

**Office of the President
California State University, Chico**



Executive Memorandum EM 18-003

February 14, 2018

From: Gayle E. Hutchinson, President

Subject: New Certificate in Entrepreneurship

Upon the recommendation of the Academic Senate and the concurrence of the Provost, I approve the addition of a new Certificate in Entrepreneurship within the Department of Management, within the College of Business. The total number of units required for the Certificate will be 21 units, effective fall 2018.

Policy Title:	EM 18-003 New Certificate in Entrepreneurship
Contact:	Department of Management
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

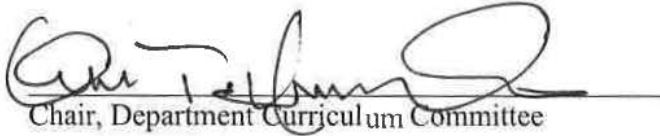
New Undergraduate Certificate Program

Certificate Name: Certificate in Entrepreneurship

Department Contact(s) w/phone #(s):
Michael Rchg
898-5663

Required Signatures

The Department of Management
has reviewed and approved this new certificate program


Chair, Department Curriculum Committee

5/6/17
Date

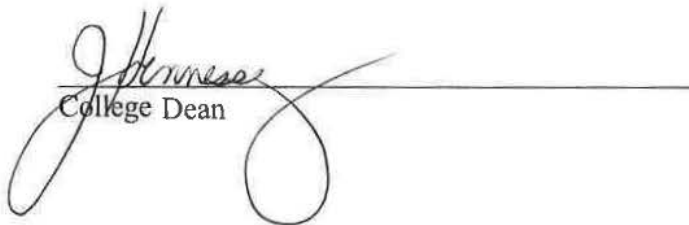

Department Chair

5/24/17
Date

The College of Business
has reviewed and approved this new certificate program


Chair, College Curriculum Committee

5/6/17
Date


College Dean

5/25/17
Date

Send signature page with proposal attached to Curriculum Services at
Undergraduate Education, zip 128

Curriculum Review Completed

10/5/17
Date

Effective date if approved: Fall 2018

Note: The department will be notified on the of dates for EPPC, Academic Senate, and Chancellor's Office (if applicable) review and number of copies needed.

CSU Chico
Curriculum Services

MAY 31 2017

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Proposal for a New Certificate

- I. Proposed title of new certificate.
Certificate in Entrepreneurship
- II. Academic year of intended implementation.
2018-19
- III. Name of the department and college submitting the proposal.
 - A. Identify the unit that will have primary responsibility for the certificate.
Department of Management, College of Business
 - B. Identify the level of the certificate
Undergraduate
- IV. Statements on questions of need and demand.
 - A. Relation of the program to the University [Strategic Plan](#).
This Certificate addresses Strategic Priority 4. It will serve the educational and economic needs of Northern California where start-ups and small businesses offer one of the best routes for economic development.
 - B. Rationale for seeking a certificate rather than another type of program
An Option and Minor in Entrepreneurship and Small Business Management already exist. The proposed Certificate will expand what is available throughout the community and allow students to list a separate credential on their resumes.
 - C. Need for the proposed certificate.
 1. Identify other CSU campuses with the proposed certificate.
Fresno, Los Angeles,
 2. Identify neighboring institutions with the proposed certificate.
Neither UC Davis nor Simpson College in Redding offer a certificate in entrepreneurship.
 3. Identify differences, if any, between these programs and the proposed program.
The other CSU programs total 15 and 18 units, while the proposed program totals 21 units. All three programs require 9 units, but the courses differ somewhat. Fresno and LA require two entrepreneurial courses, while the proposed program requires three. Fresno requires one course in organizational behavior, and LA requires one course in direct marketing. Elective selection lists are varied.

D. Identify other closely related curricula currently offered by the campus.
The related curricula at CSUC are the Department of Management's Option and Minor in Entrepreneurship and Small Business Management.

1. Explain the impact the proposed certificate will have on these programs.

Virtually none. Some matriculating students may choose the 21-unit certificate over the 18-unit Minor, but the course offerings are similar so any impact can be managed easily.

2. Explain how current programs do not meet the proposed certificate's objectives.

The current programs may not be taken by non-matriculating community members through Open University.

E. Student demand for the program.

1. Give evidence of serious student interest in the proposed certificate.

Currently there are 214 students declared in the Option and 45 in the Minor. The same three courses are required in both the Minor and the proposed certificate. We plan to continue making students and the community aware that the first course in the series is available to every student on campus and anyone in the community because the only prerequisite is junior standing or faculty permission.

Data were collected from 104 students, primarily juniors, in three sections of MGMT 303 and 304. Students were asked on a scale of 1 (low) to 10 (high) what their level of interest would be in taking a 21-unit certificate in Entrepreneurship. The weighted mean for the three sections was 7.2 of 10, with only 7 per cent scoring their interest below 4 of 10. This indicates substantial student interest in the program.

