



NEW PROGRAM PERMISSION TO PLAN FORM

Originating Unit:

Type of action:

New program

Online program (hybrid, synchronous, or asynchronous)

We encourage consultation with the TCU Office of Institutional Effectiveness and the Koehler Center for Instruction, Innovation, and Engagement Resources (i.e., if an online or distance learning component is proposed for the new program) prior to submission of this form.

Semester and year course/program will take effect:

New program title:

Description of program:

Strategic Plan:

Job Market Need:

Enrollment Projections:

Five-Year Costs and Funding Sources Summary (please submit *New Program Budget Form*)

Faculty:

Program Staff & Administration:

Graduate Student Support:

Space & Facility Needs:

Equipment Needs:

Library Resources:

IT Resources:

Tuition:

Tuition Discount Request:

Student Fees:

Other Funding:

External Accreditation Required (outside of SACSCOC)? Yes No

Change in Teaching Load: Yes No

Will this program affect any other units within the university? Yes No

If yes, submit supporting statement signed by chair of affected unit.

Projected program cost to student.

Projected graduate starting salary.

Program Contact Person (person to contact with questions regarding program or individual completing form):

Name:

Extension:

Email:

REQUIRED SIGNATURES:

Chair of Originating Unit

Unit:

Endorse Program: Yes No

Name:

Signature:

Date:

Dean of Originating Unit

College/School:

Endorse Program: Yes No

Name:

Signature:

Date:

Provost and Vice Chancellor of Academic Affairs:

Unit:

Permission to Proceed Granted: Yes No

Name:

Signature:

Date:



NEW PROGRAM SUBMISSION FORM

Originating Unit: ENTR (NEEL)

Type of action: Undergraduate program Graduate program

Online program (hybrid, synchronous, or asynchronous)

Certificate program (if yes, will certificate appear on transcript) Yes No

Licensure

External Accreditation Required (outside of SACS)? Yes No

Semester and year course/program will take effect: Fall 2024

New program title:

Certificate in Entrepreneurship & Innovation

This is a TCU STEM Program Yes No

Proposed four-letter plan abbreviation (ex. GRAD): ENIN

Proposed 6-digit CIP Code? 52.0701 Entrepreneurship/5
for reference, please visit: <https://nces.ed.gov/ipeds/cipcode/resources.aspx?y=56>

Description of program:

The Certificate in Entrepreneurship and Innovation is designed to equip graduate students with the knowledge, skills, and mindset to pursue entrepreneurial opportunities within new and existing organizations. The certificate consists of three courses that cover the essential aspects of entrepreneurship and innovation, from generating and evaluating venture ideas, to securing funding and launching a business.

Strategic Plan

The graduate certificate program consists of the three courses described below. These courses are already approved and presently being offered. Together, they currently comprise the basis for an MBA industry emphasis in Entrepreneurship and Innovation. Initiating a new certificate in place of the MBA industry emphasis is anticipated to generate greater market value, allowing students across all Neeley graduate programs to add this certificate.

1) ENTR 70513 Venture Ideas: The course provides an in-depth overview of the challenges involved in identifying and systematically evaluating opportunities for creating new ventures across a wide range of contexts, including startups, social enterprises, and large, established corporations. As such, the focus of the course is centered on what should be done before writing a business plan and embarking on the development and launch of a new venture.

2) ENTR 70533 Funding Entrepreneurial Ventures: The course focuses on helping students develop the skills needed to successfully execute a capital raise or financing for an early-stage venture. Major sources of funding for new ventures are reviewed and evaluated, including 'bootstrap' financing, crowdfunding, equity finding (angel investment and venture capital), debt financing, grant funding and digital currencies. Pro forma financial models will be taught as a means to communicate a comprehensive understanding of a business opportunity to capital providers.

3) ENTR 70523 New Venture Planning: The course focuses on providing practical experience associated with the business start-up process. Specifically, students working in teams will take an identified business opportunity and develop a proposed new business centered on a product or service.

Job Market Need:

The certificate program in Entrepreneurship and Innovation offers a valuable opportunity for students wishing to pursue entrepreneurial endeavors and create value in the fast-paced business world. This program equips students with the knowledge and skills to assess, market, secure funding for, and develop innovative ventures that address meaningful challenges and fulfill customer needs. Through a blend of theoretical insights and practical frameworks, students gain the expertise and mindset essential for leadership in the area of entrepreneurship and innovation. The curriculum is designed to prepare students for the dynamic nature of the modern workplace, teaching them to navigate risk and uncertainty while harnessing emerging technologies to devise creative solutions for genuine real-world issues. Among the most coveted business skills is the ability to leverage innovation for the creation and appropriation of new value, and this certificate is dedicated to instilling precisely such skills in students.

