



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:
12/14/2021

Institution
Missouri Southern State University

Site Information

Implementation Date:
8/1/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Missouri Southern State University, 3950 E. Newman Road, Joplin, MO, 64801-1595

CIP Information

CIP Code:
520701

CIP Description:
A program that generally prepares individuals to perform development, marketing and management functions associated with owning and operating a business.

CIP Program Title:
Entrepreneurship/Entrepreneurial Studies

Institution Program Title:
Entrepreneurship

Degree Level/Type

Degree Level:
Bachelor's Degree

Degree Type:
Bachelor of Science

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Student Preparation

Special Admissions Procedure or Student Qualifications required:
No special student preparation is required

Specific Population Characteristics to be served:
n/a



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

A minimum of a masters degree w/area of emphasis, certification, or experience in entrepreneurship;
all FT and PT faculty will meet or exceed HLC faculty qualification guidelines

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

Full-time faculty will teach at least 67% on content-specific credit hours

Expectations for professional activities, special student contact, teaching/learning innovation:

Faculty are expected to meet standard university requirements in the areas of teaching, service, and scholarship.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 10	Part Time: 3	
Year 2	Full Time: 30	Part Time: 8	
Year 3	Full Time: 55	Part Time: 14	Number of Graduates: 10
Year 4	Full Time: 75	Part Time: 18	
Year 5	Full Time: 95	Part Time: 24	Number of Graduates: 25

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

Program will be accredited by Accreditation Council for Business Schools and Programs (ACBSP)
following 1st cohort of graduates

Program Structure

Total Credits:

120

Residency Requirements:

Residence: The following minimum requirements must be met in residence at Missouri Southern: (1) 30 hours completed with MSSU; (2) one-half of the credit both required for the major and in the major department. Courses required for the major but not offered in the major department are not included; (3) one-half of the upper division credit both required for the major and in the major department.

General Education Total Credits:

42

Major Requirements Total Credits:

54

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
GB 321	3	Business Statistics I
ENT 350	3	Small Business Management
GB 320	3	Business Communication



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

ENT 430	3	New Venture Planning
ENT 320	3	Legal Aspects for New Ventures
ENT 310	3	Entrepreneurial Marketing
ENT 450	3	New Venture Formation
ENT 440	3	Entrepreneurship Analysis
ENT 200	3	Entrepreneurship and Opportunities
ENT 410	3	Ideation and Innovation
ENT 360	3	Financial Management for New Ventures
ENT 340	3	Managerial Accounting for New Ventures
MGMT 237	3	Using Information Systems

Free Elective Credits:

24

Internship or other Capstone Experience:

ENT 450 New Venture Formation serves as the capstone course for this degree. The course syllabus is attached.

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri Institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: WENDY
MCGRANE

Email: mcgrane-w@mssu.edu

Phone: 417-625-9801

MISSOURI SOUTHERN STATE UNIVERSITY

PLASTER COLLEGE OF BUSINESS

MEMORANDUM

TO: Academic Policies Committee

THROUGH: Dr. Jeff Zimmerman, Dean of the Plaster College of Business
Dr. Tom Schmidt, Associate Dean Plaster College of Business
PCB College Curriculum Oversight Committee

FROM: Dr. Dominic Buccieri, Assistant Professor
Kenneth Surbrugg, Director, Center for Entrepreneurship

DATE: August 27, 2021

SUBJECT: New Entrepreneurship Major

The enclosed documents detail a proposal for a New Major in Entrepreneurship.

The Plaster College of Business plans to expand the existing academic entrepreneurship course offerings into a Bachelor of Science (BS) in Entrepreneurship. The purpose of the BS in Entrepreneurship is to help students explore their entrepreneurial passion. This program will help students develop the skills and perspectives necessary to successfully launch and grow a new venture or lead change in an existing venture. Through coursework and activities, students will learn how to identify business opportunities across various professional contexts, creatively develop innovative solutions, and conduct market viability and risk assessment associated with their business ideas.

The following New Major and New Course documents attached to this proposal detail the program description, curriculum, and necessary resources to expend the entrepreneurship courses into a bachelor's degree in entrepreneurship.

MISSOURI SOUTHERN STATE UNIVERSITY
School Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW MAJOR or CERTIFICATE

1. School: Plaster College of Business Department: Business Administration Date: 08/23/2021

2. Title: Bachelor of Science in Entrepreneurship Course #: _____ CIP Code: 52.0701

3. New Major or Certificate: Major or New Option: _____ in _____

4. Date first offered: Fall 2022

Attach information for items 5-12 as needed.

5. Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.

See page 1 of New Major Form Addendum below.

6. Is the major interdisciplinary? Yes __, No x. If so, has it been approved by all departments concerned? Yes __, No __. If interdisciplinary, how will coordination between the departments be accomplished?

7. Are there similar programs offered at other Missouri institutions? Yes x, No _____. If so, how is this program unique or different from existing programs?

There are only a few institutions in Missouri that offer an Entrepreneurship Major. The breadth of entrepreneurship-specific courses will differentiate this proposed program as compared to most Missouri institutions that offer entrepreneurship.

8. Describe the curriculum requirements for the major.

See page 2 of New Major Addendum below.

9. What are the student learning objectives for the program?

1. Identify and explain various concepts of entrepreneurship including opportunity assessment, marketing and management techniques for entrepreneurs, business planning, and lean innovation.
2. Identify entrepreneurial opportunities and propose innovative solutions.
3. Analyze new venture market viability.
4. Conduct a new venture risk assessment.
5. Demonstrate effective oral and written communication skills by presenting new venture ideas.

New Entrepreneurship Major Form Addendum

Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.

Below we provide data to highlight the growth in entrepreneurship, both in academia and practice.

