This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Provost’s office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean’s Office to the University Provost’s Office [mailto: curriculumplanning@asu.edu]. The name change may not be implemented until the Provost’s Office notifies the academic unit that the name change proposal has completed the approval process.

<table>
<thead>
<tr>
<th>College/School/Institute:</th>
<th>W. P. Carey School of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department/Division/School:</td>
<td>Department of Management</td>
</tr>
<tr>
<td>Proposing Faculty Group (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Program type:</td>
<td>Undergraduate Certificate</td>
</tr>
<tr>
<td>Name of existing program:</td>
<td>Certificate in Knowledge Entrepreneurship &amp; Innovation</td>
</tr>
<tr>
<td>Proposed new name:</td>
<td>Certificate in Entrepreneurship &amp; Innovation</td>
</tr>
</tbody>
</table>

**Proposal Contact**

- **Name:** Kay Faris
- **Title:** Senior Associate Dean
- **Phone number:** 480-965-7587
- **Email:** Kay.Faris@asu.edu

**DEAN APPROVAL(S)**

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

- **College/School/Division Dean name:** Amy Hillman
- **Signature:** Amy Hillman
- **Date:** 9/3/2014

- **College/School/Division Dean name:** (if more than one college involved)
- **Signature:**
- **Date:** 20

Note: An electronic signature, an email from the dean or dean’s designee, or a PDF of the signed signature page is acceptable.

**University Approval(s)**

- **Vice Provost for Graduate Education Name:**
- **Signature:**
- **Date:** / /20

- **Executive Vice President and Provost of the University Name:**
- **Signature:**
- **Date:** / /20
Proposition to Change the Name of an Academic Program

Name of existing program: Certificate in Knowledge Entrepreneurship and Innovation

Proposed new name: Certificate in Entrepreneurship & Innovation

Program type: Undergraduate Certificate

Plan code(s) for the program:

If this is a degree program that has multiple concentrations, list all plan codes impacted.

BAKEICERT

Requested effective date: 2015-16

Select the catalog year for which students can begin applying into this program with the new name.

Note:

1. Name changes can only be implemented so as to be effective for a fall semester.
2. All existing and continuing students will be moved to the new name.
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

Briefly describe the proposed change and rationale for the change:

The word Knowledge included in the current certificate name was confusing for students and prospective employers. The new name, Certificate in Entrepreneurship & Innovation, more closely aligns with the content of the certificate and is recognizable by students.

Discuss the impact of this change on current students and/or enrollment:

This would have no effect on current students. Students in the program will be moved to the new name, but it will not impact their certificate requirements.