

## New Program Proposal

Date Submitted: 10/09/20 10:38 am

### Viewing: **INEPBS : Innovation and Entrepreneurship, Bachelor of Science in Business Administration**

Last edit: 10/14/20 4:47 pm

Changes proposed by: kboston

Submitter:	User ID:	kboston	Phone:	575-4622
Program Status	Active			
Academic Level	Undergraduate			
Type of proposal	Major/Field of Study			
Select a reason for this new program	Adding New Stand-Alone Major from Reconfiguring an Existing Degree			
Are you adding a concentration?				No
Are you adding or modifying a track?				No
Are you adding or modifying a focused study?				No
Effective Catalog Year	Fall 2021			
College/School Code	Walton College of Business (WCOB)			
Department Code	Department of Strategy, Entrepreneurship and Venture Innovation (SEVI)			
Program Code	INEPBS			
Degree	Bachelor of Science in Business Administration			
CIP Code	52.0701 - Entrepreneurship/Entrepreneurial Studies.			
Program Title				

#### In Workflow

1. WCOB Dean Initial
2. Provost Initial
3. Director of Program Assessment and Review
4. Registrar Initial
5. Institutional Research
6. SEVI Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. ARSC Dean
10. WCOB Dean
11. Global Campus
12. Provost Review
13. University Course and Program Committee
14. Faculty Senate
15. Provost Final
16. Provost's Office-- Documentation sent to System Office
17. Higher Learning Commission
18. Board of Trustees
19. ADHE Final
20. Provost's Office-- Notification of Approval
21. Registrar Final
22. Catalog Editor Final

#### Approval Path

1. 10/09/20 10:39 am  
Karen Boston (kboston):  
Approved for WCOB Dean Initial
2. 10/09/20 10:57 am  
Terry Martin (tmartin): Approved for Provost Initial

3. 10/14/20 4:47 pm  
Alice Griffin  
(agriffin): Approved  
for Director of  
Program  
Assessment and  
Review
4. 10/16/20 5:21 pm  
Lisa Kulczak  
(lkulcza): Approved  
for Registrar Initial
5. 10/16/20 7:29 pm  
Gary Gunderman  
(ggunderm):  
Approved for  
Institutional  
Research
6. 10/19/20 1:17 pm  
Jon Johnson  
(jonjohn): Approved  
for SEVI Chair
7. 10/22/20 3:16 pm  
Karen Boston  
(kboston):  
Approved for WCOB  
Curriculum  
Committee
8. 10/22/20 3:33 pm  
Karen Boston  
(kboston):  
Approved for WCOB  
Faculty
9. 10/22/20 4:16 pm  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean
10. 10/23/20 11:41 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Dean
11. 10/23/20 1:38 pm  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
12. 11/03/20 8:37 am  
Terry Martin  
(tmartin): Approved  
for Provost Review

Innovation and Entrepreneurship, Bachelor of Science in Business Administration

Program Delivery      On Campus  
Method

Is this program interdisciplinary?

Yes

College(s)/School(s)

College/School Name

Fulbright College of Arts and Sciences (ARSC)

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

No

What are the total      120  
hours needed to  
complete the  
program?

## Program Requirements and Description

Requirements

### Innovation and Entrepreneurship Major

The Innovation and Entrepreneurship major is aimed at Walton College Students who intend to start new for-profit, non-profit or for-benefit ventures, manage and grow small businesses, or enter the workforce with an entrepreneurial mindset and skills in innovation and technology commercialization.

The major requires 24 hours in addition to satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a Strategy, Entrepreneurship and Venture Innovation (i.e. core, major, electives) unless the courses are part of an interdisciplinary minor or collateral track.

