5 Apply understanding of legal and ethical issues related to owning a business, and the responsibility to both investors and employees.	Curriculum Point			I		A
	Methodology			End of term examination using a specified set of applicable questions; Success criterion = score of 75%		End of term project; Success criterion = score of 75%
	Assessment Timing			End of term		End of term

5. Proposed 4-letter Abbreviation
   ENTR
6. CIP Number (contact Director of Academic Quality for help in determining number)
   52.0701
7. Attach Letters of Support

Date: November 11, 2024

To: University Committee on Courses and Curricula

Dear Colleagues:

The management faculty supports creation of a new major in **Entrepreneurship**. Via e-mail and on file in the M&IS department, each faculty member listed below has indicated whether they support or do not support this change

Faculty:	Support	Do not support
Laura Marler, Professor of Management and Head	X	
Rebecca Long, Professor of Management	X	
Jim Chrisman, Professor of Management	X	
Mel Fugate, Professor of Management	X	
Parker Ellen, Associate Professor of Management	X	
Jorge Arteaga-Fonseca, Assistant Professor of Management	X	
Nathan Black, Assistant Professor of Management	X	
Jennifer Sexton, Assistant Professor of Management	X	
Michele Medina, Assistant Professor of Management	X	
Erik Markin, Assistant Professor of Management	X	
Chelsea Sherlock, Assistant Professor of Management	X	
Steve Kofford, Assistant Professor of Management	X	
Nick Pashos, Assistant Professor of Practice	X	

Rebecca Long

M&IS Departmental Curriculum Committee

Date: November 11, 2024

To: University Committee on Courses and Curricula

Dear Colleagues:

The management faculty supports the creation of a new course, **ENTR 3313-Creativity & Innovation**. Via e-mail and on file in the M&IS department, each faculty member listed below has indicated whether they support or do not support this change

Faculty:	Support	Do not support
Laura Marler, Professor of Management and Head	X	
Rebecca Long, Professor of Management	X	
Jim Chrisman, Professor of Management	X	
Mel Fugate, Professor of Management	X	
Parker Ellen, Associate Professor of Management	X	
Jorge Arteaga-Fonseca, Assistant Professor of Management	X	
Nathan Black, Assistant Professor of Management	X	
Jennifer Sexton, Assistant Professor of Management	X	
Michele Medina, Assistant Professor of Management	X	
Erik Markin, Assistant Professor of Management	X	
Chelsea Sherlock, Assistant Professor of Management		X
Steve Kofford, Assistant Professor of Management	X	
Nick Pashos, Assistant Professor of Practice	X	

Rebecca Long

M&IS Departmental Curriculum Committee

Date: November 11, 2024

To: University Committee on Courses and Curricula

Dear Colleagues:

The management faculty supports creation of a new course, **ENTR 4333-Business Venture Creation**. Via e-mail and on file in the M&IS department, each faculty member listed below has indicated whether they support or do not support this change

Faculty:	Support	Do not support
Laura Marler, Professor of Management and Head	X	
Rebecca Long, Professor of Management	X	
Jim Chrisman, Professor of Management	X	
Mel Fugate, Professor of Management	X	
Parker Ellen, Associate Professor of Management	X	
Jorge Arteaga-Fonseca, Assistant Professor of Management	X	
Nathan Black, Assistant Professor of Management	X	
Jennifer Sexton, Assistant Professor of Management	X	
Michele Medina, Assistant Professor of Management	X	
Erik Markin, Assistant Professor of Management	X	
Chelsea Sherlock, Assistant Professor of Management	X	
Steve Kofford, Assistant Professor of Management	X	
Nick Pashos, Assistant Professor of Practice	X	

Rebecca Long

M&IS Departmental Curriculum Committee

Date: November 11, 2024

To: University Committee on Courses and Curricula

Dear Colleagues:

The management faculty supports adoption of a new subject prefix (**ENTR**) for the proposed major in **Entrepreneurship,** and the change of existing course MGT 3713 (Family Business Management) to **ENTR 3713-Family Business Management** as well as of MGT 3333 (Field Studies in Entrepreneurship) to **ENTR 3333-Experiential Innovation & Entrepreneurship.** Via e-mail and on file in the M&IS department, each faculty member listed below has indicated whether they support or do not support this change

