Date Submitted: 02/16/21 9:40 am

Viewing: ENTRGC : Entrepreneurship Graduate Certificate

Last approved: 05/28/20 1:01 pm

Last edit: 02/16/21 4:13 pm

Changes proposed by: waldie

Catalog Pages Using
this Program
   Entrepreneurship (ENTR)
   Business Administration (BADM)

Submitter: **2058** ~~52233~~	User ID:	**waldie** ~~kjvestal~~	Phone:

Program Status   Active

Academic Level   Graduate

Type of proposal   Certificate

Select a reason for this modification
Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

Effective Catalog Year   Fall 2021

College/School Code
      Walton College of Business (WCOB)

Department Code
      Department of Strategy, Entrepreneurship and Venture Innovation (SEVI)
      ~~Department of Management (MGMT)~~

Program Code   ENTRGC

Degree   Graduate Certificate

CIP Code

In Workflow

1. **WCOB Dean Initial**
2. **GRAD Dean Initial**
3. **Director of Program Assessment and Review**
4. **Registrar Initial**
5. **Institutional Research**
6. **MGMT Chair**
7. **SEVI Chair**
8. **WCOB Curriculum Committee**
9. **WCOB Faculty**
10. **EDUC Dean**
11. **ENGR Dean**
12. **GRAD Dean**
13. **ARSC Dean**
14. **AFLS Dean**
15. **WCOB Dean**
16. **Global Campus**
17. **Provost Review**
18. **University Course and Program Committee**
19. **Graduate Committee**
20. **Faculty Senate**
21. Provost Final
22. Provost's Office-- Notification of Approval
23. Registrar Final
24. Catalog Editor Final

Approval Path

1. 02/15/21 3:03 pm Karen Boston (kboston): Approved for WCOB Dean Initial
2. 02/15/21 3:08 pm Jim Gigantino (jgiganti): Approved for GRAD Dean Initial
3. 02/16/21 9:32 am Alice Griffin (agriffin): Rollback to Initiator
4. 02/16/21 11:28 am Karen Boston (kboston): Approved for WCOB Dean Initial
5. 02/16/21 11:57 am Jim Gigantino (jgiganti): Approved for GRAD Dean Initial
6. 02/16/21 12:28 pm Alice Griffin (agriffin): Approved for Director of Program Assessment and Review
7. 02/16/21 2:26 pm Lisa Kulczak (lkulcza): Approved for Registrar Initial
8. 02/16/21 2:42 pm Gary Gunderman (ggunderm): Approved for

Institutional
Research

9. 02/16/21 3:15 pm
John Delery
(jdelery): Approved
for MGMT Chair

10. 02/16/21 3:33 pm
Jon Johnson
(jonjohn): Approved
for SEVI Chair

11. 02/16/21 4:14 pm
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee

12. 02/16/21 4:14 pm
Karen Boston
(kboston):
Approved for WCOB
Faculty

13. 02/16/21 4:59 pm
Ketevan
Mamiseishvili
(kmamisei):
Approved for EDUC
Dean

14. 02/17/21 11:25 am
Norman Dennis
(ndennis): Approved
for ENGR Dean

15. 02/17/21 11:31 am
Jim Gigantino
(jgiganti): Approved
for GRAD Dean

16. 02/17/21 11:50 am
Jeannie Hulen
(jhulen): Approved
for ARSC Dean

17. 02/17/21 12:27 pm Lona Robertson (ljrobert): Approved for AFLS Dean
18. 02/17/21 1:28 pm Karen Boston (kboston): Approved for WCOB Dean
19. 02/17/21 1:30 pm Suzanne Kenner (skenner): Approved for Global Campus
20. 02/17/21 3:32 pm Terry Martin (tmartin): Approved for Provost Review
21. 02/26/21 4:23 pm Alice Griffin (agriffin): Approved for University Course and Program Committee
22. 03/18/21 4:45 pm Jim Gigantino (jgiganti): Approved for Graduate Committee

History

1. May 25, 2017 by Karen Turner (kjvestal)
2. Mar 7, 2018 by Charlie Alison (calison)
3. May 9, 2018 by Charlie Alison (calison)

52.0701 - Entrepreneurship/Entrepreneurial Studies.