**SEVI 2013 INTRODUCTION TO VENTURE AND VALUE CREATION**

**Course SEVI 2013**    3  
**INTRODUCTION TO  
VENTURE AND  
VALUE CREATION**  
Not Found

Choose one of the following Thematic Core courses:

**SEVI 3233 CORPORATE INNOVATION**

**Course SEVI 3233**    3  
**CORPORATE  
INNOVATION** Not  
Found

**SEVI 3673 SOCIAL ENTREPRENEURSHIP**

**Course SEVI 3673**  
**SOCIAL  
ENTREPRENEURSHIP**  
Not Found

**SEVI 3933 ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT**

**Course SEVI 3933**  
**ENTREPRENEURSHIP  
AND NEW VENTURE**

SEVI 4433 SMALL ENTERPRISE MANAGEMENT

DEVELOPMENT Not Found  
Course SEVI 4433 SMALL ENTERPRISE MANAGEMENT Not Found

Choose three of the following courses:

SEVI 3673 SOCIAL ENTREPRENEURSHIP

Course SEVI 3673 SOCIAL ENTREPRENEURSHIP Not Found \*

SEVI 3233 CORPORATE INNOVATION

Course SEVI 3233 CORPORATE INNOVATION Not Found \*

SEVI 3933 ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT

Course SEVI 3933 ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT Not Found \*

SEVI 4003H HONORS STRATEGY, INNOVATION AND ENTREPRENEURSHIP COLLOQUIUM

Course SEVI 4003H HONORS STRATEGY, INNOVATION AND ENTREPRENEURSHIP COLLOQUIUM Not Found

MGMT 4103

Special Topics in Management Leadership Organizational Change and Development

MGMT 4253

MGMT 4263

SEVI 4433 SMALL ENTERPRISE MANAGEMENT

Course SEVI 4433 SMALL ENTERPRISE MANAGEMENT Not Found \*

SEVI 4543 STUDENTS ACQUIRING KNOWLEDGE THROUGH ENTERPRISE (S.A.K.E.) PRODUCT INNOVATION LAB

Course SEVI 4543 STUDENTS ACQUIRING KNOWLEDGE THROUGH ENTERPRISE (S.A.K.E.) PRODUCT INNOVATION LAB Not Found

SEVI 4583 INTERNATIONAL MANAGEMENT

Course SEVI 4583 INTERNATIONAL MANAGEMENT Not Found

9

MGMT 4943

MGMT 4953

SEVI 4993 ENTREPRENEURSHIP PRACTICUM

Choose three of the following courses:

ACCT 3723

ACCT 3843

BLAW 3033

FINN 3053

FINN 3623

FINN 3933

FINN 4123 VALUING NEW VENTURES

FINN 4243 NEW VENTURE FINANCE

ISYS 2263

MKTG 3553

MKTG 4233

MKTG 4343

MKTG 4433

MKTG 4453

MKTG 4633

SCMT 3613

SCMT 3623

SCMT 4653

Organizational  
Staffing  
Organizational  
Rewards and  
Compensation  
Course SEVI 4993  
ENTREPRENEURSHIP  
PRACTICUM Not  
Found

9

Intermediate  
Accounting I  
Fundamentals of  
Taxation I  
Commercial Law  
Financial Markets  
and Institutions  
Risk Management  
Real Estate  
Principles  
Course FINN 4123  
VALUING NEW  
VENTURES Not  
Found  
Course FINN 4243  
NEW VENTURE  
FINANCE Not Found

Principles of  
Information Systems  
Consumer Behavior  
Integrated  
Marketing  
Communications  
Selling and Sales  
Management  
Retail Strategy  
New Product  
Development  
Global Marketing  
SOURCE:  
Procurement and  
Supply  
Management  
PLAN: Inventory and  
Forecasting  
Analytics  
Supply Chain  
Strategy and Change  
Management

[WCOB 3003H](#)[WCOB 3023](#)

Total Hours

24

## 8-Semester Plan

**Innovation and Entrepreneurship B.S.B.A.****Eight-Semester Degree Program:**

Students wishing to follow the eight-semester degree plan should see the [Eight Semester Degree Policy](#) in the Academic Regulations chapter for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Courses in *ITALIC* may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