Faculty:	Support	Do not support
Laura Marler, Professor of Management and Head	X	
Rebecca Long, Professor of Management	X	
Jim Chrisman, Professor of Management	X	
Mel Fugate, Professor of Management	X	
Parker Ellen, Associate Professor of Management	X	
Jorge Arteaga-Fonseca, Assistant Professor of Management	X	
Nathan Black, Assistant Professor of Management	X	
Jennifer Sexton, Assistant Professor of Management	X	
Michele Medina, Assistant Professor of Management	X	
Erik Markin, Assistant Professor of Management	X	
Chelsea Sherlock, Assistant Professor of Management		X
Steve Kofford, Assistant Professor of Management	X	
Nick Pashos, Assistant Professor of Practice	X	

Rebecca Long

M&IS Departmental Curriculum Committee

Date: November 11, 2024

To: University Committee on Courses and Curricula

Dear Colleagues:

The department heads over Finance & Economics as well as Marketing Quantitative Analysis & Business Law support creation of a new major in **Entrepreneurship** and indicate the willingness of their respective departments to have their classes included in the new major. Via e-mail and on file in the M&IS department the department heads listed below have indicated whether they support or do not support this change.

Faculty:	Support	Do not support
Kathleen Thomas, Professor & Head, Department of Finance & Economics	X	
Melissa Moore, Professor & Head, Department of Marketing Quantitative Analysis & Business Law	X	

Rebecca Long

M&IS Departmental Curriculum Committee

8. Attach IHL Appendix 8

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Form – Appendix 8
(Submit in PDF format with signatures.)

Institution:	Mississippi State University
Date of anticipated implementation:	August 2025
Program title as it will appear on Academic Program Inventory, Diploma, and Transcript:	Entrepreneurship
Name of degree(s) to be awarded:	Bachelor of Business Administration
Six-digit CIP code:	52.0701
Total credit-hour requirement to earn the degree:	120
Responsible academic unit:	Dept of MGT & IS, College of Business
Institutional contact:	Click or tap here to enter text.
Phone:	
Email:	
SACSCOC Substantive Change:	☒ Program proposed **IS NOT** a substantive change. ☐ Program proposed **IS** a substantive change.
Incremental, five-year cost of implementation:	Click or tap here to enter text.
Incremental, five-year per student cost of implementation:	Click or tap here to enter text.
Potential five-year, new revenue:	Click or tap here to enter text.
Potential new, five-year revenue per student:	Click or tap here to enter text.
Will it attract new students to the university?	☒ Yes ☐ No
List any institutions within the State offering similar programs:	University of Mississippi; Mississippi College

Number of students expected to enroll in first 5 years:		Number of students expected to graduate in first 5 years:	
Year 1	10	Year 1	0
Year 2	15	Year 2	0
Year 3	20	Year 3	5
Year 4	25	Year 4	10
Year 5	30	Year 5	20
Total	100	Total	30

Program summary (include second majors completed, if applicable):

Entrepreneurship major prepares students for success as dynamic entrepreneurs in the private, public, and nonprofit sectors. It cultivates the skills and entrepreneurial mindset needed to launch new ventures or lead innovation in existing businesses and family firms.

The audit of recently approved academic programs ensures that the program outcomes are congruent with the Board-approved proposal.

Please respond to the questions on the following pages to aid the institution and IHL staff in making recommendations to the IHL Board of Trustees.

_____
Chief Academic Officer Signature – Date

_____
Institutional Executive Officer Signature – Date

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Form – Appendix 8
(Submit in PDF format with signatures.)

New Academic Degree Program Questions:

1 Describe how the degree program will be administered including the name and title of person(s) who will be responsible for curriculum development and ongoing program review.

The Department Head of Management and Information Systems (MIS) and Curriculum Representative for the MIS Department will be responsible for curriculum development and ongoing program review. Management faculty in the area of entrepreneurship have been involved in discussions that have helped shape the curriculum. We have also worked with the Director of the Center for Entrepreneurship and Outreach as we developed the curriculum. Finally, we have discussed plans with the College of Business Dean who is supportive of adding an entrepreneurship major.

2 Describe the educational objectives of the degree program including the specific objectives of any concentrations, emphases, options, specializations, tracks, etc.