Ewing Marion Kauffman Foundation.

University programs in higher education more than quadrupled between 1975 and 2006, reaching 500 programs. U.S. college campuses offered 250 entrepreneurship courses in 1985. By 2008, more than 5,000 courses were offered. As of 2013, more than 400,000 students study entrepreneurship and approximately one-third of business incubators are located on university campuses.

Torrance, Wendy E. F. and Rauch, Jonathan and Aulet, William and Blum, Lenore and Burke, Brad and D'Ambrosio, Troy and de los Santos, Kimberly and Eesley, Charles E. and Green, William Scott and Harrington, Kenneth A. and Jacquette, John and Kingma, Bruce and Magelli, Paul J. and McConnell, Gordon and Moore, Duncan and Neeley, Lawrence and Song, Michael and Tan, Teng-Kee and Zoller, Ted and Zurbuchen, Thomas, *Entrepreneurship Education Comes of Age on Campus: The Challenges and Rewards of Bringing Entrepreneurship to Higher Education* (August 2013). Ewing Marion Kauffman Research Paper, Available at SSRN: <https://ssrn.com/abstract=2307987> or <http://dx.doi.org/10.2139/ssrn.2307987>

Association to Advance Collegiate Schools of Business (AACSB)

The number of undergraduate entrepreneurship programs increased by 24% from 2017 to 2020. In addition, student interest in entrepreneurship has further increased during the pandemic.

Mescon, T. & van Rest, E. (March 2021). Entrepreneurship is an opportunity for education. *AACSB Insights*. Available at: <https://www.aacsb.edu/insights/2021/march/entrepreneurship-is-an-opportunity-for-education>

Global Entrepreneurship Monitor, Babson College

15% of Americans between ages 18-24 started new businesses in 2018 (GEM 2018-2019 US Report).

16% of Americans between ages 18-24 started new businesses in 2019 (GEM 2019-2020 US Report).

Global Entrepreneurship Monitor reports are available at <https://www.babson.edu/academics/centers-and-institutes/the-arthur-m-blank-center-for-entrepreneurship/thought-leadership/global-entrepreneurship-monitor/reports/>

City of Joplin Finance Department

Between January 1, 2019 and August 10, 2021, there were 3,612 new business licenses or license renewals in the City of Joplin. Data provided by Joplin Finance Department via telephone call (417.624.0820 x251), on August 10, 2021. Data is not available online.

Describe the curriculum requirements for the major.