Student Demand:

Growing student demand for entrepreneurship and innovation graduate business education

Enrollment Projections (provide brief description here and attach a table as Appendix material):

Year 1: 5
Year 2: 8
Year 3: 10
Year 4: 12
Year 5: 12

Click here to attach a file

attached files can be seen and managed in Acrobat Pro by clicking on View > Show/Hide > Navigations Panes > Attachments



NEW PROGRAM SUBMISSION FORM

Five-Year Costs and Funding Sources Summary (please submit *New Program Budget Form*)

Faculty: None: existing courses and faculty

Program Staff & Administration: None: existing courses and faculty

Graduate Student Support: None: existing courses and faculty

Space & Facility Needs: None: existing courses and faculty

Equipment Needs: None: existing courses and faculty

Library Resources: None: existing courses and faculty

Signature Dean, TCU Library

Date

Comments

IT Resources: None: existing courses and faculty

Koehler Center for Instruction, Innovation, and Engagement Resources: None: existing courses and faculty

Tuition: TCU graduate tuition as approved by the University (9 credit h₊)

Tuition Discount Request: None

Student Fees: 650

Other Funding:

Change in Teaching Load: Yes No

Courses taught via Teaching Overload: Yes No

Will this program affect any other units within the university? Yes No
If yes, submit supporting statement signed by chair of affected unit.



NEW PROGRAM SUBMISSION FORM

Curriculum:

- 1) ENTR 70513 Venture Ideas: The course provides an in-depth overview of the challenges involved in identifying and systematically evaluating opportunities for creating new ventures across a wide range of contexts, including startups, social enterprises, and large, established corporations. As such, the focus of the course is centered on what should be done before writing a business plan and embarking on the development and launch of a new venture.
- 2) ENTR 70533 Funding Entrepreneurial Ventures: The course focuses on helping students develop the skills needed to successfully execute a capital raise or financing for an early-stage venture. Major sources of funding for new ventures are reviewed and evaluated, including 'bootstrap' financing, crowdfunding, equity funding (angel investment and venture capital), debt financing, grant funding and digital currencies. Pro forma financial models will be taught as a means to communicate a comprehensive understanding of a business opportunity to capital providers.
- 3) ENTR 70523 New Venture Planning: The course focuses on providing practical experience associated with the business start-up process. Specifically, students working in teams will take an identified business opportunity and develop a proposed new business centered on a product or service. Additionally, discussions centered on the challenges and opportunities associated with new venture creation will be conducted. The overarching goal of the course is to provide students with an understanding of the entrepreneurial process, and the implications of entrepreneurial management for business leaders.

Diversity Equity and Inclusion (DEI) Essential Competency Components:

The Neeley School fosters a culture of equity and inclusion for all students. Coursework in the Entrepreneurship & Innovation Certificate is delivered by a variety of faculty and available to qualified interested students

Candidacy and Dissertation/Thesis (if applicable):

N/A

Delivery Modes, Use of Distance Technologies, and Delivery of Instruction:

In Person

Program Evaluation:

Administrative Oversight:


Department of Entrepreneurship and Innovation, Neeley Graduate Programs

Faculty:

Existing Entrepreneurship and Innovation Faculty

Program Faculty Productivity: (Doctoral programs only; Appendix material requested):

N/A

 attached files can be seen and managed in Acrobat Pro by clicking on View > Show/Hide > Navigations Panes > Attachments

Collaborative Arrangements (if applicable):



NEW PROGRAM SUBMISSION FORM

Program Contact Person (person to contact with questions regarding program or individual completing the form):

Name: Will Drover

Extension: 6543

Email w.drover@tcu.edu

REQUIRED SIGNATURES:

Chair of Originating Unit:

Unit:

Endorse Program: Yes No

Name: Will Drover

Signature: Will Drover

Digitally signed by Will Drover
Date: 2024.02.22 09:23:37 -06'00'

Date: 2/22/2024

College/School Curriculum Committee Review:

Curriculum Committee Review Date:

Endorse Program: Yes No

Curriculum Committee Chair Name: David G. Allen

Signature: *David G. Allen*

Date: 2/22/24

Dean of Originating Unit:

College/School:

Endorse Program: Yes No

Name: David G. Allen

Signature: *David G. Allen*

Date: 2/22/24



NEW PROGRAM SUBMISSION FORM

Required Appendices (if applicable):

Click here to attach a file

attached files can be seen and managed in Acrobat Pro by clicking on View > Show/Hide > Navigations Panes > Attachments

