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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |

**NEW CERTIFICATE PROGRAM FORM**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[x ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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|  Melodie Philhours | 10/19/2020 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Sharon D. James  | 10/19/2020 |

**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Melodie Philhours  | 10/20/2020 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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**College Dean** |

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**Graduate Curriculum Committee Chair** |
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| Melody Lo | 10/20/2020 |

**General Education Committee Chair (if applicable)**   |

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**Vice Chancellor for Academic Affairs** |

1. **Contact Person** (Name, Email Address, Phone Number)

Dr. Sharon James, sjames@astate.edu, 870-972-3430

1. **Name of proposed Certificate Program (Program must consist of 6-21 semester credit hours):**

**Certificate in Entrepreneurship**

1. **Proposed effective date:**

**Fall 2021**

1. **Reason for proposed program implementation:**

**The new certificate in Entrepreneurship will help to provide tools and knowledge to students who aspire to own a business, become the successor of a family business, provide value to existing employers by the launching of new products and/or services, or even support the operations of existing businesses that fall under the franchising umbrella such as fast-food restaurants, hotels, retail stores, etc. Particularly, reports from the Delta Regional Authority and the East Arkansas Planning and Development District, the roots for engineering economic development in impoverished areas are highly related with the promotion and sustainability of new businesses as centers of job creation (**[**https://dra.gov/**](https://dra.gov/) **and** [**https://d2mhm2wtn4batk.cloudfront.net/wp-content/uploads/Annual-Report-2018-4.9.19.pdf**](https://d2mhm2wtn4batk.cloudfront.net/wp-content/uploads/Annual-Report-2018-4.9.19.pdf)**).**

 **Entrepreneurship deals with the creation of new value and economic development in economic regions by the developing of new businesses or the deployment of new products and services by existing organizations. From the 2016 Annual Survey of Entrepreneurs, about 99.7% of the operating entities in the US have 500 or fewer employees and the statistics concerning non-employer businesses increases the share of businesses with 20 or fewer employees at 98% or more than 25 million (**[**https://sbecouncil.org/about-us/facts-and-data/**](https://sbecouncil.org/about-us/facts-and-data/)[**https://www.census.gov/programs-surveys/ase/about.html**](https://www.census.gov/programs-surveys/ase/about.html)**). Research conducted at the county-level has shown that the creation of new businesses in the US occurs in areas with high levels of net-migration, lower levels of income, and prior entrepreneurial activity (**[**https://www.sciencedirect.com/science/article/pii/S0883902609000433**](https://www.sciencedirect.com/science/article/pii/S0883902609000433)**). In addition, the prevalence of family businesses tend to be higher in areas with lower levels of economic development such as the Delta region (**[**https://journals.sagepub.com/doi/full/10.1111/j.1540-6520.2008.00241.x**](https://journals.sagepub.com/doi/full/10.1111/j.1540-6520.2008.00241.x)**)**

 **The proposed undergraduate certificate in Entrepreneurship explicit formalizes the ongoing university mission to educate leaders, enhance intellectual growth, and enrich lives. Under these considerations, offering the certificate in Entrepreneurship can provide a set of skills for students that can enable to pursue a professional career regardless of their particular major.**

 **Especially, one of the critical aspects for new business owners is the lack of preparation and knowledge about what the market demands, and what the customer expects; thus, the percentage of failure for businesses in their first years of operation is high when aspiring entrepreneurs do not consider critical aspects and concepts that the courses provided in the certificate can offer. In addition, the certificate courses provide specialized content to existing employees for established entities (small, large, franchise) to help these businesses improve their competitive posture. Graduates of this program will be well-positioned to start new businesses, join existing family or non-family businesses, or even be promoted in their current jobs. Components of many of the classes will include foundational concepts, interactions with existing entrepreneurs and supporting eco-systems, and practical applications and experiences that will provide students with enough knowledge as well as fulfill the CoB mission to support economic development in our region.**