General Education Core 42 Requirements: 42 Hours

Institutional Degree Requirement: 1 Hour

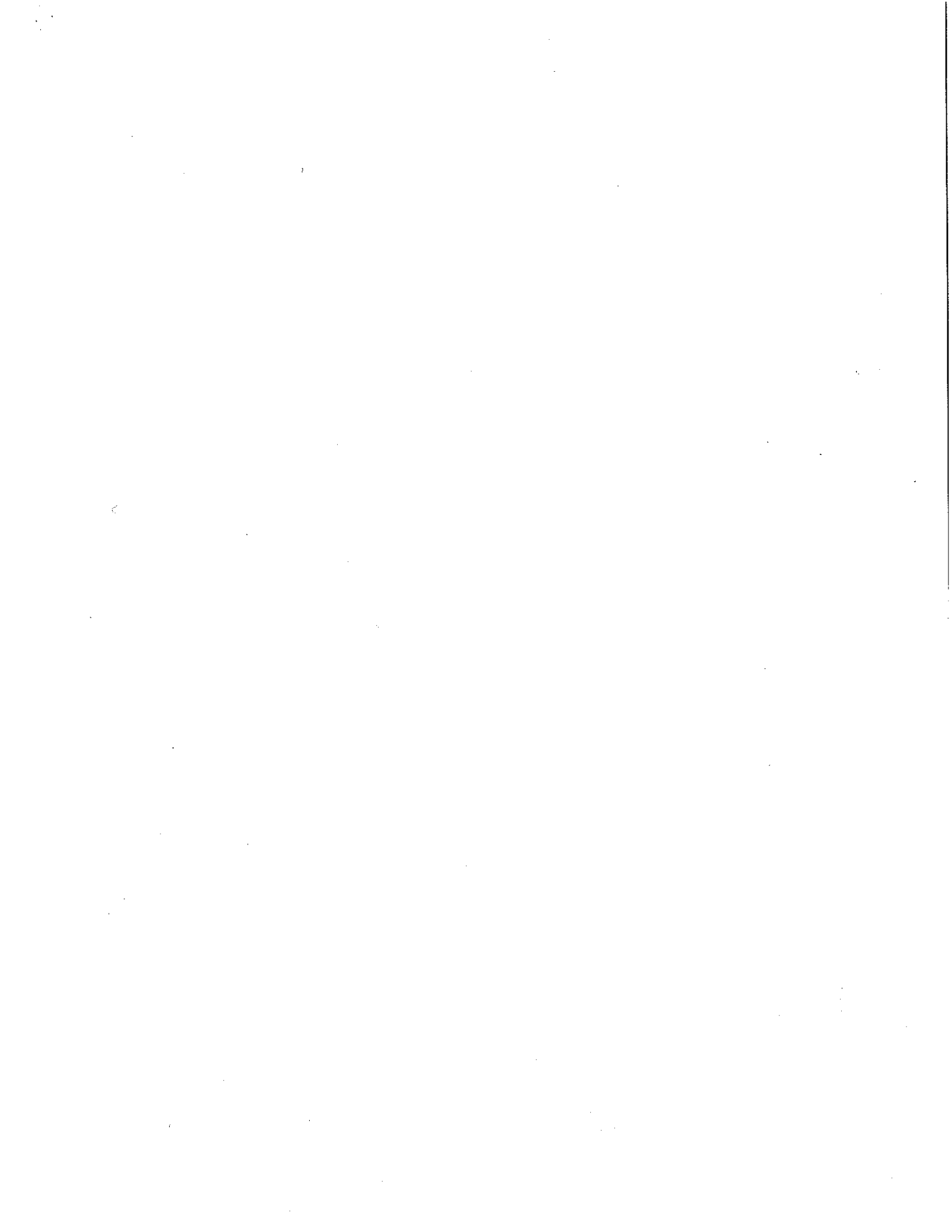
Required Courses: 39 Hours

<u>Course Number</u>	<u>Course Name</u>	<u>Credit Hours</u>
ENT 201	Entrepreneurship and Opportunities	3
ENT 310	Entrepreneurial Marketing	3
ENT 320	Legal Aspects for New Ventures	3
ENT 340	Managerial Accounting for New Ventures	3
ENT 350	Small Business Management	3
ENT 360	Financial Management for New Ventures	3
ENT 410	Ideation and Innovation	3
ENT 430	New Venture Planning	3
ENT 440	Entrepreneurship Analysis	3
ENT 450	New Venture Formation	3
GB 321	Business Statistics I	3
GB 320	Business Communication	3
MGMT 237	Using Information Systems	3

Elective Courses: Select 15 Hours

<u>Course Number</u>	<u>Course Name</u>	<u>Credit Hours</u>
COMM 215	Interpersonal Communication	3
COMM 305	Intercultural Communication	3
COMM 306	Persuasion	3
MRKT 321	Professional Sales and Sales Management	3
MRKT 401	Integrated Marketing Communications	3
MRKT 405	eMarketing	3
MRKT 432	Consumer Behavior	3
MGMT 431	Operations Management	3
IB 310	International Business	3
IET 380	Principles of Lean	3
ENT 370	Advancing Black Entrepreneurship	3
ENT 380	Social Entrepreneurship	3
ENT 491	Internship in Entrepreneurship	1-3
ENT 499	ENT Independent Study	3

Electives: 23 Hours



**PROPOSED BACHELOR OF SCIENCE IN ENTREPRENEURSHIP
AT MISSOURI SOUTHERN STATE UNIVERSITY**

The Center for Entrepreneurship ("Center") in the Plaster College of Business currently offers 21-credit hours in entrepreneurship, delivering 100% of these credit hours online.

The Plaster College of Business plans to expand the existing academic entrepreneurship program to include a Bachelor of Science in Entrepreneurship. This program is being developed in light of an increased, and sustainable, interest in entrepreneurship. The B.S. in Entrepreneurship will require students to complete a total of 54 Credit Hours in the discipline of entrepreneurship. In addition, students will be required to take other classes within the catalog of Missouri Southern State University. The courses were carefully selected to provide students with a well-rounded education that will prepare them for a business launch or a career in business.

The goals of the Center for Entrepreneurship are to first, attract and educate students in the field of entrepreneurship. Second, help students create and launch new businesses during their time on-campus, or shortly after graduation. Finally, through these efforts, the Center will develop an entrepreneurial spirit across campus.

Entrepreneurship is a self-directed pursuit of opportunities to create value for others. By creating value for others, entrepreneurs empower themselves. Encouraging students to explore their entrepreneurial ideas in order to discover new truths is an overarching goal of this program. Students will only be optimally engaged if they are interested, have the abilities, and consider the needs of others. This program will assist students in each of these engagement areas.

In this program, students will learn the importance of entrepreneurial ecosystems in promoting and supporting an entrepreneurial spirit. The concept of an entrepreneurial mindset will be explored as a way to assess problems and uncover innovative opportunities. Students will also learn to assess viability and risk when exploring product and market opportunities. Finally, students will be provided with venues to present their ideas (e.g., in-class assignments and pitch contests).

The program anticipates a total between 50 – 100 students in the program once classes are offered and marketing support from the University and the Plaster College of Business.

The following proposal details the program description, curriculum, student activities, and necessary resources for the expanding entrepreneurship program.

TABLE OF CONTENTS

PROGRAM DESCRIPTION.....	3
PROGRAM SUPPORT	5
PROGRAM ASSESSMENT	8
PROPOSED CURRICULUM.....	9
CATALOG.....	9
Bachelor of Science in Entrepreneurship	10
Minor in Entrepreneurship.....	12
PROPOSED PROGRAM OF STUDY	14
BACHELOR OF SCIENCE IN ENTREPRENEURSHIP	14
STUDENT ACTIVITIES	18
PROPOSED RESOURCES.....	20

PROGRAM DESCRIPTION

ABOUT THE DEGREE

The Bachelor of Science in Entrepreneurship program in the Plaster College of Business at Missouri Southern State University will educate students in various entrepreneurial concepts across different professional contexts. The purpose of this degree is to help students discover their inherent potential, while giving them resources and opportunities to explore their entrepreneurial passion. The Bachelor of Science (B.S.) in Entrepreneurship degree exposes students to the concepts, tools, and implementation skills needed to investigate ideas and opportunities. Through this process, students will investigate business ideas and opportunities to determine business viability. Through coursework and activities, students will learn how to recognize and explore various business opportunities, think creatively, understand entrepreneurial risks, pitch an original idea and create real entrepreneurial opportunities. These qualities can help a student launch a successful business or contribute to a traditional employer in a unique way.

The Center for Entrepreneurship will focus on educating students to help them develop an entrepreneurial mindset and provide them with the skill sets needed to launch a new venture. The entrepreneurial mindset coupled with skills learned in the program will also allow students to manage and grow a new venture and lead change in an existing venture.