SLO #1 Identify business opportunities by using cutting edge analytical tools and problem-solving skills
SLO #2 Communicate clearly and effectively using both written and oral forms of communication, to develop and evaluate business plans and funding proposals.
SLO #3Apply relevant financial principles to assess startup capital needs, cash flow needed for growth, break-even analysis and pre-and post-funding valuation
SLO #4 Effectively understand and implement a marketing plan for a new venture.
SLO #5 Apply understanding of legal and ethical issues related to owning a business, and the responsibility to both investors and employees.

3 Describe any special admission requirements for the degree program including any articulation agreements that have been negotiated or planned.

n/a

4 Describe the professional accreditation that will be sought for this degree program. If a SACSCOC visit for substantive change will be necessary, please note.

This program will be in the College of Business and fall under AACSB accreditation.

5 Describe the curriculum for this degree program including the recommended course of study (appending course descriptions for all courses) and any special requirements such as clinical, field experience, community service, internships, practicum, a thesis, etc.

Click or tap here to enter text.

PROPOSED New Degree	
Degree: **Bachelor of Business Administration** Major: **Entrepreneurship** Concentration: **n/a**	
Catalog description: **Entrepreneurship Major (ENTR)** **The major in Entrepreneurship prepares students for success as dynamic entrepreneurs in the private, public, and nonprofit sectors. It cultivates the skills and entrepreneurial mindset needed to launch new ventures or lead innovation in existing businesses and family firms.**	
Proposed Curriculum Outline	**Required Hours**
General Education Core	**33**
English (General Education): EN 1103 or EN 1104 EN 1113 or EN 1173	6
Fine Arts (General Education):	3
Science	6

2 Lab Sciences from Gen Ed	
Quantitative Reasoning MA 1613 or MA 1713 BQA 2113 or MA 2113 or ST 2113	6
Humanities (General Education):	6
Social/Behavioral Sciences (Gen Ed): PS 1113 Choose one from General Education courses excluding AEC and EC	6
College Core	**47**
MA 1313 College Algebra BIS 1012 Intro to Business Information Systems or TECH 1273 BQA 3123 Business Statistical Methods II ACC 2013 Principles of Financial Accounting ACC 2023 Principles of Managerial Accounting EC 2113 Principles of Macroeconomics EC 2123 Principles of Microeconomics BL 2413 The Legal Environment of Business BIS 3233 Management Information Systems SCL 3323 International Logistics FIN 3123 Financial Management MKT 3013 Principles of Marketing MGT 3113 Principles of Management BUS 4853 Strategic Management <u>Oral Communication Requirement</u> CO 1003 Fund of Public Speaking **or** CO 1013 Intro to Communication <u>Writing Requirement</u> MGT 3213 Organizational Communications	
Major Core Courses	**18**
ENTR 3313 Innovation & Creativity	3
ENTR 3323 Entrepreneurship	3
ENTR 3333 Experiential Innovation & Entrepreneurship OR ENTR 3713 Family Business Management	3
BL 4243 Legal Aspects of Entrepreneurship	3
FIN 4323 Entrepreneurial Finance/Venture Cap	3
ENTR 4333 Business Venture Creation	3
Elective Courses	**9**
MGT 3813 Organizational Behavior	3
MGT 3823 Responsible Leadership	3
MGT 3513 Intro to HR	3
MGT 4543 Compensation Management	3
MGT 4533 Advanced Human Resources	3
MGT 4613 Cross-Cultural Management	3
MGT 4563 Staffing (Fall Only)	3
MKT 4113 Personal Selling	3
MKT 4613 Services Marketing	3
REF 3333 Principles of Real Estate	3
MKT 4413 Consumer Behavior	3
BQA 4423 Business Decision Analysis	3

SCL 4313 Physical Distribution	3
Study abroad (OSA) – ENTR section (not for credit)	0
Free Electives	**13**
Total Hours	**120**

6 Describe the faculty who will deliver this degree program including the members' names, ranks, disciplines, current workloads, and specific courses they will teach within the program. If it will be necessary to add faculty in order to begin the program, give the desired qualifications of the persons to be added.

