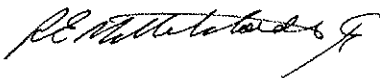


Approved by the W. P. Carey School's Faculty Council on September 19, 2012

Dean's Approval:  _____ Date: 9-20-2012
Robert E. Mittelstaedt, Dean

**ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE DEGREE**

This proposal template should be completed in full and submitted to the University Provost's Academic Council [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

DEGREE PROGRAM INFORMATION

Undergraduate: Bachelor of Science

**If Degree Type is Other, provide proposed degree type:
and proposed abbreviation:** ENT

Proposed title of major: Business Entrepreneurship

1. PURPOSE AND NATURE OF PROGRAM

A. Brief program description (This is a catalog type description. Include the distinctive features of the program that make it unique. Do not include program or admission requirements.)

This proposal for a BS in Business Entrepreneurship is simply a change in status from our popular entrepreneurship concentration within management to its own degree within the management department. There will be no content changes with this move.

The program prepares students to identify, evaluate and develop entrepreneurial opportunities, whether in existing companies or through new business ventures. Students earning the degree may follow multiple self-directed paths such as starting a new venture, working for a new venture or a small business, or working as an innovative leader within an existing organization. The degree has an emphasis on collaboration, leadership, communication and team building, as well as development in refined analytical, managerial and leadership skills appropriate for people who want to change the world through new product development and innovation. Students in the degree will frequently collaborate with students from across the university. The program gives students a breadth of understanding in all business disciplines (finance and accounting, supply chain management, marketing, economics, and management) and a depth of understanding in the following areas: opportunity recognition, innovation, identification and management of resources, concept of risk-taking, feasibility, and execution strategy. Students completing the program will have a clear understanding of the unique requirements of an entrepreneur within or external to an existing organization, and will learn how to operate effectively to identify market opportunities, innovative solutions and execution strategies.

Entrepreneurs spur economic activity and the Kauffman Foundation sites that entrepreneurs, via new firms, are the source of all new, net job increases in the U.S. Arizona has recently become a hot spot for

entrepreneurial activity, named one of the “10 Most Entrepreneurial States” by CNN Money.¹

The field of entrepreneurship education is getting increasingly competitive and incredibly fast-paced with the ease of access to information and resources. Transitioning the concentration to a degree is important for visibility and competitiveness of ASU and WPC as well as recognition of skills and capabilities by future potential employers of our graduates. Many top-ranked business schools offer a degree in business entrepreneurship, but few can offer the degree within both a top-ranked business school and a university recognized for its entrepreneurship resources and opportunities.

2. STUDENT LEARNING OUTCOMES AND ASSESSMENT

A. List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. (You can find examples of program Learning Outcomes at (<http://www.asu.edu/oue/assessment.html>))

These will be the same as they currently are in our MGT-ENT concentration. Namely:

Program Level Learning Goals

1. Students should be able to demonstrate critical thinking skills by analyzing complex situations and performing analyses of business situations.
2. Students should be able to demonstrate communication skills by articulating persuasive analyses of a business situation.
3. Students should be able to demonstrate an understanding of situations they are likely to encounter in business that represent ethical conflicts and make appropriate choices that will protect society, their company and themselves from personal conflict, harm or reputational damage.

Discipline Specific Learning Goals - BS in Business Entrepreneurship

1. Graduates should be able to analyze current environmental factors and trends in order to identify new venture opportunities or new opportunities within an existing organization.
2. Graduates should be able to evaluate the feasibility of potential new products, services, and ventures.

B. Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (<http://www.asu.edu/oue/assessment.html>))

Program Level Learning Goals

1. Students should be able to demonstrate critical thinking skills by analyzing complex situations and performing analyses of business situations.
 - a. Measure – MGT 445 – Consulting for an existing business
 - b. Performance Criterion – 80% of students will earn a 70% or better

¹ <http://money.cnn.com/galleries/2012/smallbusiness/1206/gallery.best-places-entrepreneurs/>

2. Students should be able to demonstrate communication skills by articulating persuasive analyses of a business situation.
 - a. Measure – MGT 445 – Presentation of consulting outcomes
 - b. Performance Criterion – 80% of students will earn a 70% or better
3. Students should be able to demonstrate an understanding of situations they are likely to encounter in business that represent ethical conflicts and make appropriate choices that will protect society, their company and themselves from personal conflict, harm or reputational damage.
 - a. Measure – MGT 445 – Consulting for an existing business
 - b. Performance Criterion – 80% of students will earn a 70% or better

Discipline Specific Learning Goals - BS in Business Entrepreneurship

4. Graduates should be able to analyze current environmental factors and trends in order to identify new venture opportunities or new opportunities within an existing organization.
 - a. Measure – MGT 445 – Providing recommendations for an existing business
 - b. Performance Criterion – 80% of students will earn a 70% or better
5. Graduates should be able to evaluate the feasibility of potential new products, services, and ventures
 - a. Measure – MGT 445 – Consulting for an existing business
 - b. Performance Criterion – 80% of students will earn a 70% or better

3. CURRICULUM OF THE PROPOSED PROGRAM

Total credit hours must be 120 to include: first year composition, general studies, core/required courses, program specific electives, and any additional requirements.

A. Major Map. Please prepare and attach a Major Map. If there are concentrations in this degree program, prepare a separate Major Map for each one. (Examples of Major Maps can be found at <http://provost.asu.edu/curriculum>)

Because we are transitioning the current BS in Management with a concentration in entrepreneurship into the BS in Business Entrepreneurship the Major Map will remain as it is for the concentration.

B. Total credit hours required for this program: 120

C. Core/Required Courses.

- i. Total required and/or core course credit hours: 18 hours
- ii. List the name, prefix, and credit hours for each required/core class for this program

18 hours

Entrepreneurship

MGT 360 Entrepreneurship and Value Creation, 3 credits

MGT 440 Entrepreneurship (case study course), 3 credits

MGT 445 Business Plan Development, 3 credits

Management

MGT 320 Organizational Behavior, 3 credits

Full Business Core

- ACC 231 Uses of Accounting Information 1 or ACC 261 Honors Fundamentals of Financial Accounting, 3
- ACC 241 Uses of Accounting Information 2 or ACC 271 Honors Fundamentals of Managerial Accounting, 3
- CIS 105 Computer Applications and Information Technology or CIS 236 Honors Information Systems, 3
- ECN 211 Macroeconomic Principles or ECN 213 Honors Section, 3
- ECN 212 Microeconomic Principles or ECN 214 Honors section, 3
- ECN 221 Business Statistics or ECN 231 Honors Section, 3
- FIN 300 Fundamentals of Finance or FIN 302 Managerial Finance or FIN 303 Honors Finance, 3
- LES 305 Legal, Ethical, and Regulatory Issues in Business, 3
- MGT 300 Organization and Management Leadership or MGT 303 Honors section, 3
- MGT 302 Principles of International Business or Upper Division International Business Elective, 3
- MKT 300 Marketing & Business Performance or MKT 303 Honors Marketing, 3
- SCM 300 Global Supply Operations or SCM 303 Honors section, 3
- WPC 101 Student Success in Business, 1
- WPC 301 Business Forum or WPC 302 Honors section, 1

D. Program Specific Electives.

- i. Total required program elective credit hours:
6 hours upper division entrepreneurship electives
- ii. List the name, prefix, and credit hours for any program specific electives for this program:

Upper Division Entrepreneurship Electives (all 3 credit hours)

- FIN 394: Introduction to Entrepreneurial Finance
- MGT 310: Collaborative Team Skills
- MGT 394: Creativity and Innovation
- MGT 400: Cross-Cultural Management (C & G)
- MGT 410: Responsible Management
- MGT 411: Leading Organizations
- MGT 420: Human Resource Management
- MGT 430: Negotiations
- MKT 435: Entrepreneurial Marketing
- MGT 450: Consulting Projects (L)
- MGT 459: International Management (G)
- MGT 464: Collaborative Design Development I (L)
- MGT 465: Collaborative Design Development II (L)
- MGT 484: Internship
- MGT 493: Honors Thesis (L)