This degree is great for you if:

- You want to start and run your own venture.
- You want to work as a sales manager.
- You want to work as a business consultant or management analyst.
- You want to work in research and development or product management.

CENTER FOR ENTREPRENEURSHIP MISSION

The Center for Entrepreneurship in the Plaster College of Business at Missouri Southern State University will help students identify their own entrepreneurial potential and recognize entrepreneurial opportunities in their environment. The courses in the entrepreneurship program will enable students to obtain knowledge useful in pursuing their own venture start-ups, expand their existing businesses, or contribute to a traditional employer in a unique way.

VISION

The Plaster College of Business and Missouri Southern State University will achieve regional distinction as being the innovative leader in entrepreneurship education.

CENTER FOR ENTREPRENEURSHIP GOALS

1. Attract and educate students in entrepreneurship
2. Connect students with the regional entrepreneurial community
3. Facilitate student creation of new businesses
4. Develop an entrepreneurial spirit at MSSU

STUDENT LEARNING OBJECTIVES

1. Identify and explain various concepts of entrepreneurship including opportunity assessment, marketing and management techniques for entrepreneurs, business planning, and lean innovation.
2. Identify entrepreneurial opportunities and propose innovative solutions.
3. Analyze new venture market viability.
4. Conduct a new venture risk assessment.
5. Demonstrate effective oral and written communication skills by presenting new venture ideas.

Student learning objectives will be measured by assessing student assignments and projects in the required entrepreneurship classes. Objectives will be met once a student completes the required assignment or project and passes the assignment or project. A passing grade will be determined by each individual instructor and the Director of Entrepreneurship and in accordance with university policies. Objectives will be measured each semester and tracked by each instructor and the Director of Entrepreneurship. Assessment outcomes will then be reported to the Assistant Dean of the College of Business.

CORE VALUES

The Center for Entrepreneurship teaching faculty will:

1. Maintain currency of the curriculum through ongoing research and consultation with industry representatives to bring innovative ideas and methodologies to the program.
2. Engage in professional development to remain current in the field and provide entrepreneurial leadership to the university and regional community.
3. Be committed to student success during and after college.
4. Continually assess and refine the entrepreneurship program offerings and activities to support the Plaster College of Business mission, vision and core values.

PROGRAM SUPPORT

Statista:

According to Statista (<https://www.statista.com/statistics/771407/quarterly-business-start-rate-us/>), the quarterly rate of business starts in the United States from Quarter 3 2010 to Quarter 4 2020 was up 3.4%.

CNN/USA Today/Gallup:

A CNN/USA Today/Gallup survey conducted March 18-20, 2005 (<https://news.gallup.com/poll/15832/majority-americans-want-start-own-business.aspx>) finds that if given a choice of starting their own business or working for someone else, 57% of Americans would opt for the former, while 40% would choose to work for someone else. Among people who are actually employed, the margin in favor of being their own boss is even greater -- 61% to 38%. This preference is especially characteristic of young people. By a margin of 72% to 27%, they would prefer start their own business rather than work for someone else.

U.S. Global Entrepreneurship Monitor Report (<https://www.gemconsortium.org/economy-profiles/united-states-2>):

According to the 2019/2020 United States Global Entrepreneurship Monitor Report, of the 202 million working-age adults in the United States, 27% are starting a business or running a business they own and manage.

Global Entrepreneurship Index:

The Global Entrepreneurship Index (GEI) (<https://thegei.org/global-entrepreneurship-and-development-index/>) is a numerical presentation of the climate a country creates for the development of small businesses. This index considers numerous factors to create one comprehensive overview of the situation. In 2018, with a Global Index of 83.6, the United States is the best country for entrepreneurs.

Business Facilities:

In the *Business Facilities* April 9, 2021 article "Making It Happen in Joplin, Missouri" (<https://businessfacilities.com/2021/04/making-it-happen-in-joplin-missouri/>)

"Joplin is where entrepreneurs build thriving businesses. Leveraging its low cost of living, transportation infrastructure and the moxy of a regional workforce, businesses large and small choose Joplin to base their regional, national and international operations. From national leaders in trucking, building products and food production to emerging biomedical, e-commerce and tech startups, Joplin offers a supportive business community and a culture of innovation".

City of Joplin Finance Department:

Between January 1, 2019 and August 10, 2021, there were 3,612 new business licenses or license renewals in the City of Joplin. Data provided by Joplin Finance Department via telephone call (417.624.0820 x251), on August 10, 2021. Data is not available online.

City of Joplin Economic Review from Joplin Area Chamber of Commerce:

According to the Joplin Metro Q2 Economic Overview Report, 36.5% of businesses have between 1 to 4 employees, and 28.3% of businesses have between 5 to 9 employees.

https://joplinbusinessoutlook.com/wp-content/uploads/2021/07/Economy_Overview_Joplin_MO_9471.pdf

Ewing Marion Kauffman Foundation:

University programs in higher education more than quadrupled between 1975 and 2006, reaching 500 programs. U.S. college campuses offered 250 entrepreneurship courses in 1985. By 2008, more than 5,000 courses were offered. As of 2013, more than 400,000 students study entrepreneurship and approximately one-third of business incubators are located on university campuses.

Torrance, Wendy E. F. and Rauch, Jonathan and Aulet, William and Blum, Lenore and Burke, Brad and D'Ambrosio, Troy and de los Santos, Kimberly and Eesley, Charles E. and Green, William Scott and Harrington, Kenneth A. and Jacquette, John and Kingma, Bruce and Magelli, Paul J. and McConnell, Gordon and Moore, Duncan and Neeley, Lawrence and Song, Michael and Tan, Teng-Kee and Zoller, Ted and Zurbuchen, Thomas, Entrepreneurship Education Comes of Age on Campus: The Challenges and Rewards of Bringing Entrepreneurship to Higher Education (August 2013). Ewing Marion Kauffman Research Paper, Available at SSRN: <https://ssrn.com/abstract=2307987> or <http://dx.doi.org/10.2139/ssrn.2307987>

Association to Advance Collegiate Schools of Business (AACSB):

The number of undergraduate entrepreneurship programs increased by 24% from 2017 to 2020. In addition, student interest in entrepreneurship has further increased during the pandemic.