Program Title

Entrepreneurship Graduate Certificate

Program Delivery
Method

On Campus

Is this program interdisciplinary?

No

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

Yes ~~No~~

College(s)/School(s)

College/School Name
College of Education and Health Professions (EDUC)
College of Engineering (ENGR)
Graduate School and International Education (GRAD)
Fulbright College of Arts and Sciences (ARSC)
Bumpers College of Agricultural, Food, and Life Sciences (AFLS)

What are the total
hours needed to
complete the
program?

12

Program Requirements and Description

Requirements

Admission Requirements: **The Graduate Certificate in Entrepreneurship is designed to give graduate students a foundation in the core aspects of entrepreneurship they will need to start successful enterprises, to create and promote new products or service offerings in existing organizations, or to engage in social entrepreneurship.** The **Graduate Certificate** **is** ~~Graduate Certificate in Entrepreneurship is~~ open **to individuals with backgrounds in any discipline. Students** ~~to all graduate students~~ who **complete the Graduate Certificate in Entrepreneurship will have explored the context, tools, and processes of entrepreneurial activity and will have learned how to apply them to commercial and non-commercial enterprises. Students must apply and be admitted to the Graduate School of Business.** ~~are in good standing with the graduate school at their campus. Students must apply and be admitted to the Graduate School of Business.~~ Information regarding Graduate School of Business admission requirements can be found earlier in this chapter.

Requirements for the Graduate Certificate in Entrepreneurship: (12 hours) To receive the Graduate Certificate in Entrepreneurship, students are required to take 9 hours of coursework in the Walton College of Business and 3 hours of electives related to entrepreneurship in either the Walton College or in another college at the University of Arkansas. Elective courses other than those listed below may be approved by the Director of the Certificate program. Some elective courses have prerequisites that are not met by courses in the certificate program. Students are advised to check prerequisites prior to enrolling in a course.

*Students pursuing the Graduate Certificate in Entrepreneurship while completing a master's degree or Ph.D. in Electrical Engineering are required to choose an elective from Electrical Engineering. Likewise, students completing a master's degree in Biomedical Engineering must choose an elective from those listed under Public Health or another relevant course with Biomedical Engineering Program Advisory Committee approval.

Required Courses		9
~~Choose one of the following:~~		~~3~~
~~MGMT 5213~~	~~Course MGMT 5213 Not Found~~ ~~(for non-Business students only)~~	
~~MGMT 5313~~	~~Course MGMT 5313 Not Found~~ ~~(required for Business students)~~	
~~MGMT 5323~~	~~Course MGMT 5323 Not Found~~	
~~MGMT 5413~~	~~Course MGMT 5413 Not Found~~	~~3~~
For business students:		
SEVI 5313	**Strategic Management**	
SEVI 5323	**New Venture Development**	
SEVI 5413	**New Venture Development II**	
For non-business students:		
SEVI 5213	**Business Foundations for Entrepreneurs**	
SEVI 5323	**New Venture Development**	
SEVI 5413	**New Venture Development II**	
Elective Course *		**3**
Select one of the following:		
Dale Bumpers College of Agricultural, Food, and Life Sciences		
AGEC 5143	Financial Management in Agriculture	
AGEC 5413	Agribusiness Strategy	
~~HDFS 5463~~	~~Administration and Leadership in the Helping Professions~~	

J. William Fulbright College of Arts & Sciences

ARTS 596V	Fine Arts Gallery Internship
GDES 594V	~~Graphic Design Internship~~
COMM 5403	Organizational Communication Theory
JOUR 5063	Issues in Advertising and Public Relations
JOUR 5323	Documentary Production I

