To: Curriculum and Programs Committee (CPC)

From: Academic Program Working Group (APWG)
Mark Greenwood, Doug Downs, Bill Brown, Kirsten Ostergaard
Michael Babcock (Chair)

Date: November 14, 2015

Re: JJBCE Entrepreneurship Certificate

Overview. The Jake Jabs College of Business & Entrepreneurship (JJCBE) is proposing the creation of an Entrepreneurship Certificate that will serve non-business majors. The certificate consists of a 15 credit curriculum providing students with an overview of the business startup process. This proposal expands MSU-Bozeman’s business offerings to non-majors.

The curriculum consists of three required courses (9 credits) and two electives (6 credits) selected from a list of ten existing classes. Although some of these electives have business prerequisites, it would be possible for a non-business major to complete the curriculum without the need for additional business coursework from this college. The proposal documents how the certificate is unique relative to existing program at MSU-Bozeman and Gallatin College. Although University of Montana offers an Entrepreneurship Certificate, it is only available to students seeking a business degree. Thus, the proposed JJCBE certificate is designed to serve non-business majors that desire some training in entrepreneurship.

The JJCBE currently offers an Entrepreneurship and Small Business Management minor. The proposal argues that this existing minor is not attractive to non-business majors because it requires 30 credits of coursework. A letter of support from the Director of University Studies and the Advising Center estimates enrollments of 25-50 students each year, which supports a need for this new certificate program.

Proposal Strengths:

1. This is a thoughtful and carefully crafted proposal aimed at addressing the needs of non-business majors. The process leading to submission involved review and revisions by the College’s Academic Programs Committee (APC), and vote by the full JJCBE faculty and College Dean.
2. The certificate will not necessitate the development of new courses or prerequisite. Most of the prerequisite for the small subset of required courses or electives are classes that students will like be enrolled in irrespective of the implementation of this certificate.

3. A certificate in Entrepreneurship for non-business majors does not currently exist in the MUS system.

4. Expanding business offerings beyond the current JJBE major and minors contributes to the strategic plan of the University.

Concerns

1. This certificate program will necessitate the need for additional sections of existing courses inside the JJBE. This means extra section money and perhaps the hiring of new NTT faculty to cover this expansion. The proposal acknowledges this potential investment by the University. This is a minor concern since the APWG believes that funding extra sections is an Academic priority when programs experience growth. Subsequent final approval of this proposal by the Provost would represent an endorsement of this funding priority for the certificate program.

2. A minor correction is needed in the proposal. The 15 credit business certificate is described as an 18 credit program (page 3 and 4). The chair of APWG will communicate this typo to the college for correction.

Summary:

The APWG has no major concerns regarding the creation of a certificate in entrepreneurship. We believes the certificate will serve non-business majors and represents an important opportunity for our institution.