Mescon, T. & van Rest, E. (March 2021). Entrepreneurship is an opportunity for education. AACSB Insights. Available at: <https://www.aacsb.edu/insights/2021/march/entrepreneurship-is-an-opportunity-for-education>

Missouri Department of Higher Education:

According to the Missouri Department of Higher Education (<https://web.dhewd.mo.gov/collegedegreesearch/collegesearch.faces>), there are 17 colleges or universities that offer educational opportunities in entrepreneurship. Seven institutions offer multiple opportunities in entrepreneurship education. Educational opportunities include the following:

- One institution offers an associate's degree in entrepreneurship,
- Three institutions offer a bachelor of arts in entrepreneurship,
- Seven institutions offer a bachelor of science in entrepreneurship,
- Ten institutions offer certificates in entrepreneurship (not including Missouri Southern), and
- Eight institutions offer graduate certificates in entrepreneurship.

Global Entrepreneurship Monitor, Babson College:

15% of Americans between ages 18-24 started new businesses in 2018 (GEM 2018-2019 US Report).

16% of Americans between ages 18-24 started new businesses in 2019 (GEM 2019-2020 US Report).

Global Entrepreneurship Monitor reports are available at <https://www.babson.edu/academics/centers-and-institutes/the-arthur-m-blank-center-for-entrepreneurship/thought-leadership/global-entrepreneurship-monitor/reports/>

What makes the program offered at Missouri Southern different is the flexibility of both online and on-ground classes with an emphasis on both the creative and operational components of entrepreneurship. The major and minor are applicable across campus educational disciplines and do not cater to one specific area of study, such as wine or technology. Students within the Missouri Southern Entrepreneurship program will have the opportunity to explore their ideas to determine viability and then learn how to operate and manage their business on any scale.

Based on the above information, it is expected that the program graduates between 16 – 24 students per calendar year once the program is established and marketed throughout the university and region.

The George A. Spiva Library supports entrepreneurship research by subscribing to several different journals and publications, such as the Journal of Entrepreneurship and Management, Frontiers of Entrepreneurship Research, Academy of Entrepreneurship Journal, International Journal of Entrepreneurship, and the Journal of Innovation and Entrepreneurship.

PROGRAM ASSESSMENT

The Bachelor of Science in Entrepreneurship has five learning objectives that will be mapped as follows:

1. Identify and explain various concepts of entrepreneurship including opportunity assessment, marketing and management techniques for entrepreneurs, business planning, and lean innovation.
2. Identify entrepreneurial opportunities and propose innovative solutions.
3. Analyze new venture market viability.
4. Conduct a new venture risk assessment.
5. Demonstrate effective oral and written communication skills by presenting new venture ideas.

<u>Learning Objective</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
<u>ENT 200 Entrepreneurship and Opportunities</u>	x	x			
<u>ENT 310 Entrepreneurial Marketing</u>	x		x		x
<u>ENT 320 Legal Aspects for New Ventures</u>					x
<u>ENT 340 Managerial Accounting for New Ventures</u>	x				
<u>ENT 350 Small Business Management</u>	x			x	
<u>ENT 360 Financial Management for New Ventures</u>			x		
<u>ENT 410 Ideation and Innovation</u>	x	x	x		x
<u>ENT 430 New Venture Planning</u>	x	x	x	x	x
<u>ENT 440 Entrepreneurship Analysis</u>	x	x		x	
<u>ENT 450 New Venture Formation</u>	x	x	x	x	x

Assessment measures will include assignments, tests, projects, case study analysis, project assignments, and final exams. Each instructor will develop assessment assignments that measure competency in the above program learning objectives.

PROPOSED CURRICULUM

CATALOG

Bachelor of Science in Entrepreneurship

To graduate with a bachelor's degree from Missouri Southern State University, all students are required to complete 120 credit hours of course work. As part of the 120 hours, the university requires all students to complete a minimum of 39-hours of upper division (level 300 or higher) credit hours. Of the 120 total credit hours required for a bachelor's degree, the university requires students to complete 43-hours of general education classes, leaving the 77 credit hours available for students to take classes that focus on a major. After completing the general education hours and hours required of the major, students may use any excess hours to pursue minors, certifications, or course work related to other interests.

The Bachelor of Science in Entrepreneurship will require students to complete a total of 54 hours of major specific course work. These 54 credit hours (39 defined hours and 15 elective hours) are outlined within this proposal. The degree requirements will satisfy the university's 39 upper division credit hour requirement, providing students with the opportunity to utilize the remaining hours to earn a minor, certificate, or to take other classes to pursue their individual interests.

The Bachelor of Science in Entrepreneurship will provide students with the flexibility to take classes face-to-face or online.

Entrepreneurship Minor

The Plaster College of Business at Missouri Southern will continue to offer a Minor in Entrepreneurship. The 21-credit Minor will consist of 15 credit hours of defined courses, and allows the student to select six elective credit hours from a list.