Walton College of Business

MBAD 535V	MBA Internship
~~MGMT 5993~~	~~Course MGMT 5993 Not Found~~
~~MGMT 5363~~	~~Course MGMT 5363 Not Found~~
SEVI 5363	**Innovation & Creativity**
MKTG 5433	Consumer and Market Research
MKTG 5553	New Product Development and Strategy
SEVI 5993	**Entrepreneurship Practicum**
WCOB 5023	**Sustainability in Business**
WCOB 5843	**Cross-Sector Collaboration for Sustainability**

College of Education and Health Professions

ATTR 5473	Administration in Athletic Training
RESM 5843	~~Tourism~~
PBHL 5213	**Evaluation of Public Health Programs**
PBHL 5533	**Theories of Social and Behavioral Determinants of Health**
PBHL 5563	**Public Health: Practices and Planning**
RESM 5463	Sports Facilities Management

College of Engineering

INEG 5453	Systems Engineering and Management
INEG 5463	~~Project Management~~
INEG 5623	Analysis of Inventory Systems

~~Graduate School~~

Any 5000 level Electrical Engineering 3 credit course

Graduate School and International Education

| MSEN 5383 | Research Commercialization and Product Development |
| MSEN 5821 | ~~Ethics for Scientists and Engineers~~ |

Total Hours   12

Are Similar Programs available in the area?

No

Estimated Student   **10** ~~n/a~~
Demand for Program

Scheduled Program   2021-2022
Review Date

Program Goals and
Objectives

Program Goals and Objectives
The goal of the Certificate in Entrepreneurship is to offer graduate students from any discipline a foundation in the core aspects of entrepreneurship they will need to start successful commercial or non-commercial enterprises, to create new products or service offerings within existing organizations, and to engage in social entrepreneurship. The Certificate program is open to all graduate students throughout the University of Arkansas, and students from all disciplines are encouraged to participate . With broad participation from students throughout campus, this program achieves a secondary goal - to increase the level of discourse between those who create new technologies and ideas ideas and those who introduce them to the marketplace in economically viable ways. In this hands-on, intensive program, business, STEM, law and humanities students form interdisciplinary teams to validate real business ideas. Many of them license technologies owned by the University of Arkansas and/or go on to develop knowledge-based, high-growth start-ups that are needed to create and maintain economic vitality in the state. n/a

Learning Outcomes

Learning Outcomes
An understanding of: the entrepreneurial process the human and financial resources needed to successfully launch new ventures sources of capital and expected returns for investors and other funders financial management marketing and sales strategy market sizing and go-to-market strategies managing and leading people innovation and creativity conflict management negotiation business ethics intellectual property protection international business environment n/a

Description and justification of the request

Description of specific change	Justification for this change
Updated admissions requirements to remove current UA graduate standing as a prerequisite, opening admission to non-degree seeking graduate students. Clarified SEVI 5323, 5313 and 5413 are required for business students and SEVI 5213, 5323 and 5413 are required for non-business students. Deleted HDFS 5463, GDES 594V, RESM 5843, MSEN 5821 and added WOCB 5203, WCOB 5843, PBHL 5213, PBHL 5533, PBHL 5563, and any 5000 level Electrical Engineering course as an elective choice. Specified the required elective for students in ELEG or BMEG degree programs. Added the program goals and objectives and learning outcomes.	To open the graduate certificate to a wider non-degree seeking audience and to edit the elective choices to delete courses no longer offered in the program and to add additional new courses in consultation with Engineering.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (02/15/21 5:04 pm): Replaced MGMT 5363 with SEVI 5363. Action removed the red error box. College is encouraged to review for accuracy.

Alice Griffin (agriffin) (02/16/21 9:26 am): Changed effective date to fall 2021, if the request can complete approval in time.

Alice Griffin (agriffin) (02/16/21 9:28 am): Moved SEVI 5313 up to more clearly demonstrate that the curriculum between business and non-business majors only has one course distinction.

Alice Griffin (agriffin) (02/16/21 9:31 am): What appears to be multiple changes, are simply changing the core courses and the department. There are no net changes in the 9 hours of core courses.

Alice Griffin (agriffin) (02/16/21 9:32 am): Rollback: Please change response to "Does this proposal impact other colleges?" ENGR and EDUC need to be included in the approval.

Key: 277