

UNDERGRADUATE COUNCIL

Request for New Program

Originating unit requesting program: Department of Entrepreneurship and Innovation

New Program title: Entrepreneurship and Innovation Minor for Non-Business Majors

- I. By university policy all programs must have a Program Assessment Plan approved by the Director of Assessment. Please include a copy of the assessment plan for this program or a letter from the Director of Assessment verifying that the assessment plan has been approved. NOTE: No assessment plan is required for new minors.

Guidelines for preparation of a Program Assessment Plan are available from the Office of Assessment or at www.assessment.tcu.edu.

- II. If this program is to be delivered online, include a letter from the Koehler Center stating that program administrators and identified faculty are working with the Koehler Center to fulfill TCU Distance Learning requirement.

- III. Need and comparisons:
Demonstrate the need for the program (surveys, professional data, area programs or lack thereof, student inquiries, programs at other universities).

- Student demand (see appendix)
- Administration demand;
- A minor is necessary to rise in the most prominent national rankings;
- To generate broader pipeline into TCU Neeley Institute for Entrepreneurship and Innovation programming (e.g., CREATE—powered by the Shaddock Seed Fund, Richards Barrentine Values and Ventures® Competition, Entrepreneurship Club, Accelerator, etc.)

- IV. Resources:

- A. Explain how the unit will provide faculty support for this offering and any other impact this program will have on other current departmental listings, (e.g. change in teaching assignment, part-time faculty).

The current department faculty and course sections are sufficient to support the projected enrollment in the minor. No new courses or class sections will be required at this time. For the minor, we plan to keep the enrollment limited to 30-50 per year.

- B. How will faculty support for this offering impact offerings for other units?

It is not expected that there will be any significant effect on other departments. It is possible that some students may elect the E&I Minor instead of the General Business Minor; however, given the limited enrollment in the E&I Minor, no reductions in the number of class sections or faculty needed for the General Business Minor are anticipated. The most likely effect will be a positive—a slight reduction in the number of students in a given class section.

- C. Will additional resources be required?

(If yes, provide the appropriate information requested below).

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YES

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NO

Space: None

Equipment: None

Library: None

Other: None

V. Proposal items:

- A. Catalog copy for new program as it would appear in the Undergraduate Studies Bulletin.

Students completing majors outside the Neeley School may pursue a minor in Entrepreneurship and Innovation (E&I) for Non-Business majors. Students cannot simultaneously double minor in both Entrepreneurship & Innovation and General Business. The goal of the E&I business minor is to provide students in other disciplines with a broad base of knowledge about entrepreneurship. It includes core concepts in economics and accounting as well as core classes in opportunity recognition and new venture development. Electives are meant to serve as contexts for entrepreneurship.

The Entrepreneurship and Innovation minor requires 18 semester hours of coursework. Once a student matriculates at TCU, all coursework in the entrepreneurship and innovation minor must be completed at TCU. (see Appendix for specific courses)

- B. New course proposals (see Undergraduate Council's form for new courses).

None

- C. Changes in existing courses, if any.

None

VI. Letters of support from any affected units or programs:

Letters of support from Accounting & Economics

VII. Effective date for proposed program (semester, year): Fall, 2020

Med W. Legatsky, II

Approval signature of chairperson of originating unit

Revised 11/2013

ENTREPRENEURSHIP AND INNOVATION MINOR FOR NON-BUSINESS MAJORS

Admission to the Entrepreneurship and Innovation Minor for Non-Business Majors Program is limited and competitive. Admission is via an application process that takes place each spring semester. Students may not simultaneously pursue a minor in General Business for Non-Business Majors and the Entrepreneurship and Innovation Minor for Non-Business Majors. Students majoring outside the Neeley School of Business interested in pursuing the minor must first attend a Neeley Department of Entrepreneurship and Innovation workshop for non-business students and submit an online application after completing the workshop. Applications and resumes are due April 1st.

Minimum requirements for admission to the program:

Students wishing to declare an Entrepreneurship and Innovation Minor for Non-Business Majors must (1) complete a Neeley Department of Entrepreneurship and Innovation Workshop, (2) have sophomore standing, (3) have completed at least one full semester at TCU with a minimum overall GPA of 3.25 and a TCU cumulative GPA of 3.25.

Required Courses (12 credit hours):

ECON 10223: Introduction to Microeconomics (with a grade of at least C-)

ACCT 20653: Introduction to Accounting

ENTR 30533: Entrepreneurial Opportunity Recognition

ENTR 40143: New Venture Development

Upper division entrepreneurship courses may be taken to satisfy the elective requirement:

Entrepreneurship Elective Courses (3-6 credit hours):

ENTR 30303: Entrepreneurial Leadership

ENTR 30543: Entrepreneurial Innovation & Creativity

ENTR 40233: Family Business

ENTR 40243: Raising Entrepreneurial Capital

ENTR 40313: Values-Centered Entrepreneurship

ENTR 40333: Corporate Entrepreneurship

ENTR 40970: Special Problems in Entrepreneurship and Innovation

Free Elective Courses (0-3 credit hours):

Courses to be offered by various other campus units that have been approved by the Neeley Department of Entrepreneurship and Innovation. These will be vetted on an as needed basis.



Neeley
SCHOOL OF BUSINESS

Oct. 29, 2019

Undergraduate Council, Request for a Change

Accounting/Neeley School of Business

Change in the courses required for the accounting minor.

Item 5.

If this change affects other units of the University, include a statement signed by the chairperson(s) of the affected unit(s).

The Accounting department currently offers multiple sections of ACCT 20653 each semester taught by adjuncts. This change will require the department to allow entrepreneurship minors, in addition to general business minors, to take this course. If the number of minors is expected to increase significantly this will require additional sections taught by adjuncts.

Mary Stanford

Duncan Fellow and Chair, Accounting Department

Yorkston, Eric

From: Legatski, Ted
Sent: Thursday, October 31, 2019 9:58 AM
To: Landreth Grau, Stacy; Hmieleski, Keith
Cc: Yorkston, Eric
Subject: FW: Approval by Department of Economics

Follow Up Flag: Follow up
Flag Status: Flagged

Please add to the documentation.

From: Tochkov, Kiril <k.tochkov@tcu.edu>
Sent: Thursday, October 31, 2019 9:57 AM
To: Legatski, Ted <t.legatski@tcu.edu>
Subject: Approval by Department of Economics

Dear Ted,

the Department of Economics approves the inclusion of ECON 10223 Introductory Microeconomics into the Minor for Entrepreneurship and Innovation for Non-Business Majors.

Please, do not hesitate to contact me, if I can be of any help.

Best wishes,

Kiril

Kiril Tochkov, Ph.D.
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Appendix A

October 29, 2019

To: Undergraduate Curriculum Committee

From: Ted Legatski, Interim Chair, Department of Entrepreneurship & Innovation

RE: Program proposal for an Entrepreneurship and Innovation Minor for Non-Business Majors (E&I Minor)

Recently, the Entrepreneurship & Innovation Minor for Non-Business Majors (E&I Minor) was presented to DCC. As a result, I wish to address three concerns that have been raised by a few individuals concerning the effect of the proposed minor. Those issues are (1) if the proposal creates a “back door” for non-business students to access upper division business courses, (2) if, indeed, the Department of Entrepreneurship and Innovation has adequate resources to offer the minor, and (3) if there is sufficient demand or need for the program.

(1) Will the E&I Minor create an opportunity for non-business students to enroll in upper division business courses, which are currently only available to students accepted to, and with majors in, the Neeley School of Business?

The quick answer is, yes, but with a very important caveat. The only upper division business courses in which students admitted to the E&I Minor will be allowed to enroll are courses offered by the Department of Entrepreneurship and Innovation. Students in the E&I Minor will not have access to any other upper division business courses and as such, won't affect any other department. Minors will take two required courses in the Department of Entrepreneurship & Innovation and be eligible to take two electives in the Department of Entrepreneurship & Innovation (although they have options to take electives in their home college in some cases).

Two implicit assumptions stem from the current prohibition on non-business students taking upper division business courses. The first is that admission to the Neeley School of Business is competitive and not all students who wish to enroll in Neeley are allowed to do so, primarily because of an inability to meet the criteria for acceptance. The second is that non-business students would lack the underlying knowledge provided by the Neeley Core courses and, therefore, allowing business and non-business students to take the same course would create imbalances.

While the criteria for acceptance to the Neeley School of Business are high, the criteria for acceptance into the E&I Minor are even higher. For example, acceptance to the Neeley School of Business requires a minimum GPA of 2.50, with a suggested GPA of 3.00 to be competitive. The minimum GPA for admittance to the E&I Minor is 3.25. While it is noted that acceptance to the Neeley School of Business as an internal transfer typically requires a GPA of 3.25, non-business majors admitted to the E&I Minor would be meeting, at a minimum, the same standards as students admitted as business majors. In addition, the number of students admitted to the E&I Minor will be limited, thereby increasing the likelihood that accepted students will typically exceed the minimum requirements.

While it is true that non-business majors in the E&I Minor would not have the same exposure to business concepts as other students in the same entrepreneurship courses, neither will the business

majors taking entrepreneurship classes have had the same exposure to basic concepts in other disciplines as will the students in the minor (which vary based on their majors). This is the very essence of cross pollination that is at the core of the innovation and creativity that empowers entrepreneurial activity throughout the economy. Thus, in reality, the mixture of backgrounds and perspectives among students in a given entrepreneurship course is a major advantage of the program, both for students pursuing a business major and students pursuing the E&I Minor.

(2) Does the Department of Entrepreneurship and Innovation have sufficient resources to fully support the proposed Entrepreneurship and Innovation Minor for Non-Business Majors?

Again, the short answer is, yes. A key element of the proposed E&I Minor is controlling both the quality and the *quantity* of students admitted to the program. Current enrollments in courses offered by the department are low enough (for Fall 2019, entrepreneurship courses are at 58.4% of stated capacity, which is lower than actual capacity.) to allow for the additional limited number of students anticipated because of the E&I Minor, approximately 30 with a maximum of 50 per year, to be accommodated without increasing the number of sections offered. This is especially true for the elective courses offered by the department, not all of which are offered every semester. Even for the two core entrepreneurship courses, ENTR30533-Entrepreneurial Opportunity Recognition and ENTR40143-New Venture Development, there is still sufficient slack to accommodate the anticipated number of new students.

In addition, it is strongly anticipated that a majority of non-business students applying for admission to the E&I Minor will be doing so in lieu of pursuing the General Business Minor. If so, the number of General Business Minors will likely decrease and the marginal increase in students across both programs may be small. To the extent enrollment in the General Business Minor decreases, the number of sections of ENTR40653-Survey of Entrepreneurship offered by the Department of Entrepreneurship and Innovation for students in the General Business Minor can be reduced, thereby freeing resources that can be reallocated as needed to other offerings by the Department of Entrepreneurship and Innovation, including the proposed E&I Minor. As the Department of Entrepreneurship and Innovation, unlike some other departments, does not use adjunct faculty to teach courses in the General Business Minor, reducing the number of sections offered in support of the General Business Minor will have a significant positive impact on the ability of the Department of Entrepreneurship and Innovation to optimize the effective allocation of departmental resources.

That said, if we experience great growth in majors, there may be a resource need down the line.

(3) Is there sufficient demand and/or need from across campus to warrant the creation of an E&I Minor?

The answer is unequivocally, yes. Approximately 70% students in Generation Z, the current generation of undergraduate college students, indicate that they intend to start a business at some point in their careers.³ The digital savviness of this group (often said to be “wired-from-the-crib”), coupled with increasingly lower barriers to becoming an entrepreneur (e.g., growth of start-up capital available through avenues such as crowdfunding and Angel investment groups; increase in entrepreneurial assistance through launchpad programs, venture accelerators, and incubators; specialized programs to help ethnic minorities and women to start businesses; rise of co-working offices and makerspaces to support entrepreneurs and freelance workers, etc.) make new venture development a natural avenue for individuals within this generation to pursue.

This has led to a rise in the number of entrepreneurship minors offered on university campuses. For example, other peer standalone departments of entrepreneurship offering a minor include Baylor University, Northeastern University, Oklahoma State University, University of Oklahoma, Syracuse University, and Western University (Ivey Business School). In many cases, enrollments for minors in entrepreneurship are growing rapidly. For example, the entrepreneurship minor at Michigan State University is growing by a rate of 100 additional students per semester.^b Demand appears to be similarly strong on our campus, as a survey conducted by three doctoral students in the College of Education found that 90% of TCU students felt that taking an entrepreneurship course was more important for their future success than at least one required course in their current degree plan.

Moreover, faculty in different disciplines throughout the university are beginning to add entrepreneurship components to their courses. Some of the most prominent examples include courses taught by Dusty Crocker (Design), Suki John (Dance), Sally Fortenberry (Fashion Merchandising), Melissa Sherrod (Nursing), Adam Fung (Painting), Nick Bontrager (Art & Tech), and Eric Simanek (Chemistry). Each of these courses was developed (or modified) based on demand for teaching entrepreneurship to non-business students. Additionally there was great interest and participation in the Coleman Fellows program from faculty around campus.

In addition, based on student demand, some departments across campus are beginning to formally include entrepreneurship into their existing programs or even create entirely new entrepreneurship programs. For example, Fashion Merchandising has long had a focus on entrepreneurship (e.g., the introduction and capstone courses in their major each have entrepreneurship in the title), the art department recently launched an Arts & Entrepreneurship major, engineering is very interested in working with the E&I Institute to engage students in entrepreneurship, as is computer science. The College of Education is exploring entrepreneurship in education as is almost every college at TCU, including the Honors College.

Importantly, no other department on campus has the background that we have to be able to teach entrepreneurship from an evidence-based perspective that is grounded in business fundamentals. Thus, a minor from Neeley is needed in order to provide the a well-grounded foundation in entrepreneurship for other departments across campus to build upon in a way that is contextualized to fit their particular discipline.

^a Kingston, A. (2014). *Get ready for Generation Z*. *Maclean's*, 127(28), 42-45.

^b <https://broad.msu.edu/news/student-demand-for-entrepreneurship-and-innovation-skills-appear-insatiable-the-broad-college-is-up-to-the-challenge/>