E. Additional Program Requirements, if any. List and describe any capstone experiences, milestone, and/or additional requirements for this degree program:

N/A

F. Are any concentrations to be established under this degree program? Yes No

i. If “Yes”, please check one:

- Students must select a concentration as part of this degree program
- Concentrations are optional

ii. List courses & additional requirements for the proposed concentration (s):

Concentration Name	Total credit hours	Core/Required Courses for Concentration (include course name and prefix)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)
N/A						

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

4. NEW COURSE DEVELOPMENT

A. Will a new course prefix(es) be required for this degree program? Yes No

If yes, complete the Request for a New Prefix for each prefix and submit with this proposal: http://provost.asu.edu/files/shared/curriculum/Prefix_Request.doc.

B. New Courses Required for Proposed Degree Program. List all new courses required for this program, including course prefix, number and course description.

N/A

5. PROGRAM NEED. Explain why the university needs to offer this program (include target audience and market).

This degree will be a response to the increasing popularity of our existing concentration and will better position us to compete for students with other top business schools offering business entrepreneurship degrees. Despite the growth in enrollment in our concentration some entering students and prospective students are unaware that we offer the entrepreneurship concentration within the management department. By making it its own BS degree instead of a concentration we will maximize student awareness of this popular offering in the W. P. Carey School of Business.

As a second-generation Kauffman Campus (www.kauffman.org), Arizona State University and University President Crow have made an investment in and a commitment to offering diverse entrepreneurship offerings to all students on campus. WPC has partnered on this objective by supporting and managing the Certificate in Knowledge Entrepreneurship and Innovation, which has been received well by a diverse group of students from varied majors on multiple campuses, and by offering a concentration in entrepreneurship since 1997. With the success of this certificate and increased demand for the concentration, WPC has identified the need to enhance the offerings for entrepreneurship within a business context for business students. ASU has become a major competitor for students wishing to study and practice entrepreneurship, and offering a degree in business entrepreneurship will further strengthen ASU's ability to meet the needs of the diverse student enrollment, enhancing our competitiveness as a Top-Ranked Business School and University.

The objective of the degree is to empower disciplined self-starters with potential to make a significant impact in an existing organization or through the creation of a new business or non-profit organization by providing them with the historical context, current trends and best practices, and future potential of entrepreneurship. As career paths change and graduates realize that they will likely have multiple careers in their lifetime, it is important that they have skills to navigate the

career journey. The core concepts of entrepreneurship - opportunity recognition, innovation, relationship building, and execution – will provide such skills and knowledge. A key tenant of the degree is the focus on real-world, execution-oriented projects and assignments that force students to take risks, test ideas, and analyze results, whether success or failure. Students will be faced with ambiguity and complex problems, giving them experience and knowledge to handle similar situations in the workplace, as demanded by recruiters.

The demand for entrepreneurship education is strong and growing as the ability to learn new skills, build networks, and create value becomes easier through online connections and resources. Students entering college from 2011 forward have not known a time without the Internet and without instant access to unlimited information. Such access has increased interest in starting an organization but has also contributed to the misconceptions of the career choice. The degree in business entrepreneurship will help to arm students with realistic expectations and the toolset to compete.

Entrepreneurship contributes to our economy in a huge way, creating the total new, net jobs each year necessary to keep new entrants to the workforce employed (Kauffman). Providing a degree in the practice of business entrepreneurship will give access to the core competencies of a successful business owner and may reduce the mistakes made at the onset of starting a business and/or may increase the speed to success based on skills learned and networks created throughout the program.

