## NEW program or Certificate PROPOSAL FORM

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| ACADEMIC AREA: | School of Business and Technology |
| PROPOSEd by: | Douglas Nay |
| PRESENTER: | Douglas Nay |
| SUBMISSION DATE: | 1/3/2014 |
| select one: | NEW CERTIFICATE PROGRAM |
| Program OR CERTIFICATE Name: | Business Development and Entrepreneurship |

### SECTION I

**program or certificate Description:**

Attach the proposed catalog page with program information, along with samples of curricula for similar programs or certificates at other institutions.

The College Credit Certificate (CCC) in Business Development and Entrepreneurship program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for starting and/or managing an entrepreneurial concern and/or further education and careers in the Business, Management, and Administration fields. The content includes but is not limited to business communications, business development, accounting, management, marketing, business law, and global business practices.

**similar programs or programs at other colleges/universities:**

The Dean of the School of Business and Technology participated on a framework review committee over the summer. This committee was headed up by FLDOE and was designed to examine the 5 CCC frameworks available under the new AS Business Administration degree. These CCCs are all either redesigned or new. At the time of the summer meetings, Edison State College was the only participating college with a plan to offer the ENT CCC. Since then, other colleges have reputedly expressed an interest and are potentially developing curriculum.

**DESCRIBE THE PROCESS BY WHICH THE NEED FOR THE NEW PROGRAM or certificate WAS IDENTIFIED:**

The process for defining the need for the certificate rests on four points:  
1. The previous 3 meetings with the Business Advisory groups provided clear input that additional education in the small business and entrepreneurship areas would be viewed positively by the business community.  
2. The two upper level entrepreneurship courses (ENT 3003 and ENT 4004) needed more foundational support to ensure understanding the fundamentals.  
3. Student feedback from graduating seniors in their post graduate feedback opportunities indicates a strong interest in starting their own business.  
4. The business demographics in our five county area of service show overwhelming numbers of small businesses indicating entrepreneurial ventures are important to our business community. In ESC’s five county service area, there were 29,609 businesses in the 2010 census file (.http://censtats.census.gov/cgi-bin/cbpnaic/cbpsect.pl). Of those, 18,498 (62%) had 1-4 employees and 4996 had 5-9 (17%) employees. Only 23 businesses had more than 500 employees.  
These four areas support the need and value in the new certificate.

**PROJECT AVERAGE ENROLLMENT FOR CORE COURSES:**

CORE COURSES EXCEPT FOR THE TWO NEW ENTREPRENEURSHIP COURSES AVERAGE 2-4 SECTIONS PER COURSE (CGS 1000- 6-8 SECTIONS; MAR 2011, 2 SECTIONS; ACG 2021 (based on previous enrollment in ACG 2011) AND MTB 1103,3 SECTIONS EACH; BUL 2241, 3SECTIONS; SBM 200, 1 SECTION.)Enrollment is forecast to improve in SBM 2000 as it became part of the core of AS BAMA last year; prior to that, it was an elective.  
  
THE TWO NEW ENTREPRENEURSHIP COURSES WILL PROBABLY START SLOWLY BASED ON OUR EXPERIENCE IN UPPER LEVEL ENTREPRENEURSHIP COURSES. FIRST SEMESTER FOR THE NEW COURSE, ENT 1000 IS PROJECTED AT 12-16; SECOND SEMESTER 15-20. First semester (potentially spring 2015) enrollment of 8-10 IN ENT 2012C.

**DESCRIBE HOW THIS PROJECTION WAS DETERMINED:**

This projection is based on previous and current enrollments in existing courses.