1. **Provide the following:**
	* 1. Curriculum outline - List of courses in new program – Underline required courses

|  |  |
| --- | --- |
| **Requirements:** | **Sem. Hrs.** |
| **MGMT 2003, Entrepreneurial Discovery and Innovation** | **3** |
| **MGMT 3183, Entrepreneurship** | **3** |
| **MGMT 4163, Small Business Management** | **3** |
| **MGMT 4183, Family Business Management** | **3** |
| **Total Required Hours:** | **12** |

* + 1. Total semester credit hours required for proposed program

**12**

* + 1. New courses and new course descriptions

 **MGMT 2003, Entrepreneurial Discovery and Innovation**

**Description: Introduction to concepts and practices related to the discovery and creation of entrepreneurial activities by individuals and organizations.**

* + 1. Program goals and objectives

**The Certificate in Entrepreneurship is designed to provide students access to foundational concepts, specialized information about the entrepreneurship process; learn about the different types of organizations; and engage in a comprehensive process of writing a complete business plan a new product or service that can be distributed to prospective investors. The courses will allow students to improve their innovation and creativity skills, critical thinking, and overall oral and written communication skills. These skills and knowledge are highly critical to attain success in running organizations with the pursuance of value and economic growth and development. The purpose of this certificate is to offer an opportunity for current students in a variety of fields of study as well as individuals seeking to incorporate new businesses, lead their existing family businesses or create value in existing organizations in different fields.**

 **This certificate is independent of any degree program and can be used to enhance whatever degree may be pursued by the student or to demonstrate entrepreneurial aspirations and competence for the non-degree seeking student.**

**• This certificate will be considered as part of the Neil Griffin College of Business and, as such, will be a part of the fully developed assessment plan for the Griffin College, given these goals.**

**1. Students will communicate effectively and professionally in writing**

**2. Students will demonstrate effective and professional oral communication**

**3. Students will be sensitive to ethical issues when making business decisions**

**4. Students will use critical thinking skills to make decisions**

**5. Students will use technology appropriately to communicate, calculate, and present concepts and data**

**6. Students will demonstrate business knowledge**

**The Certificate in Entrepreneurship will contribute to all of these outcomes.**

* + 1. Expected student learning outcomes

 **Students in the Certificate in Entrepreneurship will**

1. **Understand the role of the entrepreneur as the engine of economic growth and development in a particular region**
2. **Challenge their innovation and creativity for providing commercially viable solutions to existing problems in the market**
3. **Understand the need for managing the succession process, conflict resolution and the creation of value for entrepreneurial family businesses**
4. **Use technology appropriately to communicate, calculate, and present concepts to potential investors, customers, and community members**
5. **Apply entrepreneurial knowledge through projects such as oral presentations and written reports**
	* 1. Documentation that program meets employer needs

**According to the 2018-19 Global Entrepreneurship Monitor, being an entrepreneur can be a considered as a career, especially in areas where higher levels of unemployment pushes individuals to “create” their own place of employment. (**[**https://www.babson.edu/media/babson/assets/blank-center/GEM\_USA\_2018-2019.pdf**](https://www.babson.edu/media/babson/assets/blank-center/GEM_USA_2018-2019.pdf)**?). From the same report, “the Total Entrepreneurial Activity (TEA) in the Finance, Real Estate, and Business Services sectors nudged above the rate in Wholesale/Retail sector—27% compared to 26%, respectively…. Only 39% of working-age adults know an entrepreneur personally. This is important because current entrepreneurs can be role models, advisors, co-founders, investors, and persons who can otherwise be motivating and supporting those considering a career move. This may indicate the value of mentoring and other programs and events that can provide connections to working entrepreneurs.”**

 **Given these national study results, students enrolled in the Certificate can be able to understand the meaning of entering into a career that depends on others for success. In addition, students will be able to interact and get an on-site perspective from existing entrepreneurs about their challenges and successes.**