At ASU we can see that interest in entrepreneurship within higher education is increasing as applications for our annual business plan competition, The Edson Student Entrepreneurship Initiative, has increased by 44% from 2010 to 2011 and 21% from 2011 to 2012. Within the business school, specifically, the concentration has almost doubled with a 97% enrollment increase from 2010 to 2012. From a competitive standpoint, undergraduate entrepreneurship degrees are offered at many of the ranked business schools with which we compete, namely University of Arizona (since 1983), Babson (since 1999), Washington University in St. Louis (since 2003), University of Southern California (since 1981), and Brigham Young University (since 1989). With the significant entrepreneurship infrastructure built and supported by ASU, offering a degree in business entrepreneurship at the business school capitalizes on significant resource availability for students who enroll in the degree.

As changes in many growth industries are taking place at a higher rate of speed with technological advances and the proliferation of market information available in an instant online, it is vital that we educate individuals in Arizona and the southwest to recognize opportunity and successfully innovate. Not only are these skills important to create new firms, but also equally as important for job acquisition and retention with existing organizations that look to innovate.

The target market for this degree is any individual who may fall into one of these categories:

- Students who have the interest and desire to start their own business or organization at some point in their careers
- Students who wish to compete for jobs with innovative businesses or new startup firms
- Students with an interest in attending a top-ranked business school with the opportunity to work for high-potential firms in the future

- 6. IMPACT ON OTHER PROGRAMS.** List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

W. P. Carey – BS in Finance

The finance degree offers a course in valuation and financial analysis for entrepreneurs. Department Chair Thomas Bates has indicated there is no impact on his program and supports the degree. Email attached.

W. P. Carey – BS in Marketing

The marketing degree offers a course in entrepreneurial marketing. Department Chair Beth Walker has indicated there is little to no impact on her program and supports the degree. Email attached.

College of Technology and Innovation – TEM degree

CTI offers a BS in Entrepreneurship and Technology Management at the Polytechnic Campus or Online. The potential impact will be minimal as the target market of students are quite different specifically in location of the two degrees (ENT is offered at the Tempe campus and TEM is offered at the Polytechnic campus or online) and focus of the degrees (ENT in Business and TEM in Technology and Engineering). Students who will pursue the WPC ENT degree will likely be those students who were interested in or are currently pursuing the Management degree with a concentration in Entrepreneurship previously, which does not appear to have a direct impact on the TEM degree.

Dean Montoya of the College of Technology and Innovation is not supportive of this name change as she feels it will blur their distinctive positioning at Poly Campus. She suggested offering it at Poly and discontinuing at Tempe would lead to her support. However, given the approx. 300 students currently enrolled at Tempe in the concentration and the forecasted effect of discontinuing the degree at Tempe on total enrollment, we agreed to offer the degree on Poly Campus but not to discontinue at Tempe. We are confident the two programs can coexist and thrive independently given the following:

- The CTI degree has in-depth focus on technology based entrepreneurship whereas ours is general spanning all types of industries.
- The two degrees have co-existed within ASU for many years and each has maintained healthy enrollment.
- The two degrees have very different admission criteria with ours being substantially higher than that of CTI and the general ASU admissions criteria.
- Key competitors for us include other top-50 business schools which offer “entrepreneurship” majors.
- ASU is committed to entrepreneurship across all areas. The business school established the first center for entrepreneurship (The Spirit of Enterprise Center) at ASU and has cooperatively encouraged other units to use “entrepreneurship” without territorial behavior.

We, in fact, agreed to the name change for CTI to “Technology Entrepreneurship Management.”

7. PROJECTED ENROLLMENT How many new students do you anticipate enrolling in this program each year for the next five years? Please utilize the following tabular format.

Current enrollment in the Management degree with a concentration in entrepreneurship will be used as an indicator for enrollment in the Business Entrepreneurship degree. As of spring 2012, 298 students were enrolled in the program, 102 of those were seniors. The concentration has grown by at least 50 students each year since 2010, and with the largest graduating class in the concentration to-date, we anticipate filling that gap and continuing the growth patterns. Students currently enrolled in the concentration may not choose to change to the degree, which may impact the first two to three years of enrollment.

