

New Program Proposal

Date Submitted: 04/01/23 10:04 am

Viewing: **ENTRUM : Entrepreneurship Undergraduate MicroCertificate**

Last edit: 04/03/23 11:18 am

Changes proposed by: aellstra

Submitter:	User ID:	aellstra	Phone:
575-6145			
Program Status	Active		
Academic Level	Undergraduate		
Type of proposal	MicroCertificate		
Select a reason for this new program	Adding New Undergraduate MicroCertificate		
Effective Catalog Year	Spring 2024		
College/School Code	Walton College of Business (WCOB)		
Department Code	Department of Strategy, Entrepreneurship and Venture Innovation (SEVI)		
Program Code	ENTRUM		
Degree	Undergraduate MicroCertificate		
CIP Code			

- In Workflow
- 1. WCOB Dean Initial
 - 2. Director of Curriculum Review and Program Assessment
 - 3. Registrar Initial
 - 4. Institutional Research
 - 5. SEVI Chair
 - 6. WCOB Curriculum Committee
 - 7. WCOB Faculty
 - 8. WCOB Dean
 - 9. Global Campus
 - 10. Provost Review
 - 11. Undergraduate Council
 - 12. Faculty Senate
 - 13. Provost Final
 - 14. Registrar Final
 - 15. Catalog Editor Final

- Approval Path
- 1. 04/01/23 10:05 am
Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
 - 2. 04/03/23 11:19 am
Alice Griffin (agriffin): Approved for Director of Curriculum Review and Program Assessment
 - 3. 04/03/23 3:15 pm
Gina Daugherty

- (gdaugher):
Approved for
Registrar Initial
4. 04/05/23 4:43 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
5. 04/05/23 5:02 pm
Jason Ridge (ridge):
Approved for SEVI
Chair
6. 04/05/23 8:16 pm
Alan Ellstrand
(aellstra): Approved
for WCOB
Curriculum
Committee
7. 04/05/23 8:17 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Faculty
8. 04/05/23 8:17 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Dean
9. 04/06/23 8:57 am
Suzanne Kenner
(skenner): Approved
for Global Campus
10. 04/06/23 10:25 am
Jim Gigantino
(jgiganti): Approved
for Provost Review
11. 04/21/23 4:39 pm
Alice Griffin
(agriffin): Approved
for Undergraduate
Council

Program Title

Entrepreneurship Undergraduate MicroCertificate

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program?

9

Program Requirements and Description

Requirements

Entrepreneurship Undergraduate MicroCertificate

The Entrepreneurship Undergraduate MicroCertificate will teach students the core tools necessary to start a new business venture, allowing them to learn the process by the practical building of their own new venture. The program aims to equip students with the knowledge, skills, and abilities to improve the probability of commercial success for an innovative new product and service of their choosing. The CiE program will consist of three 3-hour courses taken over the timeframe of at least two semesters.

The curriculum will cover the core principles of the Lean Canvas methodology and the use of Customer Discovery and other forms of research to validate the magnitude of the problem, determine the most likely solution for success and develop the business & financial models in preparation for investment. Students will bring problems they want to solve to these classes with the goal to vet potential solutions and prepare business models for presentation to investors, either through collegiate-based business pitch competitions or other means.

Required Courses		6
SEVI 3303 STARTUP TOOLKIT	Course SEVI 3303 STARTUP TOOLKIT Not Found	
SEVI 4303 VENTURE BUILDERS	Course SEVI 4303 VENTURE BUILDERS Not Found	
Electives--select any course from the following		3
SEVI 3673	Social Entrepreneurship	
SEVI 4433	Small Enterprise Management	

SEVI 4543	Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab
SEVI 4583	International Management
SEVI 4993	Entrepreneurship Practicum
MGMT 4253	Leadership
Total Hours	9

8-Semester Plan

Program Costs

The two new courses developed for this program will be taught by SEVI faculty.

Library Resources

No new library resources needed.

Instructional

Facilities

The program will use existing instructional facilities.

Faculty Resources

No new faculty resources are associated with this program.

List Existing Certificate or Degree Programs
that Support the Proposed Program

Program(s)
INEPBS - Innovation and Entrepreneurship, Bachelor of Science in Business Administration

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 20

Scheduled Program Review Date NA

Program Goals and Objectives

Program Goals and Objectives
The program is designed to provide students with the tools necessary to start a business venture.

Learning Outcomes

Learning Outcomes

Students will learn and be able to apply the Lean Canvas methodology to start-up organizations.

Students will be able to apply the Customer Discovery approach to determine the most likely solution for success for a new venture.

Students will learn solutions to start-up enterprise problems and prepare business models for presentation to investors.

Description and Justification for this request

Description of request	Justification for request
This new program is a nine hour Entrepreneurship Undergraduate MicroCertificate.	The Entrepreneurship Undergraduate MicroCertificate is designed for students from any discipline interested in starting an enterprise. Start-up skills are valuable whether the student plans to begin a new venture or have start-up skills in an existing organization.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (04/03/23 11:14 am): Replaced SEVI 4303 Veture Builders with Venture Builders, based on the course title submitted in Course Intentory Management. College is encouraged to review for accuracy.

Alice Griffin (agriffin) (04/03/23 11:15 am): Replaced Fall 2026 with NA for Scheduled Program Review date. Micro Certificates are currently not required for review, much like academic minors.

Alice Griffin (agriffin) (04/03/23 11:18 am): Inserted header in program requirements for consistency with other MicroCertificates submitted this spring. College is encouraged to review for accuracy.

Key: 962