Bachelor of Science in Entrepreneurship

REQUIRED CLASSES: All listed classes are 3-credit hour, full semester classes

CLASS	TITLE	SEMESTERS OFFERED	PREREQUISITES
ENT 200	Entrepreneurship and Opportunities	Fall and Spring	ENG 101 & ENG 102
ENT 310	Entrepreneurial Marketing	Spring	ENT 200
ENT 320	Legal Aspects for New Ventures	Spring	ENT 200
ENT 340	Managerial Accounting for New Ventures	Fall	ENT 200
ENT 350	Small Business Management	Fall	ENT 200
ENT 360	Financial Management for New Ventures	Spring	ENT 200
ENT 410	Ideation and Innovation	Spring	ENT 310 & ENT 350
ENT 430	New Venture Planning	Fall	ENT 310 & ENT 350
ENT 440	Entrepreneurship Analysis	Fall	ENT 310 & ENT 350
ENT 450	New Venture Formation	Spring	ENT 410 and ENT 430
GB 321	Business Statistics I	Fall, Spring, Summer	MATH 125 or higher, MGMT 237 or CIS 305
GB 320	Business Communication	Fall, Spring, Summer	ENG 101 and ENG 102
MGMT 237	Using Information Systems	Fall and Spring	None

13 TOTAL REQUIRED CLASSES, 39 REQUIRED HOURS IN B.S., ENTREPRENEURSHIP

Bachelor of Science in Entrepreneurship, (Continued)

ELECTIVE CLASSES: Choose 15 hours from the list below. All classes are 3-credit hour, full semester classes

CLASS	TITLE	SEMESTERS OFFERED	PREREQUISITES
COMM 215	Interpersonal Communication	Fall and Spring	COMM 100 or COMM 101
COMM 305	Intercultural Communication	Fall, Spring, Summer	COMM 100 or COMM 101
COMM 306	Persuasion	Spring	COMM 100 or COMM 101
MRKT 321	Professional Sales and Sales Management	Fall and Spring	MRKT 300
MRKT 401	Integrated Marketing Communications	Spring and Summer	MRKT 300
MRKT 405	eMarketing	Fall, Spring, Summer	MRKT 300 & MGMT 237
MRKT 432	Consumer Behavior	Fall, Spring, Summer	MRKT 300
MGMT 431	Operations Management	Fall, Spring, Summer	GB 321
IB 310	International Business	Fall, Spring, Summer	ENG 101 & ENG 102
IET 380	Principles of Lean	Fall	JUNIOR STANDING
ENT 370	Advancing Black Entrepreneurship	Spring	ENG 101 & ENG 102
ENT 380	Social Entrepreneurship	Fall	ENG 101 & ENG 102
ENT 491	Internship in Entrepreneurship	Demand	65 hours; 3.0 GPA and Department approval
ENT 499	ENT Independent Study	Demand	Instructor's permission

5 TOTAL ELECTIVE CLASSES, 15 ELECTIVE HOURS IN B.S., ENTREPRENEURSHIP

Minor in Entrepreneurship

The Entrepreneurship minor is offered to all degree candidates at MSSU, regardless of their major. The courses will help students identify their own entrepreneurial potential and recognize entrepreneurial opportunities in their environment. The minor will enable students to obtain knowledge useful in pursuing their own new venture start-ups or expanding existing businesses.

The Minor in Entrepreneurship has four learning objectives that will be mapped as follows:

1. Describe skills that are fundamental to the success of new ventures, such as opportunity recognition, marketing and management under resource constraints, lean innovation, and business planning.
2. Identify and assess market opportunities
3. Analyze how new ventures create innovative value propositions
4. Explain how to plan and organize a new venture.

<u>Learning Objectives</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<u>ENT 200 Entrepreneurship and Opportunities</u>	x		x	
<u>ENT 310 Entrepreneurial Marketing</u>	x			
<u>ENT 350 Small Business Management</u>	x			x
<u>ENT 410 Ideation and Innovation</u>	x	x	x	
<u>ENT 430 New Venture Planning</u>	x	x	x	x

REQUIRED CLASSES: All listed classes are 3-credit hour, full semester classes

<u>CLASS</u>	<u>TITLE</u>	<u>SEMESTERS OFFERED</u>	<u>PREREQUISITES</u>
ENT 200	Entrepreneurship and Opportunities	Fall and Spring	ENG 101 & ENG 102
ENT 310	Entrepreneurial Marketing	Spring	ENT 200
ENT 350	Small Business Management	Fall	ENT 200
ENT 410	Ideation and Innovation	Spring	ENT 310 & ENT 350
ENT 430	New Venture Planning	Fall	ENT 310 & ENT 350

5 TOTAL REQUIRED CLASSES, 15 REQUIRED HOURS IN MINOR IN ENTREPRENEURSHIP

ELECTIVE CLASSES: Choose 6 hours from the list below. All classes are 3-credit hours, full semester classes

CLASS	TITLE	SEMESTERS OFFERED	PREREQUISITES
ENT 320	Legal Aspects for New Ventures	Spring	ENT 200
ENT 340	Managerial Accounting for New Ventures	Fall	ENT 200
ENT 360	Financial Management for New Ventures	Spring	ENT 200
ENT 370	Advancing Black Entrepreneurship	Spring	NONE
ENT 380	Social Entrepreneurship	Fall	NONE
ENT 440	Entrepreneurship Analysis	Fall	ENT 310 & ENT 350
ENT 450	New Venture Formation	Spring	ENT 410 & ENT 430
MRKT 321	Professional Sales and Sales Management	Fall and Spring	MRKT 300
MRKT 401	Integrated Marketing Communications	Spring and Summer	MRKT 300
MRKT 405	eMarketing	Fall, Spring, Summer	MRKT 300 & MGMT 237
MRKT 432	Consumer Behavior	Fall, Spring, Summer	MRKT 300

2 TOTAL REQUIRED CLASSES, 6 REQUIRED HOURS IN MINOR IN ENTREPRENEURSHIP

PROPOSED PROGRAM OF STUDY

BACHELOR OF SCIENCE IN ENTREPRENEURSHIP

FIRST YEAR

Fall Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
MSSU CORE 42 COURSE – 1A:	Social and Behavioral Science	3
MSSU CORE 42 COURSE - 2A:	Communications	3
MSSU CORE 42 COURSE – 3 (non-lab):	Natural Sciences	3
MSSU CORE 42 COURSE - 4:	Mathematical Sciences	3
MSSU CORE 42 COURSE - 5D:	Wellness	2
<u>MSSU CORE 42 COURSE - Institutional Degree Requirement</u>		<u>1</u>
TOTAL		15

Spring Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
MSSU CORE 42 COURSE – 1A:	Social and Behavioral Science	3
MSSU CORE 42 COURSE -- 2A:	Communications	3
MSSU CORE 42 COURSE – 2B:	Communications	3
MSSU CORE 42 COURSE – 3 (lab):	Natural Sciences	4
<u>ENT 200</u>	<u>Entrepreneurship and Opportunities</u>	<u>3</u>
TOTAL		16

Bachelor of Science in Entrepreneurship Proposed Program of Study (Continued)

SECOND YEAR

Fall Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
MSSU CORE 42 COURSE – 1B: Social and Behavioral Science		3
MSSU CORE 42 COURSE – 5A: Humanities		3
MSSU CORE 42 COURSE – 5C: Global Competencies		3
MSSU CORE 42 COURSE – 5B: Fine Arts		3
<u>MGMT 237</u>	<u>Using Information Systems</u>	<u>3</u>
TOTAL		15

Spring Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
MSSU CORE 42 COURSE – 5A: Humanities		3
ENT 310	Entrepreneurial Marketing	3
ENT 320	Legal Aspects for New Ventures	3
GB 320	Business Communications	3
?????	Elective	3
TOTAL		15

Bachelor of Science in Entrepreneurship Proposed Program of Study (Continued)

THIRD YEAR

Fall Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
ENT 340	Managerial Accounting for New Ventures	3
ENT 350	Small Business Management	3
ENT	ENT BACHELOR of SCIENCE ELECTIVE COURSE (1)	3
????	Elective	3
?????	Elective	3
TOTAL		15

Spring Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
GB 321	Business Statistics I	3
ENT 360	Financial Management for New Ventures	3
ENT 410	Ideation and Innovation	3
ENT	ENT BACHELOR of SCIENCE ELECTIVE COURSE (2)	3
ENT	ENT BACHELOR of SCIENCE ELECTIVE COURSE (3)	3
TOTAL		15

Bachelor of Science in Entrepreneurship Proposed Program of Study (Continued)

FOURTH YEAR

Fall Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
ENT 430	New Venture Planning	3
ENT 440	Entrepreneurship Analysis	3
ENT	ENT BACHELOR of SCIENCE ELECTIVE COURSE (4)	3
ENT	ENT BACHELOR of SCIENCE ELECTIVE COURSE (5)	3
?????	Elective	3
TOTAL		15

Spring Semester

<u>CLASS</u>	<u>TITLE</u>	<u>CREDIT HOURS</u>
ENT 450	New Venture Formation	3
?????	Elective	3
?????	Elective	3
?????	Elective	3
?????	Elective	3
TOTAL		15

STUDENT ACTIVITIES

STUDENT ORGANIZATION

The Center for Entrepreneurship will serve as faculty and staff advisors for the Entrepreneurship Club and any other potential entrepreneurial club that fits within the approved student organizations of the university. The Center will also educate and assist these clubs to join regional and/or national affiliations and will actively engage students to join these clubs and participate in Center activities, as well as regional or national college entrepreneurship events. Funding requirements on an annual basis for meetings would be \$300 for food and drink. Funding for conferences within driving distance of MSSU would be \$450 per individual (student or faculty/staff advisor) and \$1,000 per individual to attend conferences when permitted to use air transportation.

STUDENT PITCH COMPETITION

The Center for Entrepreneurship will host campus-wide pitch competitions that will be open to all MSSU students in good academic standing. Students will pitch their product or business ideas to panel of judges comprised of members of the local entrepreneurial ecosystem. The goal is to have two competitions per academic year – one in the fall and one in the spring. The fall competition would have a budget of \$500 and the spring competition would have a budget of \$1,000. Total annual budget is \$1,500 per academic year.

FOUNDERS SERIES

The Center for Entrepreneurship will invite local founders, co-founders, and entrepreneurs to campus to share their start-up experiences with students through informal presentations. This series will provide students with the opportunity to meet and network with members of the local entrepreneurial ecosystem. The Center anticipates utilizing Zoom for those founders outside of the immediate area and to utilize Missouri Southern facilities for presentations on campus. The Center anticipates a budget of \$500 per academic year.

GLOBAL ENTREPRENEURSHIP WEEK & WOMEN'S ENTREPRENEURSHIP DAY

In conjunction with these globally recognized events, the Center for Entrepreneurship will create programs to promote and celebrate entrepreneurship on campus and in the community. The Center anticipates utilizing campus announcements and social media (Facebook and Instagram) to promote these activities. However, the Center also recognizes that guest speakers or other prizes for participation might be needed, so an annual budget of \$500 is requested.

1MC (1 Million Cups)

Students will have the opportunity to attend the Joplin chapter of One Million Cups (1MC). Attending these meetings will allow students to network with local businesses, entrepreneurial thought leaders, and other business professionals in the area. Travel to and from this event will be the responsibility of each individual and there is not a proposed budget amount for this activity.

CENTER FOR ENTREPRENEURSHIP NEWSLETTER

Students will have the opportunity to collaborate and write short articles for a newsletter that will highlight the program, student activities, student entrepreneurs, and more. There is an opportunity, in the future, to have a student employee work under the direction of the Director of the Center for Entrepreneurship to assist in creating this newsletter and other entrepreneurial support activities as needed. A student employee that works at the current rate of \$10 per hour and works a maximum of 15 hours per week (15 weeks) would require a budget of \$3,000 (with proper payroll taxes paid) per semester, or \$6,000 per academic year (fall and spring).

PROPOSED RESOURCES

The Center for Entrepreneurship requests a number of resources to support the development of this new academic program.

The Center requests use of several spaces in Plaster Hall in order to deliver the proposed academic and student programs:

The Center for Entrepreneurship requests the use of Plaster Hall room 107, 107A, 107B, 107C, 107D, and 107E as dedicated space. This location will allow for a dedicated office, work space for entrepreneurial activities, study space for students, a conference room for class projects, a workspace for student entrepreneurs, office equipment (including a 3D printer), as well as space for an administrative assistant and/or student employee.

The Center for Entrepreneurship currently utilizes the staff of the Missouri Small Business Development Center as instructors in the existing entrepreneurship program. The Center for Entrepreneurship intends to continue to use the Missouri Small Business Development Center staff to teach the following classes:

<u>CLASS (Credit Hour)</u>	<u>TITLE</u>	<u>SEMESTERS OFFERED</u>	<u>PREREQUISITES</u>
ENT 202* (1)	Business Opportunities and Innovation	Fall and spring	
ENT 203* (1)	Introduction to ENT Legal Issues	Fall	
ENT 321 (1)	Introduction to Business Planning	Fall and summer	
ENT 207* (1)	Entrepreneurial Accounting Found.	Fall	
ENT 208* (1)	Entrepreneurial Accounting Reports	Fall	
ENT 309 (1)	New Venture Taxation	Fall	
ENT 210* (1)	Management Process for ENT	Fall and spring	
ENT 212* (1)	HR Issues for ENT	Fall and spring	
ENT 311 (1)	Entrepreneurship Strategies	Fall and spring	
ENT 214* (1)	ENT Pricing Strategies	Spring	
ENT 215* (1)	ENT Retail Management	Spring	
ENT 313 (1)	ENT Marketing Strategies	Spring	
ENT 204* (1)	Initial Capitalization	Spring	
ENT 206* (1)	ENT Computerized Accounting	Spring	
ENT 305 (1)	ENT Financial Analysis	Spring	
ENT 440 (3)	Entrepreneurship Analysis	Fall	ENT 310 & ENT 350
ENT 450 (3)	New Venture Formation	Spring	ENT 410 & ENT 430

* Indicates 200-level courses that will be dropped and become 300-level courses.

Staff of the Missouri Small Business Development Center at Missouri Southern State University may also teach additional classes as required and as permitted by the Dean of the Plaster College of Business.

The Center for Entrepreneurship requests the following from the university:

- One full-time faculty member dedicated to teaching entrepreneurship courses and conducting academic advising. (Entrepreneurship faculty salary and associated benefits).
- One part-time administrative assistant to plan, coordinate and monitor Center activities and events, as well as assist those teaching within the Entrepreneurship department. This position will start at \$12 per hour for 20 hours per week and will be supervised by the Director of the Center for Entrepreneurship. (\$25,000 plus associated benefits)
- One part-time student employee budgeted at \$6,000 per year (fall and spring semesters). A student employee that works at the current rate of \$10 per hour and works a maximum of 15 hours per week (15 weeks) would require a budget of \$3,000 (with proper payroll taxes paid) per semester, or \$6,000 per academic year (fall and spring). The student employee will be responsible for all social media scheduling and posts, website updates, and other administrative duties as assigned by the Director of the Center for Entrepreneurship
- Dedicated website to promote entrepreneurship activities on campus as well as being a resource for regional entrepreneurship
- \$3,300 annually to support the Entrepreneurship Student Organization as it engages in regional or national college entrepreneurship events
- \$1,500 annually to support two student pitch competitions, fall and spring annually.
- \$500 annually to support the Founders Series bringing local entrepreneurs to campus.
- \$500 annually to support Global Entrepreneurship Week & Women's Entrepreneurship Day events.

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business
DEPARTMENT: Business Administration
COURSE TITLE: New Venture Formation
COURSE CIP NO: 52.0701
CREDIT: 3 cr. Hrs.
PREPARED BY: Kenneth Surbrugg
DATE APPROVED BY DEPARTMENT:
SIGNATURE:

Dr. Tom Schmidt, Associate Dean

COURSE DESCRIPTION FOR CATALOG

ENT 450 (Spring) 3 hrs. cr.
New Venture Formation

This course is designed to provide students with the opportunity to propose a new venture and complete the following tasks necessary to create and manage a small business: identify a viable product/service and target market; develop an organizational structure for the company; write a business plan; maintain internal cost and accounting procedures; develop advertising and marketing strategies; and harvest the business. Business Model Canvas and Value Proposition Canvas will be explored as they relate to the student's new venture. Prerequisites: ENT 410 and ENT 430 or consent of the instructor. This class should be taken in the last semester of senior year.

LEARNING OBJECTIVES

1. Explain the process of how entrepreneurs launch a new venture company.
2. Identify an opportunity and propose an innovative and viable solution.
3. Analyze the market viability of the solution that a proposed business will pursue.
4. Conduct a risk assessment for a proposed new venture.
5. Demonstrate effective written communication skills by writing a business plan for a new venture.

ASSURANCE OF LEARNING/TIME ON TASK

In 34 CFR 600.2 of the final regulations, we defined a credit hour for Federal programs, including the Federal student financial assistance programs, as—An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to-face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.