Entrepreneurship is a very relevant and desired area of study and practice that gives us confidence in the enrollment patterns going forward. ASU offers over \$320,000 in prize money to ASU student ventures and venture ideas annually, further attracting students to attend ASU and study entrepreneurship. ASU and WPC students have also gained significant media attention for ventures in various programs across campus, further encouraging incoming students to consider this career path.

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	300	400	500	550	600

8. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable). Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

This degree will be covered by the AACSB accreditation currently held by the W. P. Carey School of Business. Degree requirements are written to meet all AACSB requirements.

9. FACULTY and STAFF

- a. **Current Faculty.** List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculty who will teach in the program.

Faculty are all current faculty in the Management Degree Program with concentration in Entrepreneurship

Specific to undergraduate entrepreneurship:

- Sidnee Peck, lecturer, MBA, entrepreneurship, 100% involvement
- Rhett Trujillo, lecturer, MBA, entrepreneurship, 100% involvement

Dr. Anna Goussevskaia, visiting associate professor, Ph. D, entrepreneurship, 100% involvement

Duane Miller, lecturer, MBA, entrepreneurship, 100% involvement

Faculty teaching approved Entrepreneurship electives:

Dr. Jennifer Nahrgang, Ph. D, Assistant Professor, Management

Dr. Zhen Zhang, Ph. D, Assistant Professor, Management

Dale Kalika, MBA, Senior Lecturer, Management

Dr. David Waldman, Ph. D, Professor, Management

Dr. Kim McKinnon, Ph. D, Clinical Assistant Professor, Management

Dr. Kristie Rogers, Ph. D, Clinical Assistant Professor, Management

Richard Nosky, MBA, Senior Lecturer, Management

Dr. James Moore, Clinical Associate Professor, Management

- b. **New Faculty.** Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty.

– No new faculty needed

- c. **Administration of the program.** Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The BS in Business Entrepreneurship will be administered by the Department of Management and by current admissions, advising, and additional staff.

9. RESOURCES (necessary to launch and sustain the program)

- a. Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

None.

- b. Explain where you will get the resources to support this program.

N/A

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS

(This information is used to populate the [Degree Search](#)/catalog website.)

1. Program Name (Major): BS in Business Entrepreneurship

2. Program Description (150 words maximum)

The degree prepares students to identify, evaluate and develop entrepreneurial opportunities in existing companies or through new ventures. Students earning the degree may choose to start a new venture, work for a startup or a small business, or work as an innovator within an existing organization. The degree has an emphasis on collaboration, leadership, communication and team building, as well as development in refined analytical, managerial and leadership skills appropriate for people who want to change the world through innovation.

Students in the degree will frequently collaborate with students from across the university. The program gives students a breadth of understanding in all business disciplines and a depth of understanding in opportunity recognition, feasibility, management of resources, and strategy. Students completing the program will have an understanding of the unique requirements of an entrepreneur and will learn how to operate effectively to identify market opportunities, innovative solutions and execution strategies.

3. Contact and Support Information

Building Name, code and room number:	BA 323
(Search ASU map)	
Program office telephone number: (<i>i.e.</i> 480/965-2100)	480/965-3431
Program Email Address:	wpcareymgt@asu.edu
Program Website Address:	http://wpcarey.asu.edu/management-degree/undergraduate/entrepreneurship-degree.cfm

4. Delivery/Campus Information Delivery: On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

5. Campus/Locations: indicate all locations where this program will be offered.

Downtown Phoenix
 Polytechnic
 Tempe
 West
 Other:

6. Additional Program Description Information

- A. Additional program fee required for this program? Yes
- B. Does this program have a second language requirement? No

7. Career Opportunities & Concentrations

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

Students may follow multiple self-directed paths such as starting a new venture or non-profit organization, working for a new venture or a small business, or working as an innovative leader within an existing organization.