 **The Delta Region where North East Arkansas is located has shown radical changes in the need for establishing new places of employment that can create sustainable and job-enriching opportunities. Furthermore, the quest for keeping family members involved in their business is also critical as more than 90% of the operating entities worldwide are family-owned and controlled and determining who will be the next company leader implies training and a good understanding of business knowledge and operation. (**[**https://journals.sagepub.com/doi/full/10.1111/j.1540-6520.2008.00241.x**](https://journals.sagepub.com/doi/full/10.1111/j.1540-6520.2008.00241.x)**). Otherwise, the propensity for these businesses to survive in long term and the prospects for sustainable economic development are reduced. In addition, there is an increasing density of business entities in the area following the franchising business model that also creates opportunities for attracting aspiring entrepreneurs and/or existing employees working in these entities to pursue the certificate in a non-seeking degree situation.**

**Overall, existing and new businesses demand individuals with particular knowledge and skills that can contribute to reduce the propensities of failure and enhance the viability of being competitive against traditional and larger entities.**

**Consequently, graduates of this Certificate in Entrepreneurship will be well-positioned to comply with these market demands to create value in their communities. Components of many of the classes will include a highly interactive approach that will provide students with enough knowledge and active involvement as well as fulfill the CoB mission to support economic development in our region.**

* + 1. Student demand (projected enrollment) for proposed program

 **Because the purpose of the certificate is to attract all students seeking a major in the university and members of the community, the expectation is to enroll 25 students in the first academic year. By the third year of operations, the growth expectations will be 100 students.**

* + 1. Program approval letter from licensure/certification entity, if required (attach)
		2. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

**A national review of several Entrepreneurship programs at different colleges and universities provided similar course offerings to the ones proposed for this Certificate. In the state of Arkansas, only Henderson State U is currently offering one. Arkansas State University is the only in the state that addresses the importance of family business in terms of courses, experiential projects, and research.**

**The following are a wide array of universities that offer similar certificates that range from 9 to 18 credit hours:**

**University of Arizona, Brown University, Florida International University, University of Georgia, Henderson State University, Old Dominion University, Seton Hall University, Temple University, Webster University, Wilmington University, University of Wisconsin**

* + 1. Proposed program review date (within 10 years of program implementation)

**2024**

1. **Will this program be offered:**
	1. **Traditional/Face-to-face Yes** / No
	2. **Distance/Online Yes** / No
		1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

**100%**

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

**NO**

1. **Will this program be offered off-campus?** Yes / No
	1. **If yes, identify the off-campus location**

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**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

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**BEFORE**

MANAGEMENT PROGRAM: Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management, Hospitality Management or International Business

**AFTER**

MANAGEMENT PROGRAM: Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management, Hospitality Management or International Business**. A Certificate in Entrepreneurship is available for students in any major program as well as non-degree seeking students.**

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**Before**

Department of Management and Marketing

Certificate

Certificate in Marketing Analytics

|  |  |
| --- | --- |
| **Requirements:**Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate. | **Sem. Hrs.** |
| MKTG 3013- Marketing | 3 |
| MKTG, 4213, Marketing Analytics | 3 |
| Select Two |  |
| MKTG 4253, Data Analytics and Verification | 3 |
| MKTG 3173, Category Management |  |
| MKTG 4313, Prescriptive Analytics | 3 |
| **Total Required Hours:** | **12** |

**AFTER**

Department of Management and Marketing

Certificate**s**

**Certificate in Entrepreneurship**

|  |  |
| --- | --- |
| **Requirements:****Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate.** | **Sem. Hrs.** |
| **MGMT 2003, Entrepreneurial Discovery and Innovation** | **3** |
| **MGMT 3183, Entrepreneurship** | **3** |
| **MGMT 4163, Small Business Management** | **3** |
| **MGMT 4183, Family Business Management** | **3** |
| **Total Required Hours:** | **12** |

Certificate in Marketing Analytics

|  |  |
| --- | --- |
| **Requirements:**Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate. | **Sem. Hrs.** |
| MKTG 3013- Marketing | 3 |
| MKTG, 4213, Marketing Analytics | 3 |
| Select Two |  |
| MKTG 4253, Data Analytics and Verification | 3 |
| MKTG 3173, Category Management |  |
| MKTG 4313, Prescriptive Analytics | 3 |
| **Total Required Hours:** | **12** |