2. Estimated number of students seeking the certificate

a. in the year of initiation: 10

b. after three years: 20

c. after five years: 30

d. Describe methodology for developing these estimates.

The estimates are extremely conservative given growing interest in creating new ventures. They were developed by reviewing the history of other new certificate programs at

their start. Additionally, data were collected from 104 students in three sections of Management courses.

3. Estimate the number of certificates awarded
 - a. in the year of initiation: *zero unless students transfer from the Minor and have already completed the required courses*
 - b. after three years: 15
 - c. after five years: 30
 - d. Describe methodology for developing these estimates.
The estimates of completed certificates reflected the estimates of how many were likely to seek the certificate.

- F. Identify professional uses for the proposed certificate.
The study of new venture creation offers tools for recognizing opportunities, assessing feasibility and risks, obtaining user feedback, obtaining funding and other resources, and managing the new venture. This knowledge is critical for starting a business and/or maintaining an established organization's viability through innovation. Often someone majors in one of the other colleges and has the idea to start a new venture only after obtaining substantial knowledge in that field. Others in the community, including older adults, often start a new venture as a second career phase or as part of an engaged retirement.

V. Resources

- A. List the faculty members for the required courses in the program by

Name
Rank
Appointment status
Highest degree earned
Date and Field of highest degree
Professional experience

Name: James Downing
Rank: Assistant Professor
Appointment status: Tenure-Track
Highest degree earned: Ph.D.
Date and Field of highest degree: 2013, Entrepreneurship
Professional experience: Venture capital consulting in various industries

Name: Colleen Robb
Rank: Assistant Professor
Appointment status: Tenure-Track
Highest degree earned: Ph.D.
Date and Field of highest degree: 2014, Business Economics with
Entrepreneurship focus
Professional experience: Various roles

Founding associate director for Florida International University's FIU Pino Entrepreneurship Center; developed and managed FIU's annual business plan competition. Consultant with start-ups in the athletic, cosmetic, manufacturing, nonprofit, retail, and technology sectors.

Name: Sharon Crawford

Rank: Lecturer

Appointment status: Part-Time Temporary

Highest degree earned: Doctor of Management

Date and Field of highest degree: 2016, Management

Professional experience: President and CEO of CoLogiQ Inc. since 2007.

Division Director and COO, Lockheed Martin/STASYS Consulting, 2004-2007.

Name: Peter Straus

Rank: Lecturer

Appointment status: Full-Time Temporary, three-year contract

Highest degree earned: BA

Date and Field of highest degree: 1972, History

Professional experience: 34 years as an executive with AVL Looms Inc. (now LLC) with 19 as owner and CEO

Name: Lance Blanshei

Rank: Lecturer

Appointment status: Part-Time Temporary

Highest degree earned: MBA

Date and Field of highest degree: 1984, Marketing

Professional experience: Brand consulting, advertising, new product innovation, foodservice entrepreneur

B. List the faculty members for the elective courses in the program by

Name

Rank

Appointment status

Highest degree earned

Name: James Downing

Rank: Assistant Professor

Appointment status: Tenure-Track

Highest degree earned: Ph.D.

Name: Colleen Robb

Rank: Assistant Professor

Appointment status: Tenure-Track

Highest degree earned: Ph.D.

Name: David Rahn
Rank: Lecturer
Appointment status: Full-Time Temporary
Highest degree earned: M.S.

Name: David Halimi
Rank: Lecturer
Appointment status: Part-Time Temporary
Highest degree earned: M.S.

C. List the resources needed to sustain the program for the first five years, including cost and funding source.

Faculty

No additional faculty are required within the first five years; thereafter, program size will determine need.

Staff

No additional staff are required within the first five years.

Facilities

No additional facilities are required.

Library resources

Additional library resources will simply be added through the annual process of book selection with the budget allocated to the Department of Management.

Equipment

No new equipment is needed.

Specialized material

No specialized material is needed.

D. Additional support resources required, including source of support.

No additional support resources are needed.

VI. Curriculum

Note: Proposed curriculum should take advantage of courses already offered in other departments when subject matter would otherwise overlap or duplicate existing course content.

A. Total number of units required for certificate.

21

B. Special criteria for admission and/or continuation (if applicable).

The Certificate in Entrepreneurship will adhere to the University's requirements of a GPA of 2.5 for the three required 400-level courses with at least a "C" earned in each course and of a maximum of 9 units of transfer credit allowed. Existing courses entirely comprise the Certificate. Beyond these requirements, there are no additional criteria for admission or continuation.

C. Explanation of any special program characteristics (e.g., terminology, credit units required, types of coursework, etc.).

NA

D. List all new courses for the proposed program.

1. Course number and title

Units of credit

Prerequisites

Proposed catalog description

Mode of course delivery if other than regular

None.

