

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

[Business Administration \(BADM\)](#)

[Entrepreneurship \(ENTR\)](#)

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

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

## 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)
4. May 22, 2018 by  
Lisa Kulczak (lkulcza)
5. May 21, 2019 by  
Karen Boston  
(kboston)
6. May 28, 2020 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**

### 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



Description of specific change	Justification for this change
<p>Updated admissions requirements to remove current UA graduate standing as a prerequisite, opening admission to non-degree seeking graduate students.</p> <p>Clarified SEVI 5323, 5313 and 5413 are required for business students and SEVI 5213, 5323 and 5413 are required for non-business students.</p> <p>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.</p> <p>Specified the required elective for students in ELEG or BMEG degree programs.</p> <p>Added the program goals and objectives and learning outcomes.</p>	<p>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.</p>

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