Proposal Date: August 1, 2017

**Gordon Ford College of Business**

**Management Department**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Paula Potter (Paula.Potter@wku.edu), 745-2913

1. **Identification of Program:**
   1. Current program reference number: 542P (seeking admission)

542 (officially admitted)

* 1. Current program title: Major in Entrepreneurship
  2. Credit hours: 70

1. **Identification of the proposed program changes:**

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

1. **Detailed program description:**

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| **Current Program** | **Proposed Program** |
| The major in entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth firm, to be leaders in social or non-profit activities, and to be corporate “intrapreneurs” if employed in larger firms. Students must take the followingrequired courses for the major: ACCT 200, 201, CIS 141, ECON 202, 203, 206, CIS 243, FIN 330, MKT 220, MGT 200, 210, 313, 314, ENT 496, MGT 305 or MATH 119, ENT 312, FIN 441, MKT 427, ENT 380. Students must also select six hours of entrepreneurship electives from any 300- or 400-level entrepreneurship course. In addition, two additional courses must be selected and approved by the Management Department Chair that customizes the entrepreneurial interest area of the student. These two courses may come from the following list; however, the courses could also be from any discipline on campus that strengthens that student’s specific interest in entrepreneurship: ECON 414, MKT 323, 325, 328, 329, MGT 311, 333. Students also must complete one hour of MGT 499.  To gain admission to the Entrepreneurship program, students must have:  1. earned a minimum of 60 hours;  2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, MGT 210, and COMM 145;  3. earned a minimum overall GPA of 2.5;  4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better). | The major in entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth firm, to be leaders in social or non-profit activities, and to be corporate “intrapreneurs” if employed in larger firms. Students must take the followingrequired courses for the major: ACCT 200, 201, CIS 141, ECON 202, 203, 206, CIS 243, FIN 330, MKT 220, MGT 200, 210, 313, 314, ENT 496, MGT 305 or MATH 119, ENT 312, FIN 441, MKT 427, ENT 380. Students must also select six hours of entrepreneurship electives from any 300- or 400-level entrepreneurship course. In addition, two additional courses must be selected and approved by the Management Department Chair that customizes the entrepreneurial interest area of the student. These two courses may come from the following list; however, the courses could also be from any discipline on campus that strengthens that student’s specific interest in entrepreneurship: ECON 414, MKT 323, 325, 328, 329, MGT 311, 333. Students also must complete one hour of MGT 499.  To gain admission to the Entrepreneurship program, students must have:  1. earned a minimum of 60 hours;  2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, MGT 210, and COMM 145;  3. earned a minimum overall GPA of 2.5;  4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better). |

1. **Rationale for the proposed program change:**

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class, which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.

1. **Proposed term for implementation and special provisions (if applicable):**

Fall 2018

1. **Dates of prior committee approvals:**

Department of Management August 15, 2017

GFCB College Curriculum Committee September 25, 2017

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_