- A. **Completed and Signed Permission to Plan Form**
- B. **Assessment Plan and Curriculum Map (after approval by the Undergraduate or Graduate Council, the University Assessment Committee will review and approve these documents prior to approval from University Council)**
- C. **Course Descriptions and Prescribed Sequence of Courses**
- D. **New Program Budget Form**
- E. **College or Departmental Policy on Faculty Teaching Load**
If teaching load policy is set at the departmental level, include that information.
- F. **Table of Program Full-time and Support Faculty (table template found at <https://gradcouncil.tcu.edu/submission-forms/> or <http://www.ugradcouncil.tcu.edu/>)**
- G. **Program Faculty Productivity Tables (table template found at <https://gradcouncil.tcu.edu/submission-forms/>)**
- H. **Curricula Vitae for Program Full-time Faculty**
- I. **Curricula Vitae for Program Support Faculty**
- J. **Articulation Agreements with Partner Institutions**
Include copies of any agreements or Memoranda of Understanding related to the proposed program. These include formal and sustained arrangements with other universities, private businesses, or governmental agencies that contribute directly to the proposed program and student research/residency opportunities.
- K. **List of Specific Clinical or In-Service Sites to Support the Proposed Program, if applicable**
- L. **Letters of Support**
Letters from regional and national companies who have made commitments to hire graduates from the proposed new program are particularly helpful. Also, include statements of support or commitments to shared research projects from any similar or partner institutions.

**ENTR 70523 New Venture Project
Sample**

ENTR 70523 New Venture Planning: The course focuses on providing practical experience associated with the business start-up process. Specifically, students working in teams will take an identified business opportunity and develop a proposed new business centered on a product or service. Additionally, discussions centered on the challenges and opportunities associated with new venture creation will be conducted. The overarching goal of the course is to provide students with an understanding of the entrepreneurial process, and the implications of entrepreneurial management for business leaders.

Purpose: The purpose of this project is to provide the experience of identifying a business opportunity and proceed through the steps needed to turn the opportunity into a functioning business.

Assignment: Each team will prepare a business plan pitch deck. This pitch deck will follow an established format and will require a significant level of individual and team commitment. It will cover all aspects of the business (e.g., the opportunity, team, marketing plan, financing needs, pricing, product development). Throughout the semester student teams will be given examples of different pitch decks, as well as opportunities to discuss challenges associated with their proposal. A presentation will be conducted by all student teams at the end of the semester. The presentation will be evaluated and scored as a portion of the overall pitch grade. An executive summary and completion of customer and expert interviews will also be factored into the grade.

Deliverables:

- Slide deck
- Executive Summary
- Interview and/or survey information
- 10-12 minute presentation summarizing your findings

Grading: Your project will be graded using the below rubric.

Evaluation Point	Possible Points
1. Name, Hook, Problem/Solution	10
2. Company Overview/Clarity in what company does	8
3. Industry/trends and Competitor Analysis	8
4. Target Market Analysis and Consumer Research	10
5. Pricing, Marketing and Distribution Plans	10
6. Implementation and Operating Strategies	8

7. Management Team and Advisors	5
8. Critical Risks	5
9. Financial and Revenue Projections	7
10. Investment considerations/Key Reasons to Invest and Proposed Offering	5
11. Overall presentation quality (e.g., delivery, clarity, time, professionalism)	10
12. How well was Q&A handled? (lack of professionalism will result in a 0; note specific answers regarding the above topics will be factored into evaluation of those topics)	5
13. Executive Summary	4
14. Interview/surveys	5
Total (100 points possible)	/100

Program name:	Biztech
Academic Code: *may not yet be assigned to new programs	
Department:	Neeley School of Business
College:	Neeley School of Business
Contact person:	Renee Olvera
Email:	renee.olvera@tcu.edu
Phone:	817-257-7578

Assessment Planning Instructions

**if this is for a new program, curriculum map is required to be filled out and approved prior to moving to undergraduate or graduate council*

- Fill out the program information in the top left corner.
 - Program name
 - Academic code (unique abbreviation used by Institutions)
 - Department
 - College
 - Contact Person (for IE to ask questions regarding curriculum map)
 - Email
 - Phone

3-Year Long Range Planning Instructions (REQUIRED)

- Fill out all Student Learning Outcomes (SLO) for the program
 - One SLO per Row
 - Majors should have at least 2 SLOs (3-5 is typical, but can be more) and minors/certificates should have at least 1 SLO (1-2 is typical, but can be more). At least one SLO must be assessed each year.
- Indicate when the SLO will be assessed
 - ALL SLOs must be assessed within the 3-year period.** It is up to the program coordinator/director to determine if SLOs need to be assessed more than one time during the cycle.
 - Measures and data to be collected (specific activities can be noted as well, but is not required).