8. Additional Admission Requirements

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

Admission Requirements

a) Freshmen admission requirements: 1160 SAT Reasoning OR 25 ACT score, OR graduated in the top eight percent of high school class, OR an overall high school GPA of 3.60 in ASU competency courses (A=4.00).

b) Freshmen should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey's Business BA programs or any other business or other degree program outside W. P. Carey School of Business. Students who are not admissible to a W. P. Carey Business BS major and who did not select a second major or are not admissible to their second major choice will be placed in a Business BA program in W. P. Carey School of Business.

c) Transfer admission requirements (30 or more semester hours of credit after high school): 3.00 transfer GPA AND 1160 SAT score OR 25 ACT score OR graduated in the top eight percent of high school class.

d) Transfer students should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey's Business BA programs or any other business or other degree program outside W. P. Carey School of Business.

e) Students with less than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in Exploratory--Social and Behavioral Sciences in University College.

f) Students with more than 45 transfer hours who are not admissible to University College will be contacted to select an appropriate major.

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.

Entrepreneurship, Innovation, Management, Business, Creativity

10. Advising Committee Code

List the existing advising committee code to be associated with this degree. **TEMPE: UGBATC / POLY: UGBAPC**

Note: If a new advising committee needs to be created, please complete the following form:

[Proposal to create an undergraduate advising committee](#)

11. First Required Math Course

List the first math course required in the major map. **MAT 210**

12. Western Undergraduate Exchange (WUE) Eligible:

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for [WUE](#)? **No**

Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

13. Area(s) of Interest

A. Select **one (1)** primary Area of Interest from the list below that applies to this program.

- | | |
|--|--|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input checked="" type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |

B. Select **any** additional Areas of Interest that apply to this program from the list below.

- | | |
|---|--|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |

The following fields are to be completed by the Office of the Executive Vice President and Provost of the University.

CIP Code: _____

Plan Code: _____

From: [Beth Walker](#)
To: [Sidnee Peck](#)
Cc: [Gerry Keim](#)
Subject: RE: Impact Statement - Entrepreneurship Management Degree Proposal
Date: Tuesday, August 14, 2012 9:35:52 AM

Hi Sidnee,

Thanks for your note. Please send along your proposal. I would like to see it.

Regarding impact, we certainly could lose some majors to Entrepreneurship Management, but this is the choice the students will make. More options are healthy for the students. Currently, we teach two courses that could be relevant for your major. I'm not sure if you have included them as options. Entrepreneurial Marketing (MKT 435) fills to capacity each semester, and the pre-reqs currently limit enrollment to marketing students or other BS students who have taken the appropriate courses. So, I don't think that enrollments would suffer as a result, or could potentially benefit, in the long run. Also, we're offering, for the first time, Social Entrepreneurship and Marketing Innovation (MKT 494) in the spring. We will see how enrollment goes for this course. Our MKT 494 courses are limited to marketing majors, but I am putting in a proposal to open these courses up to all BS majors this year.

Sidnee, let me know if you need anything else from me. Good luck with the new major!

Beth

Beth A. Walker
Chair, Department of Marketing, W. P. Carey School of Business
AT&T Professor of Services Marketing and Management
Arizona State University
P O Box 874106
Tempe, AZ 85287-4106
Phone: 480 965 3621
Fax: 480 965 8000
beth.walker@asu.edu

From: Sidnee Peck
Sent: Monday, August 13, 2012 3:49 PM
To: Beth Walker
Cc: Gerry Keim
Subject: Impact Statement - Entrepreneurship Management Degree Proposal

Hi Beth,

The Department of Management is proposing a change in classification for the existing BS in Management – Entrepreneurship (concentration) to become a stand-alone degree, a BS in Entrepreneurship Management. We have made this decision based on increased interest and enrollment in the concentration. I am writing to request an impact statement from the

undergraduate marketing program.

This change will have no impact on the major map or courses offered or required currently in the concentration; it will only be a change in classification.

It is the expectation of the department that the students who will enroll in the new degree program will be the students who have already enrolled in or would enroll in Management with a concentration in Entrepreneurship as well as students who may have chosen other business schools that offer an entrepreneurship degree. If you would like more information, please let me know and I am more than happy to share or discuss with you.

