Entrepreneurship Cert

“FOR THE RECORD” REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered (from the COB proposal):
The College of Business has an existing Entrepreneurship emphasis available within the Management major, as well as a minor in Entrepreneurship. The course work in both programs has extensive prerequisites, including all College of Business admission requirements. This effectively makes the major emphasis and the minor inaccessible to many non-business majors.

The Entrepreneurship curriculum has recently undergone substantial revision, partially driven by a goal of providing a certificate in Entrepreneurship that is accessible to non-business majors. As new business creation is a driver for economic development, such a program helps to address the university’s goal of supporting economic development in the region.

Points Discussed by Committee:
1. Courses for this emphasis have already been approved by the College of Business Curriculum Committee.
2. The certificate is comprised of 12 stand-alone credits: 3 required courses and then 1 course where they develop a business plan or another elective relevant to their program.
3. All courses for the stand-alone certificate are offered currently as part of the Entrepreneurship emphasis and minor. The existing courses have the capacity for the additional students, should the certificate increase the enrollment in them.
4. The College of Business intends to promote the Entrepreneurship across campus. Dean Hoadley and Chair Lauver have already met with Material Sciences; Art & Design has been looking for this type of education for their freelance businesses. Also specifically mentioned as potentially benefiting from this certificate were Music majors and students interested in working for non-profit organizations.
5. Our Entrepreneurship program has been benchmarked both within the UW system and outside: we’re doing a good job.

Pros of Recommendation:
1. Open to students from across the university; the different perspectives in the Entrepreneurship classes will provide opportunities for cross-disciplinary discussions
2. Avoids prerequisites for students who want to know how to start businesses but don’t want a full College of Business degree
3. Will help drive regional economic development
4. Courses already exist as part of major and minor

Cons of Recommendation: None

Technology/Human Resource Impact:
None: Courses exist. Staffing will be reconciled regardless of whether the certificate is in place.

Committee Recommendation:
Establish a Certificate in Entrepreneurship in the Department of Management and Marketing.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of ___9___ for to ___0___ against on December 10, 2013,

recommends that a Certificate in Entrepreneurship in the Department of Management and Marketing be established.

Implementation Date: 2014-2015 Catalog

Signed: ______Jean A. Pratt_____
Chair of the Committee

Send to: University Senate Office