### SECTION II

**LIST PERSONNEL RESOURCES REQUIRED FOR IMPLEMENTATION IN ADDITION TO EXISTING RESOURCES:**

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| --- | --- | --- |
| FACULTY POSITION(S) (LIST DISCIPLINE) | FULL TIME OR ADJUNCT? | tOTAL ANNUAL EXPENSES |
| **Existing resources will be used.** |  |  |
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|  |  |  |
|  | | |
| **staff POSITION(S) (List title)** | **FULL TIME OR part time?** | **tOTAL ANNUAL EXPENSES** |
| **Existing resources will be used.** |  |  |
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**Describe library resources needed to support this program or certificate. Explain rationale for response, even if answer is none:**

No additional. All of the courses comprising the certificate are Business and entrepreneurship courses and the libray has adequate resources as we currently offer and provide library support for both lower and upper level courses in business and upper level courses in entrepreneurship.

**Describe technology, facility, laboratory, or other resources needed to support this program or certificate:**

Existing

**list estimated annual amount required for educational materials/supplies or other operating expenses for implementation:**

$500

**identify the funding source to be used for personnel and operating expenses:**

sobt BUDGET AND LAB FEES

### SECTION III

**PROVIDE JUSTIFICATION FOR CURRICULUM ACTION (OTHER EXPLANATORY INFORMATION):**

This Business Development and Entrepreneurship Certificate is specified by the Florida Department of Education to consist of 25 hours and is subsumed under the AS Business Administration degree program.  
  
The courses comprising this certificate meet the outcomes delineated in the framework and are as follows:  
  
ACG 2021, Financial Accounting - 3 credits  
BUL 2241, Business Law – 3 credits  
CGS 1000, Computer Literacy – 3 credits  
ENT 1000, Introduction to Entrepreneurship - 3 credits  
ENT 2012, Entrepreneurship Management – 4 credits  
MAR 2011, Marketing – 3 credits  
SBM 2000, Small Business Management – 3 credits  
SLS 1331, Personal Business Skills – 3 credits  
Business Development and Entrepreneurship Certificate (25 Credits)  
  
“Business development” requires the student to define entrepreneurship (16.01), describe the importance, analyze the advantages and disadvantages, explain the nature of and to recognize the management, financial, marketing and legal skills necessary to successfully grow an entrepreneurial venture (16.02-16.06). Development of these skills in ESC students has been frequently requested by the programmatic advisory committees.  
  
The designed course set integrates well with the new AS Business Administration degree and meets the requirements of the Florida Frameworks with the addition of the two new entrepreneurial courses, ENT 1000, Introduction to Entrepreneurship and ENT 2012, Entrepreneurship Management, both of which are new electives added to the AS Business Administration degree.   
  
This CCC has newly been made available by FLDOE with the recent changes to the AS Business Administration framework.

**nOTE:** Changes for the Fall 2014 Term must be submitted by the January 2014 deadline and approved no later than the February 2014 Curriculum Committee meeting prior to the start of the next academic year. Changes during mid-school year are NOT permitted. Extreme circumstances will require approval from the appropriate dean as well as the Vice President, Academic Affairs to begin in either the spring or summer term.

**TERM IN WHICH PROPOSED ACTION WILL TAKE PLACE:**

FALL 2014

n/a

**oRDER OF APPROVAL FOR EXCEPTIONS IS AS FOLLOWS:**

SIGNATURE #1 NEEDED FOR EFFECTIVE TERM EXCEPTION:



SIGNATURE #2 NEEDED FOR EFFECTIVE TERM EXCEPTION:



**FACULTY ENDORSEMENTS:**PLEASE SEPARATE FACULTY MEMBERS WITH A COMMA



**DEPARTMENT CHAIRs / PROGRAM COORDINATOR ENDORSEMENT:**

 1/3/2014

**DEAN ENDORSEMENT:**

 1/3/2014

**DEANS’ COUNCIL Review – verified by:**

 2/18/2014

**sacs liasion endorsement:**

 PLEASE SELECT TODAY’S DATE

*All new programs or certificates may require*

*pre-approval from SACS prior to implementation.*

**FOR CURRICULUM COMMITTEE MEETING DATE: February 28, 2014**

Completed curriculum proposals must be uploaded to the dropbox by the deadline. Please refer to the *Curriculum Committee Critical Dates for Submission for Proposals* document available in the document manager in the MyEdisonState Portal:

* Document Manager
* VP Academic Affairs
* Curriculum Process Documents