

APPENDIX H

Request for Authorization to Establish a Bachelor of Science in Entrepreneurship Degree at Western Carolina University

Introduction

Western Carolina University notified UNC-GA of its intent to plan a BS in Entrepreneurship degree in March 2007 and requests authorization to establish the degree effective August 2008.

Program Description

The proposed program is intended to replace the current BSBA concentration in Entrepreneurship with a stand-alone degree program. The program will prepare students to pursue new business opportunities either through the creation of new companies or new organizations within existing companies. It will provide students with the skills and knowledge to plan, create, and execute a new business venture ranging from family businesses to medium size enterprises. The program will differ from the standard BSBA curriculum by emphasizing how to develop and test new ideas; plan for a new enterprise; gather physical, human, and financial resources; and run a small enterprise once it is successfully created. The program will allow students to develop discipline-specific knowledge about the type of business they wish to run.

Program Need

The program will build on the very successful experience of the past five years with the BSBA course concentration in Entrepreneurship. The need for the new degree is based on feedback from students that they needed more intensive instruction in entrepreneurship than can be delivered in a traditional business administration program. Western Carolina University has established economic development through entrepreneurial activities as a major priority for its academic program development. Entrepreneurship is recognized as a good strategy for increasing economic competitiveness in a rural region where large-scale business recruitment is not feasible. Local established businesses are increasingly seeking graduates with these skills to improve the creativity and innovative capacity of their firms. It is estimated that 90% of jobs in the WCU region will come from new or existing small businesses in the future. It is anticipated that the program will grow to 140 majors in its first four years.

Resources

No additional faculty are required and Entrepreneurship courses are in place for the degree. Current library, information technology, and facilities resources are adequate.

Recommendation

It is recommended that the Board of Governors approve the Western Carolina University request to establish a Bachelor of Science in Entrepreneurship degree (CIP 52.0701) effective August 2008.