I appreciate your time.

Best,
Sidnee

Sidnee Peck
Director & Instructor | Entrepreneurial Initiatives
Arizona State University | W. P. Carey School of Business
skpeck@asu.edu | (480) 965-1184
Office: BA 352L

From: [Thomas Bates](#)
To: [Gerry Keim](#); [Sidnee Peck](#)
Subject: RE: Impact Statement - Reclassification of MGT-Entrepreneurship
Date: Monday, August 13, 2012 4:22:26 PM

Hi Gerry and Sidnee. This wouldn't seem to impact Finance at all.

As an aside, I am curious whether you do/would incorporate FIN 494 (Entrepreneurial Finance) into this program of study perhaps as an elective. We would be willing to discuss pre-requisites which probably presents a hurdle right now.

Best,

Tom

From: Gerry Keim
Sent: Monday, August 13, 2012 4:00 PM
To: Sidnee Peck; Thomas Bates
Subject: RE: Impact Statement - Reclassification of MGT-Entrepreneurship

Thanks Tom. As Sidnee notes this simply involves changing our increasingly popular concentration in Entrepreneurship to its own degree within MGT. There are no other changes in content or anything else.

Best,

Gerry

Gerry Keim, Professor and Chair, Management Department
W. P. Carey School of Business, Arizona State University
Tempe, AZ 85287-4006

480-965-2832

From: Sidnee Peck
Sent: Monday, August 13, 2012 3:51 PM
To: Thomas Bates
Cc: Gerry Keim
Subject: Impact Statement - Reclassification of MGT-Entrepreneurship

Hi Dr. Bates,

The Department of Management is proposing a change in classification for the existing BS in Management – Entrepreneurship (concentration) to become a stand-alone degree, a BS in Entrepreneurship Management. We have made this decision based on increased interest and enrollment in the concentration. I am writing to request an impact statement from the undergraduate finance program.

This change will have no impact on the major map or courses offered or required currently in the concentration; it will only be a change in classification.

It is the expectation of the department that the students who will enroll in the new degree program will be the students who have already enrolled in or would enroll in Management with a concentration in Entrepreneurship as well as students who may have chosen other business schools that offer an entrepreneurship degree. If you would like more information, please let me know and I am more than happy to share or discuss with you.

I appreciate your time.

Best,
Sidnee Peck

Sidnee Peck
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**2013 - 2014 Major Map
Business Entrepreneurship, BS (Proposed)**

- Transfer UD Business Course Hours: 9 Hours Maximum.
- Community College Business Hours: 30 Hours Maximum.

Term 1	0 - 16 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> CIS 105: Computer Applications and Information Technology (CS) MAT 210: Brief Calculus (MA) OR MAT 270: Calculus with Analytic Geometry I (MA) ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: English for Foreign Students WPC 101: Student Success in Business Historical Awareness (H) Humanities, Fine Arts and Design (HU) Milestone: Submission of a Current SAT Reasoning score or ACT score. Minimum 2.00 GPA ASU Cumulative. 	3 3-4 3 1 3 3	C C C	<ul style="list-style-type: none"> An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses ASU Math Placement Exam score determines placement in Mathematics course ASU 101 or College specific equivalent First Year Seminar required of all freshman students. See academic advisor for appropriate Student Success course requirement if not a first-time freshman.
Term hours subtotal:			16-17		
Term 2	17 - 31 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> ACC 231: Uses of Accounting Information I ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB) MAT 211: Mathematics for Business Analysis OR MAT 271: Calculus with Analytic Geometry II (MA) ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: English for Foreign Students SOC course (SB) Complete ENG 101 OR ENG 105 OR ENG 107 course(s). Minimum 2.00 GPA ASU Cumulative. 	3 3 3-4 3 3	C C C C	
Term hours subtotal:			15-16		
Term 3	32 - 47 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> ACC 241: Uses of Accounting Information II ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB) ECN 221: Business Statistics (CS) COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions Natural Science - Quantitative (SQ) Minimum 2.00 GPA ASU Cumulative. 	3 3 3 3 4	C C C	
Term hours subtotal:			16		
Term 4	48 - 61 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> MGT 300: Organization and Management Leadership MGT 302: Principles of International Business (G) OR Upper Division International Business Elective AND Global Awareness (G) WPC 301: Business Forum ENG 302: Business Writing (L) Natural Science - Quantitative (SQ) OR Natural Science - General (SG) Minimum 2.00 GPA ASU Cumulative. 	3 3 1 3 4	C C C C	
Term hours subtotal:			14		
Term 5	62 - 76 Credit Hours		Hours	Minimum	Notes

