

**PROGRAM MODIFICATION PROPOSAL FORM**

Name of Institution: Johnson College of Business and Economics, University of South Carolina Upstate

Briefly state the nature of the proposed modification (e.g., adding a new concentration, extending the program to a new site, curriculum change, etc.): Adding a new concentration, in Entrepreneurship and Innovation (ENTR).

Current Name of Program (include degree designation and all concentrations, options, and tracks): Bachelors of Science in Business Administration, with concentrations in Accounting, Economics/Finance, Logistics and Supply Chain Management, Management, and Marketing.

Proposed Name of Program (include degree designation and all concentrations, options, and tracks): Bachelors of Science in Business Administration, with concentrations in Accounting, Economics/Finance, Entrepreneurship and Innovation, Logistics and Supply Chain Management, Management, and Marketing.

Program Designation:

- Associate's Degree
- Master's Degree
- Bachelor's Degree: 4 Year
- Specialist
- Bachelor's Degree: 5 Year
- Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
- Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program currently qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
- No

If No, should the program be considered for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
- No

Proposed Date of Implementation: Spring 2020

CIP Code: 52.0201

Current delivery site(s) and modes: USC Upstate Campus in the Business College Building. Traditional/Face-to-face.

Proposed delivery site(s) and modes: Same. USC Upstate Campus in the Business College Building. Traditional/Face-to-face.

Program Contact Information (name, title, telephone number, and email address):

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Institutional Approvals and Dates of Approval:

- Johnson College of Business and Economics Faculty – 02/22/2019
- University Academic Affairs – 03/01/2019
- University of South Carolina Upstate Faculty Senate – 03/29/2019
- Provost – 4/16/2019

**Background Information**

The primary purpose of the Entrepreneurship and Innovation (ENTR) concentration is to provide Johnson College of Business and Economics students graduating from the ENTR concentration with skills in three areas critical to the success of businesses, especially those in their initial stages: creating ideas for new products and for innovating existing practices and products, designing and implementing plans to successfully develop and realize those ideas, and having the financial management skills to guide and control the monetary health of the company. The courses in the program will also benefit other students who choose to take ENTR courses or earn the Minor in Business and Entrepreneurship.

There are broadly two categories of audience this program is intended to attract. The first is students who would otherwise enroll at USC Upstate who find Business, and the ENTR concentration, appealing for a career focus. The entrepreneurship and innovation topics supplement the strong core business curriculum. The second is students who would not otherwise enroll at Upstate by offering a new curriculum that will help them achieve their aspirations.

The new concentration is perfectly aligned with the college and university missions of providing rigorous, career relevant education, and producing career-ready graduates. It will provide skills foundational to business success such as starting new companies, managing small business ventures, and improving innovation within established organizations. Faculty in this program are knowledgeable of the current business environment, and will provide a hands-on, experiential education.

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**Assessment of Need**

In 2018, the US Small Business Administration stated that small businesses are 99.4% of businesses in South Carolina and make up 46.7% of the workforce, and the South Carolina Chamber of Commerce stated that small businesses represent 97% of all South Carolina employers. Ten at the Top, an Upstate South Carolina non-profit organization focused on economic vitality and quality of life in the Upstate, states that being an entrepreneur or small business owner is one of the greatest ways for someone to advance their economic status and in many cases emerge from the historic cycle of poverty. Additionally, these small firms contribute to economic dynamism by injecting competition into markets and spurring innovation.

The Kauffman Foundation has found that new and young companies are the primary source of job creation in the American economy. They state that to be successful with generating small companies, states should cultivate human capital, and that higher levels of education are associated with increased entrepreneurial activity. The Young Entrepreneur Council and Buzz Marketing Group conducted a survey of over 1,600 college students, and found that:

- 36% have started businesses in addition to getting their degrees
- 89% feel entrepreneurship education is important given the new economy and job market
- 73% were not offered classes in entrepreneurship

They concluded that the demand for entrepreneurship is high, and our education system is not adapting quickly enough.

The Johnson College of Business and Economics hosts forums of local businesses, and has found that some of the key skills Upstate employers seek relate to entrepreneurship such as problem solving, creativity and self-motivation.

**Transfer and Articulation**

None.