2. Identify the new courses needed to initiate the program.

None

3. Identify the new courses needed during the first two years after implementation.

None

E. List all required courses for the program.

Course number and title

Units of credit

Prerequisites

Course number and title: *MGMT 450 Introduction to Entrepreneurship*

Units of credit: *3.0*

Prerequisites: *Junior standing or faculty permission*

Course number and title: *MGMT 451 Business Plan Development and Financing*

Units of credit: *3.0*

Prerequisites: *MGMT 450*

Course number and title: *MGMT 452 Launching and Managing the New Venture*

Units of credit: *3.0*

Prerequisites: *MGMT 451 (may be taken concurrently)*

F. List all elective courses for the program.

Course number and title

Units of credit

Course number and title: *BLAW 415 Entrepreneurship Law*

Units of credit: 3.0

Course number and title: *BLAW 450 Intellectual Property Law*

Units of credit: 3.0

Course number and title: *MGMT 389C Internship in Management*

Units of credit: 3.0

Course number and title: *MGMT 453 Social Entrepreneurship*

Units of credit: 3.0

Course number and title: *MGMT 454 Family Business Ventures*

Units of credit: 3.0

Course number and title: *MGMT 455 Web-Based Entrepreneurship*

Units of credit: 3.0

Course number and title: *MGMT 456 Entrepreneurial Analytics*

Units of credit: 3.0

Course number and title: *MGMT 460 Managing for Sustainability*

Units of credit: 3.0

Course number and title: *MGMT 480 Innovation Across Generations*

Units of credit: 3.0

Course number and title: *MGMT 498 Special Topics in Management*

Units of credit: 3.0

Course number and title: *MKTG 465 E-Marketing*

Units of credit: 3.0

Course number and title: *MKTG 468 Entrepreneurial Marketing*

Units of credit: 3.0

Course number and title: *MKTG 473 Strategic Personal Selling*

Units of credit: 3.0

G. For undergraduate certificates, explain provisions for articulation of the proposed certificate with community college courses.

The Certificate will not articulate.

H. Complete catalog copy, including admission and completion requirements. See the current University Catalog for correct format; please follow it exactly. Before the proposal is submitted to Academic Affairs (for undergraduate certificates or to the Office of Graduate Studies (for post-baccalaureate certificates), it may be helpful to review catalog copy with Academic Publications.

See Attachment A.

Attach the [Undergraduate Program Signature form](#) or the [Graduate Program Signature form](#) to the front of the proposal and submit to Undergraduate Education or the Office of Graduate Studies after all department and college reviews are complete.

The Certificate in Entrepreneurship

Course Requirements for the Certificate: 21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this certificate.

Candidates for the certificate must be accepted by the University, but it is not necessary to complete the requirements for a bachelor's degree in order to receive the Entrepreneurship Certificate. Please consult with the chair of the Department of Management or the Undergraduate Business Advising Office.

A grade point average of 2.5 must be earned for courses required for the certificate, with at least a "C" earned in each course.

Core Courses: 9 units

Note: MGMT 450, MGMT 451 & MGMT 452 must be taken in sequence.

3 courses required:

MGMT 450	Introduction to Entrepreneurship	3.0	FS
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Prerequisites: Junior standing or faculty permission.

MGMT 451	Business Plan Development and Financing	3.0	FS
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Prerequisites: MGMT 450.

MGMT 452	Launching and Managing the New Venture	3.0	FS
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Prerequisites: MGMT 451 (may be taken concurrently).

Elective Courses: 12 units

4 courses selected from:

BLAW 415	Entrepreneurship Law	3.0	FS
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Prerequisite: MGMT 450 (may be taken concurrently).

BLAW 450	Intellectual Property Law	3.0	SP
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Prerequisites: Junior standing or faculty permission.

MGMT 389C	Internship in Management	3.0	FS
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Prerequisites: MGMT 303, faculty permission.

MGMT 453 Social Entrepreneurship 3.0 FA
Prerequisite: MGMT 450.

MGMT 454 Family Business Ventures 3.0 SP
Prerequisite: MGMT 450.

MGMT 455 Web-Based Entrepreneurship 3.0 FS
Prerequisite: MGMT 450.

MGMT 456 Entrepreneurial Analytics 3.0 FS
Prerequisites: FINA 307, MGMT 450

MGMT 460 Managing for Sustainability 3.0 FS
Prerequisite: MGMT 303.

MGMT 480 Innovation Across Generations 3.0 SP
Prerequisites: Junior standing or faculty permission.

MGMT 498 Special Topics in Management 1.0-3.0 FS
Prerequisite: Senior standing.

Note: MGMT 498 must be taken for 3 units.

MKTG 465 E-Marketing 3.0 FA
Prerequisite: MKTG 371.

MKTG 468 Entrepreneurial Marketing 3.0 FS
Prerequisites: MKTG 305; MGMT 450 or MKTG 371.

MKTG 473 Strategic Personal Selling 3.0 FS
Prerequisite: MKTG 371.