Curriculum Map Sheet Instructions (REQUIRED)

- Fill out Student Learning Outcomes in cells labeled "**insert outcome here.**" (Cells D10 thru E10)
 - One SLO per Cell
 - Insert additional columns if needed.
- Fill out course information starting in cell D11
 - There's a column for course prefix, Course # and Course Name—please fill out completely.
 - It is helpful to insert course information in the sequence they are typically taught.
 - Undergraduate programs please do not include TCU CORE requirements, **major requirements ONLY.**
- For each course listed, determine which learning outcomes are addressed in the course using the following key (this key is also located above the curriculum map matrix), and add to the corresponding cell.
 - Enter "1" to indicate that students are introduced to the knowledge and skills related to the program-level learning outcome.
 - Enter "2" to indicate that students are reinforcing or practicing the knowledge and skills related to the program-level learning outcome.
 - Enter "3" to indicate that students have had sufficient practice and may now demonstrate they have mastered the knowledge and skills related to the program-level learning outcome. *This level is typically where the outcome is assessed.

The **Student Learning Outcomes Assessment Plan** (SLO Assessment Plan) documents student learning outcomes and assessment plans for any new undergraduate and graduate degree program, certificate program, minor, and distance education program (online-only modality).

After receiving approval from the respective Undergraduate or Graduate Council, the University Assessment Committee will review this SLO Assessment Plan.

For programs with more than five student learning outcomes, please continue the outcomes toward the end of this document.

Please contact the Office of Institutional Effectiveness (Phone: 817-257-4169) for additional tools and information for writing effective student learning outcomes. If an online or distance learning component is proposed for the new program, please consult with the Koehler Center for Instruction, Innovation, and Engagement Resources (Phone: 817-257-7434).

Name of Program: Entrepreneurship & Innovation Certificate

Department: Neeley School of Business – Graduate Programs

College: Neeley School of Business

Program’s Goal or Mission Statement (Please demonstrate alignment across program, college/school, and university mission:

Entrepreneurship and Innovation Certificate Mission:

The Certificate in Entrepreneurship and Innovation is designed to equip graduate students with the knowledge, skills, and mindset to pursue entrepreneurial opportunities within new and existing organizations.

Demonstrate alignment across Neeley School promise: The Neeley Promise is:

The Neeley School of Business unleashes human potential with leadership at the core and innovation in our spirit.

The certificate aligns with our Neeley promise because it provides opportunity for business professionals to learn, develop and grow their knowledge related to innovation in today’s business environment through evaluating business opportunities that solve novel problems in

dynamic environments and learning how to execute on business opportunities through new venture planning and resource acquisition.

Student Learning Outcome: Students demonstrate understanding of generating and evaluating venture ideas, securing funding, and launching businesses.

Identify and Describe the Measure

Identify and describe the **Measure** for student learning. Examples of a measure include: assignment, exam, project, essay, or relevant artifact.

Measure: New Venture Planning Project

-Each team will prepare a business plan pitch deck. This pitch deck will follow an established format and will require a significant level of individual and team commitment. It will cover all aspects of the business (e.g., the opportunity, team, marketing plan, financing needs, pricing, product development). Throughout the semester student teams will be given examples of different pitch decks, as well as opportunities to discuss challenges associated with their proposal. A presentation will be conducted by all student teams at the end of the semester. The presentation will be evaluated and scored as a portion of the overall pitch grade. An executive summary and completion of customer and expert interviews will also be factored into the grade.

Identify the **Evaluation Tool** that will demonstrate the acquisition of this Student Learning Outcome, and explain how the evaluation tool assesses the knowledge or skill. Examples of evaluation tools include: holistic rubric, itemized analysis, analytical rubric, or relevant evaluation method.

A holistic rubric is used to grade this project.

Attach a copy of the Measure and Evaluation Tool—See attachment for assignment and rubric used for student evaluation.

Identify and Describe the Methodology

List the course(s) where the program will collect **data**.

Describe how the program will collect data. If course(s) exists outside of the department, please attach a statement of collaboration from each program/department that ensures consistent data collection.

- Faculty for the ENTR 70523 course will collect data regarding demonstration of competency based on business development project and record using the numeric scale outlined in the grading rubric.

Identify the frequency of data collection (spring, summer, and/or fall semester).

- Data will be collected once per year in the ENTR 70523 course.

Describe how the department will use and disseminate the **Findings** to program faculty.

- The Neeley GPCC will review the findings from the assessment and discuss potential modifications to curriculum.

Attach a program **curriculum map** that considers each student learning outcome in the program. Curriculum mapping allows for an inventory of the links between the program's student learning outcomes and the program curriculum. It also helps to ensure proper sequencing of courses, the degree to which the curriculum supports student learning, and the extent to which the program curriculum addresses the program's student learning outcomes.

Program: Entrepreneurship & Innovation Certificate

Name: Will Drover

Extension: x 6543

E-mail: w.drover@tcu.edu

Chair of Assessment Committee

Name:

- Assessment:
- Approved as Written
 - Approved with stipulations (Administrative review only required.)
 - Disapprove (full committee review required.)

Comments:

Signature:

Date:

