Program Change Request

New Program Proposal

Date Submitted: 10/23/15 3:30 pm

Viewing: CENT-CER,CER : Entrepreneurship Certificate

Last edit: 10/30/15 9:16 am
Submitted to workflow by: Dana, Susan (p99v976)

Overview

Department: Business (CBU)
College: College of Business

Academic Level:
Undergraduate

Program Type:

In Workflow
1. Associate Provost
2. CBU CC Chair
3. CBU Head
4. BU CC Chair
5. BU Dean
6. CPC Chair
7. Financial Aide
8. Faculty Senate Chair
9. Associate Provost
10. Deans Council
11. Regents
12. Accreditors
13. Registrar

Approval Path
1. 10/30/15 9:16 am
Ron Larsen (x22m626): Approved for Associate Provost
2. 10/30/15 9:58 am
Susan Dana (p99v976): Approved for CBU CC Chair
3. 10/30/15 11:51 am
Susan Dana (p99v976): Approved for CBU Head
4. 10/30/15 11:53 am
Susan Dana (p99v976): Approved for BU CC Chair
5. 10/30/15 11:54 am
Susan Dana (p99v976): Approved for BU Dean

Certificate

https://nextcatalog.montana.edu/courseleaf/courseleaf.cgi?page=/programadmin/322/index.html&step=tcadiff
Please review this program for financial aid eligibility.

Suggested Program Code: CENT

Degree Code: Certificate (CER)

Program Title
Entrepreneurship Certificate

Abbreviated Program Title
Entrepreneurship Certificate

Effective catalog when new program will be available to students: 2016-2017

One Paragraph Description of Program:

The proposed Entrepreneurship Certificate consists of 15 credits (3 required courses plus two elective courses) and is intended to provide non-business majors with an overview of the business startup process in order to prepare them to start their own businesses or non-profit organizations. The certificate is part of a deliberate effort by the Jake Jabs College of Business & Entrepreneurship to expand its offerings to non-business students who seek to apply their disciplinary knowledge to launch a new business or non-profit but who lack the basic business and entrepreneurial skills necessary for start-up success. The certificate will be available only to students at MSU-Bozeman who are pursuing a 4-year degree in a discipline other than business.

Need

To what specific need is the institution responding in developing the proposed program?

There are many students at MSU-Bozeman pursuing a major in a discipline other than business who wish also to learn entrepreneurship concepts in order to prepare them for starting and running a business or non-profit. The proposed Entrepreneurship Certificate enables non-business students to gain the basic knowledge and skills needed to start a business or non-profit. Examples include engineering and computer science students seeking to start a business based on their own invention.

How will students and any other affected constituencies be served by the proposed program?
The proposed Entrepreneurship Certificate will serve non-business majors who intend to start their own businesses or non-profits by providing the basic skills needed for a successful launch. The program will also serve the state of Montana by encouraging new business starts and providing non-business students with the skills to help improve the success rate of start-ups in Montana.

What is the anticipated demand for the program? How was this determined?

The Director of University Studies and the Advising Center at MSU-Bozeman estimates that approximately 25 students will enroll in the certificate in the first year of offering, with perhaps as many as 50 enrolling each year thereafter, with 25-50 students graduating per year with the certificate. Please see her attached letter of support.

The fact that over 50 students are currently enrolled in the College’s Entrepreneurship and Small Business Management minor suggests that there is strong interest among MSU students in entrepreneurship. The fact that the vast majority of these students are business majors, however, also suggests that the current minor is not attractive to non-business majors, probably because of the number of credits required (30). The Entrepreneurship Certificate targets non-business majors and provides a lower impact option for gaining basic entrepreneurship knowledge and skills.

### Institutional and System Fit

What is the connection between the proposed program and existing programs at the institution?

The proposed Entrepreneurship Certificate will provide non-business majors with the basic knowledge and skills necessary to prepare them to launch a new venture. It is related to existing business programs at MSU-Bozeman but differs from these programs in terms of both target market and number of credits required.

- The B.S. in Business, offered by the Jake Jabs College of Business & Entrepreneurship (JJCBE) is designed for students majoring in business and requires 120 credits, of which over 60 credits are in business-related courses.
- The College’s Entrepreneurship Minor requires 30 credits compared to the proposed certificate’s 15 credits, and is subscribed almost entirely by business majors. The goal of the proposed certificate is to provide essential start-up knowledge to non-business students seeking to turn their disciplinary knowledge into entrepreneurial opportunities.
- The other minors in the College all require 24-30 credits and have either a very broad focus (Business Administration) or more specific focus (Finance, Accounting, International Business). These minors therefore do not serve student entrepreneurs well.
- The new 18 credit business certificate offered by the College targets non-business students seeking a basic knowledge of business in order to make them more effective employees. Its focus is on fundamental business concepts rather than on the skills needed for a successful entrepreneurial start-up.

The certificate will be available only to students at MSU-Bozeman who are pursuing a 4-year degree in a
discipline other than business. Non-business students may earn the Entrepreneurship Certificate in addition to the Business Certificate if they wish, and in addition to another minor in the JJCBE other than the Entrepreneurship Minor.

Other programs offered at MSU-Bozeman with business content, all offered by the College of Agriculture, are the B.S. in Agricultural Business, B.S. in Financial Engineering, and a minor in Agricultural Business. The two B.S. degrees are majors rather than certificates and thus require significantly more credits than the proposed certificate. They also have a very different emphasis than the proposed certificate, which has an entrepreneurship focus. The minor in Agricultural Business requires 40 credits compared to the proposed certificate’s 15 credits, and focuses on agribusiness rather than on entrepreneurship.

Gallatin College offers a Professional Certificate in Business Management, which is a stand-alone 25-credit workforce development certificate and as such is not intended for undergraduates at MSU-Bozeman seeking a 4-year degree.

Will approval of the proposed program require changes to any existing programs at the institution?

No

Describe what differentiates this program from other, closely related programs at the institution (if appropriate)

The only closely-related programs at MSU-Bozeman are the B.S. in Business, the Entrepreneurship Minor, and the Business Certificate, all offered by the Jake Jabs College of Business & Entrepreneurship. As noted above, the proposed Entrepreneurship Certificate differs from these programs in terms of both target market and number of credits required.

- The B.S. in Business, offered by the Jake Jabs College of Business & Entrepreneurship (JJCBE) is designed for students majoring in business and requires 120 credits, of which over 60 credits are in business-related courses.
- The College's Entrepreneurship Minor requires 30 credits compared to the proposed certificate's 15 credits, and is subscribed almost entirely by business majors. The goal of the proposed certificate is to provide essential start-up knowledge to non-business students seeking to turn their disciplinary knowledge into entrepreneurial opportunities.
- The new 18 credit business certificate offered by the College targets non-business students seeking a basic knowledge of business in order to make them more effective employees. Its focus is on fundamental business concepts rather than on the skills needed for a successful entrepreneurial start-up.

Programs at MSU-Bozeman and Gallatin College that have business content but are not closely-related to the proposed certificate are:
- B.S. Agricultural Business, concentrations in Agribusiness Management and Farm & Ranch Management: Full-fledged major with focus on agricultural business rather than on entrepreneurship.
- B.S., Financial Engineering: Full-fledged major with a focus on the creation of new financial instruments
rather than entrepreneurship, with very strong quantitative content.
- Minor, Agricultural Business: Focus on agricultural business rather than on entrepreneurship; requires 40 credits compared to the Entrepreneurship Certificate's 15 credits.
- Professional Certificate, Business Management, Gallatin College: Stand-alone certificate not intended for undergraduates at MSU-Bozeman seeking a 4-year degree. All courses in the Gallatin College program are offered at 100- and 200-level.

How does the proposed program serve to advance the strategic goals of the institution?

The proposed Entrepreneurship Certificate serves the “Learning” goal of the MSU-Bozeman strategic plan by enhancing the opportunity of non-business students to develop some knowledge of entrepreneurship that will make them more effective entrepreneurs contributing to the economic development of Montana. It also advances MSU’s goal to increase interdisciplinary opportunities for students.

Describe the relationship between the proposed program and any similar programs within the Montana University System. In cases of substantial duplication, explain the need for the proposed program at an additional institution. Describe any efforts that were made to collaborate with these similar programs; and if no efforts were made, explain why. If articulation or transfer agreements have been developed for the substantially duplicated programs, please include the agreement(s) as part of the documentation.