	Units
	FallSpring
First Year	
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3
<a href="#">MATH 2053</a> Finite Mathematics (Satisfies General Education Outcome 2.1)1	3
<a href="#">COMM 1313</a> Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)	3
<a href="#">WCOB 1111</a> Freshman Business Connection	1
<a href="#">BLAW 2013</a> The Legal Environment of Business (ACTS Equivalency = BLAW 2003)2	3
<a href="#">ISYS 1123</a> Business Application Knowledge - Computer Competency	3
<a href="#">ENGL 1023</a> Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	3
<a href="#">ACCT 2013</a> Accounting Principles	3
<a href="#">WCOB 1033</a> Data Analysis and Interpretation	3
<a href="#">ECON 2023</a> Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Satisfies General Education Outcome 3.3)	3
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4
Year Total:	16 16
Second Year	
	Units
	FallSpring
<a href="#">ACCT 2023</a> Accounting Principles II	3
<a href="#">ISYS 2103</a> Business Information Systems2	3
<a href="#">MATH 2043</a> Survey of Calculus (ACTS Equivalency = MATH 2203)3	3
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity requirement)4	3
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) 5, 6	3
<a href="#">SCMT 2103</a> Integrated Supply Chain Management2	3
<a href="#">MGMT 2103</a> Managing People and Organizations2	3
<a href="#">ECON 2013</a> Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Satisfies General Education Outcome 3.3)3	3
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4
<a href="#">SEVI 2013 INTRODUCTION TO VENTURE AND VALUE CREATION</a> <a href="#">Course SEVI 2013 INTRODUCTION TO VENTURE AND VALUE CREATION Not Found</a>	3
ALL pre-business requirements should be met by end of term	
Year Total:	15 16
Third Year	
	Units

	Fall	Spring
<a href="#">FINN 3043</a> Principles of Finance	3	
<a href="#">MKTG 3433</a> Introduction to Marketing	3	
Thematic Course	3	
SEVI/MGMT Major Course	3	
U.S. History or Government - State Minimum Core (Satisfies General Education Outcome 4.2)	3	
SEVI/MGMT Major Course		6
Major Elective Course		3
<a href="#">MGMT 3013</a> Strategic Management (Satisfies General Education Outcome 6.1)		3
General Electives		3
Year Total:	15	15
Fourth Year		
	Fall	Spring
Major Elective Course	3	
General Electives	3	
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)5, 6	3	
Junior/Senior Business Electives		6
Major Elective Course		3
Junior/Senior Business Electives		6
General Electives		3
Year Total:	15	12
Total Units in Sequence:		120
1 Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for <a href="#">MATH 2053</a> .		
2 Must be completed prior to <a href="#">MGMT 3013</a> .		
3 Must be completed prior to taking any 3000 or 4000 level business courses.		
4 The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include: <a href="#">ANTH 1023</a> , <a href="#">HIST 1113</a> , <a href="#">HIST 1123</a> , <a href="#">SOVI 2013</a> , <a href="#">SOVI 2013H</a> , or <a href="#">SOVI 2033</a> .		
5 The Fine Arts Elective courses which satisfy the General Education Outcome for 3.1 include: <a href="#">ARCH 1003</a> , <a href="#">ARHS 1003</a> , <a href="#">COMM 1003</a> , <a href="#">DANC 1003</a> , <a href="#">LARC 1003</a> , <a href="#">MLIT 1003</a> , <a href="#">MLIT 1003H</a> , <a href="#">MLIT 1013</a> , <a href="#">MLIT 1013H</a> , <a href="#">MLIT 1333</a> , <a href="#">THTR 1003</a> , <a href="#">THTR 1013</a> , or <a href="#">THTR 1013H</a> .		
6 The Humanities Elective courses which satisfy General Education Outcome 3.2 include: <a href="#">AAST 2023</a> , <a href="#">ANTH 1033</a> , <a href="#">ARCH 1013</a> , <a href="#">CLST 1003</a> , <a href="#">CLST 1003H</a> , <a href="#">CLST 1013</a> , <a href="#">COMM 1233</a> , <a href="#">DANC 1003</a> , <a href="#">ENGL 1213</a> , <a href="#">ENGL 2023</a> , <a href="#">GNST 2003</a> , <a href="#">HIST 1113</a> , <a href="#">HIST 1113H</a> , <a href="#">HIST 1123</a> , <a href="#">HIST 1123H</a> , <a href="#">HIST 2003</a> , <a href="#">HIST 2013</a> , <a href="#">HUMN 1124H</a> , <a href="#">HUMN 2213</a> , <a href="#">LALS 2013</a> , <a href="#">MRST 2013</a> , <a href="#">MUSY 2003</a> , <a href="#">MUSY 2003H</a> , <a href="#">PHIL 2003</a> , <a href="#">PHIL 2003C</a> , <a href="#">PHIL 2003H</a> , <a href="#">PHIL 2103</a> , <a href="#">PHIL 2103C</a> , <a href="#">PHIL 2303</a> , <a href="#">THTR 1003</a> , <a href="#">THTR 1013</a> , <a href="#">THTR 1013H</a> , <a href="#">WLIT 1113</a> , <a href="#">WLIT 1123</a> , or Intermediate-level world language (usually 2003-level).		