**Description of the Program**

Projected Enrollment						
Year	Fall Headcount		Spring Headcount		Summer Headcount	
	New	Total	New	Total	New	Total
2020-2021	20	20	5	25	0	0
2021-2022	20	45	5	50	0	0
2022-2023	25	50	5	55	0	0
2023-2024	25	55	5	60	0	0

Enrollment estimates are based on the enrollment in a new concentration introduced last year, and on enrollments in the existing concentrations. The table demonstrates 20 students entering the program for the fall of 2020-2021 and the fall of 2021-2022. We anticipate an additional five students for each of the spring semesters. The first group of 25 students will graduate in the spring of 2022. The fall total headcount reflects the spring total headcount less graduating students plus new fall students. In each of fall 2022-2023 and fall 2023-2024, we anticipate new student enrollment increasing to 25 students.

### Curriculum

See attached curriculum sheet identifying the courses required for the program.

#### Curriculum Changes

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
	ENTR U393: Innovation, Creativity, and Change	
	ENTR U455: Topics in Entrepreneurship and Innovation	
	ENTR U492: Business Plan Development	
	FINA U366: Analysis of Financial Statements and Information	

#### New Courses

ENTR U393. Innovation, Creativity, and Change - Exposure to the essential principles underlying creative and lateral thinking and problem-solving in the context of opportunity in the global knowledge economy. The focus is to improve and promote the students' abilities to develop ideas, manage innovation, and transform organizations. Analysis of current trends in local, national and global business and society are utilized as the platform to identify potential opportunities.

ENTR U455. Topics in Entrepreneurship and Innovation - Contemporary areas of entrepreneurship and innovation.

ENTR U492. Business Plan Development - The creation of a pragmatic, effective, and comprehensive business plan for a for-profit or nonprofit entity that is prepared to solve a problem in the market or for society. A laboratory style approach will be used as the student(s) compile and combine all necessary organization components to prepare the entity for market entry.

FINA U366. Analysis of Financial Statements and Information - Understanding the financial structure and performance of organizations. The goal is for students to acquire financial knowledge and analytical tools that result in improved risk assessment, valuation, forecasting, planning, and decision making abilities.

**Similar Programs in South Carolina offered by Public and Independent Institutions**

Identify the similar programs offered and describe the similarities and differences for each program.

<b>Program Name and Designation</b>	<b>Total Credit Hours</b>	<b>Institution</b>	<b>Similarities</b>	<b>Differences</b>
BS in Business Administration, Concentration in Entrepreneurship	21	College of Charleston	Same number of credit hours. Similar core business coursework. Both offer an entrepreneurship minor.	The JCBE concentration has more of a focus on financial management of new and small ventures. The College of Charleston concentration has more of a focus on specific types of entrepreneurship such as social and ecology.
BS in Management, Concentration in Entrepreneurship	12	University of South Carolina	Similar core business coursework. Both offer an entrepreneurship minor.	The USC concentration is integrated into their business management major. The JCBE program requires 21 credit hours.
BS in Management, Concentration in Entrepreneurship	12	Clemson University	Similar core business coursework. Both offer an entrepreneurship minor.	The Clemson concentration is integrated into their business management major. The JCBE program requires 21 credit hours.
BS in Business Administration, Concentration in Entrepreneurship	18	Winthrop University	Similar approach and coursework. Both offer an entrepreneurship minor.	The JCBE program requires 21 credit hours.
BS in Management, Concentration in Entrepreneurship	12	Coastal Carolina University	Similar core business and entrepreneurship coursework.	The Coastal Carolina concentration is integrated into their business management major. The JCBE concentration has more of a focus on financial management of new and small ventures. The Coastal Carolina concentration has more of a focus on entrepreneurship management processes. The JCBE program requires 21 credit hours.
BS in Entrepreneurship	24 Total / 12-18 Entrep.	Charleston Southern University	Similar core business and entrepreneurship coursework	Entrepreneurship major electives at Charleston Southern are required core courses in the JCBE BS in Business Administration program.

**Faculty**

No new faculty or staff are required for the new program. Much of the coursework is existing, and the classes can accommodate additional students. New courses will be taught by existing management and finance faculty.