Table with Newly Proposed ENT Major Courses or Courses that will Change Names or Subjects

ENTR Major Course Additions/Changes	Current Annual Offerings	Proposed Annual Offerings	Additional Faculty Required	Additional Annual Offerings	Faculty	Staffing Implications
ENTR 3713 Family Business Management (Currently MGT 3713)	1/1 Fall/Spring	2/2 Fall/Spring	No	N/A	Dr. Chelsea Sherlock, Assistant Professor of Management 2x2 load	N/A – We have already shifted to offering 2 sections of this course.
ENTR 3313 Innovation & Creativity	0/0	1/1 Fall/Spring	Not currently	Year 3 (if program increases by 20 majors)	Dr. Rebecca Long, Professor of Management 2x2 load	We will staff the online section of BUS 4853 with a lecturer until program growth is determined and additional faculty can be hired.
ENTR 3333 Experiential Innovation & Entrepreneurship (Currently MGT 3333 Field Studies in Entre)	0/1 Spring only	1/1 Fall/Spring	Not currently	Year 3 (if program increases by 20 majors)	Dr. Erik Markin, Assistant Professor of Management 2x2 load	In Year 3, we will staff a section of BUS 4853 with a lecturer until program growth is determined and additional faculty can be hired.
ENTR 4333- Business Venture Creation	0/0 Fall/Spring	0/1- Year 1 Fall/Spring 1/1 – Year 2 Fall/Spring	Yes – In Year 2 if growth is sustained.	Year 2 (if program increases by 20 majors)	Dr. Nick Pashos, Director of Entrepreneurship & Outreach will teach 1 section; additional fall sections will be taught by Dr. Erik Markin.	In Year 2, we will staff a section of BUS 4853 with a lecturer until program growth is determined and additional faculty can be hired.

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Form – Appendix 8

(Submit in PDF format with signatures.)

7 Describe the library holdings relevant to the proposed program, noting strengths and weaknesses. If there are guidelines for the discipline, do current holdings meet or exceed standards?

The current library holdings are sufficient. We will supplement as needed with LinkedIn Learning materials.

8 Describe the procedures for evaluation of the program and its effectiveness in the first five years of the program, including admission and retention rates, program outcome assessments, placement of graduates, changes in job market need/demand, ex-student/graduate surveys, or other procedures.

See attached ENTR Program Outcome Plan for assessment of student learning outcomes. Student admission and retention numbers will be monitored and adjustments will be made to expand the program as demand increases. The MIS Department Head will communicate with the College of Business (COB) Dean as well as COB advising Office Assistant Dean. Given the nature of entrepreneurship, it is expected that many students will create their own job opportunities. MSU's Center for Entrepreneurship and Outreach offers programs to help.

Planning & Developing Quality Student Learning Outcomes for Program		
Student Learning Outcomes for Program		
SLO #1 Identify business opportunities by using cutting-edge analytical tools and problem-solving skills.	Methodology for Assessment Including criteria for success	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term, ENTR 3313, ENTR 3323, ENTR 4333
SLO #2 Communicate clearly and effectively using both written and oral forms of communication, to develop and evaluate business plans and funding proposals.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term ENTR 3313, ENTR 3323, ENTR 3713, ENTR 4333
SLO #3 Apply relevant financial principles to assess startup capital needs, cash flow needed for growth, break-even analysis and pre-and post-funding valuation.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term ENTR 3323, FIN 4323, ENTR 4333
SLO #4 Effectively understand and implement a marketing plan for a new venture.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term ENTR 3323, ENTR 4333
SLO #5 Apply understanding of legal and ethical issues related to owning a business, and the responsibility to both investors and employees.	Methodology for Assessment	End of term examination using a specified set of applicable questions; Success criterion = score of 75% End of term project; Success criterion = score of 75%
	Assessment Timing	End of term BL 4243, ENTR4333

*Note below which courses address the learning outcomes within the program. "I" indicates where a concept is introduced and "T" indicates an initial or interim assessment, and "A" indicates the culminating assessment point
Methodology-includes the assessment, alignment, and criteria for success