**Program Costs**      The Department of Strategy, Entrepreneurship and Venture Innovation will comprise a Department Chair and 8 other faculty members, for a total of 9 positions (8 tenure track and 1 non-tenure track). These positions are being reallocated from existing positions in the Management Department, and there are plans to hire one additional tenure track faculty member. The new courses will be developed by these faculty members and the department will utilize existing courses both in Management and in the college.

**Library Resources**      N/A

**Instructional**      N/A

**Facilities**

Faculty Resources See program costs

List Existing Certificate or Degree Programs that Support the Proposed Program

Program(s)
MGMTBS - Management, Bachelor of Science in Business Administration

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 150

Scheduled Program Review Date See BSBA

Program Goals and Objectives

**Program Goals and Objectives**

To recognize the growing importance of training students in entrepreneurship and innovation.

Learning Outcomes

**Learning Outcomes**

The Innovation and Entrepreneurship Major is aimed at students who:

- 1) intend to start new for-profit, non-profit or for-benefit ventures;
- 2) manage and grow small businesses;
- 3) enter the workforce with an entrepreneurial mindset and skills in innovation and technology commercialization.

Description and Justification for this request

Description of request	Justification for request
A new major in Innovation and Entrepreneurship in the new Strategy, Entrepreneurship and Venture Innovation (SEVI) department.	Innovation and Entrepreneurship is a distinct discipline and the new major will benefit the Walton College, the University of Arkansas, the state of Arkansas, the discipline, and both new and established businesses that face the challenges of competing in a global economy.
Revised formatting of the eight semester degree plan. Inserted the General Education language. Also added footnotes and hyper-linked courses for access to course details.	To provide consistency with the General Education curriculum language. Footnotes provides list of courses that specifically meets each General Education Outcome on behalf of the college.

Upload attachments [MGMTBS-INEPBS - Reconfiguration - Curriculum.docx](#)  
[MGMTBS-INEPBS - Reconfiguration - Ltr of Notification.pdf](#)

Reviewer Comments **Alice Griffin (agriffin) (10/13/20 2:23 pm)**: Swapped SEVI 4003H : Honors Strategy, Innovation and Entrepreneurship Colloquium for MGMT 4003H Honors Management Colloquim. MGMT 4003H was inactivated last spring. College is encouraged to review change for accuracy.  
**Alice Griffin (agriffin) (10/13/20 2:27 pm)**: Swapped SEVI 4433 for MGMT 4433. Course subject change is currently pending approval. College is encouraged to review for accuracy.  
**Alice Griffin (agriffin) (10/13/20 2:29 pm)**: All courses in red have been submitted and are currently pending approval.



**Alice Griffin (agriffin) (10/13/20 2:49 pm):** Course subject changes were pending approval from MGMT to SEVI for 3673, 3933, 4543, 4583, and 4993. College is encouraged to review changes for accuracy.

**Alice Griffin (agriffin) (10/13/20 3:37 pm):** The General Education updates qualify to be administratively processed. However, this new program requires campus, as well as off-campus approval.

**Alice Griffin (agriffin) (10/14/20 10:18 am):** Reformatted LON and uploaded curriculum document. Renamed documents to match BOT naming convention.

**Alice Griffin (agriffin) (10/14/20 10:42 am):** Inserted footnotes 2 and 3 from Management plan. Renumbered other footnotes for consistency.

**Alice Griffin (agriffin) (10/14/20 11:19 am):** Added deletion of Small Business Concentration to LON.

**Alice Griffin (agriffin) (10/14/20 1:52 pm):** Added Bachelor of Science in Business Administration to program title field.