**Resources**

No new library, instructional equipment or facilities are needed to support the modified program.

**Impact on Existing Programs**

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain

Yes

No

**Financial Support**

<b>Estimated Sources of Financing for the New Costs</b>						
<b>Category</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>Total</b>
Tuition Funding	\$124,200	\$262,200	\$289,800	\$318,400	\$345,000	\$1,338,600
Program-Specific Fees	\$0	\$0	\$0	\$0	\$0	\$0
Special State Appropriation	\$0	\$0	\$0	\$0	\$0	\$0
Reallocation of Existing Funds	\$0	\$0	\$0	\$0	\$0	\$0
Federal, Grant, or Other Funding	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	\$124,200	\$262,200	\$289,800	\$318,400	\$345,000	\$1,338,600
<b>Estimated New Costs by Year</b>						
<b>Category</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>Total</b>
Program Administration and Faculty and Staff Salaries	\$0	\$0	\$0	\$0	\$0	\$0
Facilities, Equipment, Supplies, and Materials	\$0	\$0	\$0	\$0	\$0	\$0
Library Resources	\$0	\$0	\$0	\$0	\$0	\$0
Other (specify)	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>Net Total (i.e., Sources of Financing Minus Estimated New Costs)</b>	\$124,200	\$262,200	\$289,800	\$318,400	\$345,000	\$1,338,600

**Budget Justification**

There are no additional costs for this new concentration because we will be utilizing existing resources.

**Evaluation and Assessment**

<b>Program Objectives</b>	<b>Student Learning Outcomes Aligned to Program Objectives</b>	<b>Methods of Assessment</b>
Students will demonstrate understanding and competence in essential business disciplines and concepts.	Demonstrate knowledge in accounting, economics, finance, law, management, marketing, information systems, quantitative analysis and international business.	Performance on the national Major Field Test in Business (MFTB).
Students will demonstrate a competency in writing to effectively communicate in a professional business environment.	Students will prepare professional business documents.	Each student is asked to write a 3-4 page essay
Students will demonstrate the ability to use information systems and analytical tools to solve business problems and make business decisions.	Demonstrate the ability to assess, model, analyze and determine an optimal business decision.	Students are given decision-making problems on an exam.
Students will have a global perspective, demonstrating a knowledge and understanding of successful business operations in a global marketplace.	Demonstrate an understanding of the differences in global business environments (e.g.: economic, socio-cultural, political/legal, ethical, business practices). Explain the implications of issues and differences in global business environments to specific business scenarios. Develop appropriate responses to differences in the global business environment.	Students are given assignments and exam problems.

Will any the proposed modification impact the way the program is evaluated and assessed? If yes, explain.

Yes

No

The Business program conducts an assessment of learning program aligned with university, SACS and AACSB requirements. Program objectives, SLOs and assessments are conducted in core business classes that all business administration students take, not concentration classes. Assessments in the core business classes that will assist in assessing this program are listed above.



Will the proposed modification affect or result in program-specific accreditation? If yes, explain; and, if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline.

Yes

No

Will the proposed modification affect or lead to licensure or certification? If yes, identify the licensure or certification.

Yes

No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

Yes

No

### Curriculum Sheet

The ENTR concentration will require seven courses (21 credit hours), the same as the Management concentration. The ENTR courses are new, as is the FINA U366 course.

The required courses are:

- ACCT U333: Accounting for Decision-making and Control
- FINA U366: Analysis of Financial Statements and Information
- ENTR U393: Innovation, Creativity, and Change
- MGMT U471: New Business Enterprise

Choose three of the following courses:

- ACCT U335: Individual Tax Planning
- ENTR U455: Topics in Entrepreneurship and Innovation
- ENTR U492: Business Plan Development
- BADM U499: Business Internship
- MGMT U475: Advanced Operations Management
- MKTG U351: Consumer Behavior
- MKTG U457: Marketing Research
- MKTG U459: Personal Selling and Sales Management
- INFO U347: Web Page Construction or INFO U415: E-Commerce and the Internet

International Requirement: One of the following:

- ECON U303: International Economics
- FINA U461: International Business Finance
- MGMT U378: International Business Enterprise
- MKTG U452: International Marketing