Student Learning Outcome		Course 1 ENTR 3313	Course 2 ENTR 3323/ENTR 3713	Course 3 BL 4243	Course 4 FIN 4323	Course 5 ENTR 4333
SLO #1 Identify business opportunities by using cutting-edge analytical tools	Curriculum*	I	T			A
	Methodology	End of term examination using a specified set of applicable questions;	End of term examination using a specified set of applicable questions;			End of term project; Success criterion = score of 75%

and problem-solving skills.		Success criterion = score of 75%	Success criterion = score of 75%			
	Assessment Timing (Assessed min. 3X during program)	End of term	End of term			End of term
SLO #2 Communicate clearly and effectively using both written and oral forms of communication, to develop and evaluate business plans and funding proposals.	Curriculum Point		I		T	A
	Methodology		End of term examination using a specified set of applicable questions; Success criterion = score of 75%		End of term examination using a specified set of applicable questions; Success criterion = score of 75%	End of term project; Success criterion = score of 75%
	Assessment Timing (Assessed min. 3X during program)		End of term		End of term	End of term
SLO #3 Apply relevant financial principles to assess startup capital needs, cash flow needed for growth, break-even analysis and pre-and post-funding valuation.	Curriculum Point		I		T	A
	Methodology		End of term examination using a specified set of applicable questions; Success criterion = score of 75%		End of term examination using a specified set of applicable questions; Success criterion = score of 75%	End of term project; Success criterion = score of 75%
	Assessment Timing (Assessed min. 3X during program)		End of term		End of term	End of term
SLO #4 Effectively understand and implement a marketing plan for a new venture.	Curriculum Point		I			A
	Methodology		End of term examination using a specified set of applicable questions; Success criterion = score of 75%			End of term project; Success criterion = score of 75%
	Assessment Timing (Assessed min. 2X during program)		End of term			End of term
SLO #5 Apply understanding of legal and ethical issues related to owning a business, and the	Curriculum Point			I		A
	Methodology			End of term examination using a specified set of applicable questions;		End of term project; Success criterion = score of 75%

responsibility to both investors and employees.				Success criterion = score of 75%		
	Assessment Timing (Assessed min. 2X during program)			End of term		End of term

9 What is the specific basis for determining the number of graduates expected in the first five years?

We expect to advertise the program to incoming students and current students who are pursuing the more general business administration program. We have estimated based on the feedback we have received from reaching out to current students who are in general business administration.

10 Using expected enrollment, provide the total anticipated budget for the program including implementation and 4 subsequent years (total of 5 years) of operation; any anticipated direct, indirect, and incremental costs necessary to start the program; anticipated, incremental annual revenue based on student enrollment; and other sources of funding.

Please explain what has been included in the costs and revenues.

Start-Up Costs: one-time costs associated with offering this program

Direct, Incremental Costs: additional annual costs to the university as a result of offering this program

Incremental Revenue: additional annual revenue assuming that this program will bring in new students paying full tuition

Non-Tuition Revenue: external funds, grants, contracts or other revenues attributable to the addition of this program

Differential: all revenues minus all costs

Year	Incoming Students	Total Enrollment	Start-Up Costs	A Additional Annual Costs	B Additional Annual Revenue	C Non-Tuition Revenue	(B+C)-A Differential
2023-24	0	0	$0.00	$0.00	$0.00	$0.00	$0.00
2024-25	0	0	$0.00	$0.00	$0.00	$0.00	$0.00
2025-26	0	0	$0.00	$0.00	$0.00	$0.00	$0.00
2026-27	0	0	$0.00	$0.00	$0.00	$0.00	$0.00
2027-28	0	0	$0.00	$0.00	$0.00	$0.00	$0.00
TOTAL	0	0	$0.00	$0.00	$0.00	$0.00	$0.00

11 Program Demand: Select one or both of the following to address student demand:

☒ Survey of Student Interest

Number of surveys administered: 520
Number of completed surveys returned: 180
Percentage of students interested in program: 57%

Include a brief statement that provides additional information to explain the survey.
Students were asked if they would major in entrepreneurship if that were an option. They were also asked if they were interested in starting their own business or planned to return to a family business.

☐ Market Analysis or Evidence of Labor Market Need

Click or tap here to enter text.

12 Employment Opportunities for Graduates (state, region, nation):

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Form – Appendix 8

(Submit in PDF format with signatures.)

n/a – This is a proposed undergraduate major.