Only the University of Montana offers an Entrepreneurship Certificate. However, UM's entrepreneurship certificate is available only to business students seeking a business degree at UM. MSU's proposed Entrepreneurship Certificate is specifically targeted at non-business students at MSU-Bozeman who wish someday to launch their own venture.

Program Details

The Entrepreneurship Certificate provides non-business majors with an overview of the business startup process in order to prepare them to start their own businesses or non-profit organizations. Students completing the Entrepreneurship Certificate will be able to:

1. Demonstrate understanding of the business startup process
2. Apply fundamental concepts in accounting, finance, management and marketing to solve startup related problems
3. Create a business model for a new business venture

The Entrepreneurship Certificate consists of three required courses and two electives for a total of 15 credits. In accordance with the Board of Regents' policy, students must earn a C- or better in all courses in a minor or certificate.

Year 1 and 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 194US - Seminar: Business &amp; Entrepreneurship Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>BGEN 204 - Business &amp; Entrepreneurship Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>BGEN 210 - Accounting &amp; Finance Basics</td>
<td>3</td>
</tr>
</tbody>
</table>

Year Total: 6

https://nextcatalog.montana.edu/courseleaf/courseleaf.cgi?page=/programadmin/322/index.html&step=tcadiff
It is estimated that approximately 25 students will be interested in the Entrepreneurship Certificate in its first year, with approximately 50 students per year enrolling by the fourth year of offering with approximately 25-50 students graduating per year with the certificate.

Will additional faculty resources be required to implement this program?
Yes

Please Explain:

While all of the courses listed in the proposed certificate already exist, it is likely that additional sections of BGEN 194, BGEN 210 and BMGT 448 may need to be added over time to accommodate demand generated by the certificate. It is not expected that additional sections of the elective courses will be needed because students will disperse across these courses.
Are other, additional resources required to ensure the success of the proposed program?
No

Please Explain:

Assessment

How will the success of the program be measured?
Please see attached assessment plan.

Process Leading to Submission

Describe the process of developing and approving the proposed program. Indicate, where appropriate, involvement by faculty, students, community members, potential employers, accrediting agencies, etc.

The Executive Director of the Jabs Entrepreneurship Center initially proposed the Entrepreneurship Certificate to a group of faculty engaged in entrepreneurship. After several months of discussion and revision, the Director submitted the proposal to the College’s Academic Programs Committee (APC), which recommended some additional changes. After a final review the APC sent the proposal the College’s full faculty with a recommendation to vote in favor of the proposal. The proposal was then voted upon and approved by the full faculty of the College and the Dean of the College. It is now being submitted to the University for consideration.

Accreditation Information

Resources

Budget projections for first three years of operation:
(revenues and expenditures)
Please see separate attachment.

Institutional support to be provided, including sources of funds:
There is no direct link between student credit hours taught and budget allocations. The table indicates that tuition dollars are likely to exceed the instructional costs. The Provost’s Office has been providing extra section funding in support of enrollment growth on campus. It is anticipated that these extra section funds would continue to be available to support a program like the proposed Entrepreneurship Certificate.

Physical facilities and equipment to be provided to the new program, including sources:
None required other than a classroom should the College need to add new sections of one or more courses.

**Student Services**

Capacity of student services to accommodate the change:
*(if applicable)*

The Office of Student Services in the Jake Jabs College of Business is well-equipped and sufficiently staffed to advise students on the requirements for the proposed certificate. In addition, the staff of University Studies and the Advising Center will be able to advise interested students into the certificate without additional resources.

**Library and Information Resources**

Adequacy and availability of required library and information resources:
No new resources will be required to support the certificate.

**Additional Information**

Additional Information
Please see attached documents:
1. Letter of support from Diane Donnelly, Director of University Studies and the Academic Advising Center
2. Summary of prerequisites for courses in the certificate
3. Assessment plan for the certificate

Supporting Documents
- Entrep Certificate Itr of support Aug15.docx
- Eship Certificate Prerequisites.docx
- Eship Cert Assessment Plan.docx
- Entrp Certificate Revenue Final.xlsx

Course Reviewer
Comments
x22m626|Fri, 30 Oct 2015 15:16:09 GMT|RWL: Asked Julie Heard to see if this is on the BOR Curriculum Plan. If not, we need to figure out how to get it on that list. RWL: Certificate designation of "more than one year, less than two" was chosen because there is no option for a 15-cr certificate.