	Hours	Grade
FIN 300: Fundamentals of Finance	3	C
MGT 320: Organizational Behavior	3	C
MGT 360: Entrepreneurship and Value Creation	3	C
SCM 300: Global Supply Operations	3	C
PSY course (SB)	3	
Term hours subtotal:	15	

Term 6 77 - 91 Credit Hours	Hours	Minimum Grade	Notes
LES 305: Legal, Ethical, and Regulatory Issues in Business	3	C	
MGT 440: Entrepreneurship	3	C	
MKT 300: Marketing and Business Performance	3	C	
Literacy and Critical Inquiry (L)	3		
Elective	3		
Term hours subtotal:	15		

Term 7 92 - 106 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Entrepreneurship Elective	3	C	
Upper Division Entrepreneurship Elective	3	C	
Upper Division Humanities, Fine Arts and Design (HU)	3		
Cultural Diversity in the U.S. (C)	3		
Upper Division Elective	3		
Term hours subtotal:	15		

Term 8 107 - 120 Credit Hours	Hours	Minimum Grade	Notes
MGT 445: Business Plan Development	3	C	
WPC 480: Capstone Course	3	C	
General Education Elective	3		
Upper Division Elective	2		
Elective	3		
Term hours subtotal:	14		

- For a list of General Education Elective course options, please visit the following website: <http://my.wpcarey.asu.edu/gened>.

Upper Division Entrepreneurship Electives	Upper Division International Business Electives
FIN 394: Entrepreneurial Finance	ECN 306: Survey of International Economics (SB & G)
MGT 310: Collaborative Team Skills	MGT 302: Principles of International Business (G)
MGT 340: Creativity and Innovation	MKT 425: Global Marketing Management
MGT 400: Cross-Cultural Management (C & G)	SCM 463: Global Supply Chain Management
MGT 410: Responsible Management	
MGT 411: Leading Organizations	
MGT 420: Human Resource Management	
MGT 430: Negotiations	
MGT 450: Consulting Projects (L)	
MGT 459: International Management (G)	
MGT 464: Collaborative Design Development I (L)	
MGT 465: Collaborative Design Development II (L)	
MGT 484: Internship	
MGT 493: Honors Thesis (L)	
MGT 494: Lean Launch	
MGT 494: Venture Capital Experience	
MKT 435: Entrepreneurial Marketing	

Total Hours: 120
Upper Division Hours: 51 minimum
Major GPA: 2.00 minimum
Cumulative GPA: minimum
Total hrs at ASU: 30 minimum
 General Studies designations listed on the major map are current for the 2013 - 2014 academic year.

General University Requirements Legend
 General Studies Core Requirements:
 • Literacy and Critical Inquiry (L)
 • Mathematical Studies (MA)

General Studies Awareness Requirements:
 • Cultural Diversity in the U.S. (C)
 • Global Awareness (G)
 • Historical Awareness (H)

Hrs Resident Credit for
Academic Recognition: minimum
Total Community College Hrs: maximum

- Computer/Statistics/Quantitative Applications (CS)
 - Humanities, Fine Arts and Design (HU)
 - Social and Behavioral Sciences (SB)
 - Natural Science - Quantitative (SQ)
 - Natural Science - General (SG)
- First-Year Composition

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