

454: BBA MAJOR IN INNOVATION AND ENTREPRENEURSHIP

In Workflow

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Approval Path

1. Thu, 17 Feb 2022 15:45:16 GMT
Mitch Powell (mpowell7): Approved for Registrar
2. Thu, 17 Feb 2022 18:53:52 GMT
Lorie Johnson (ljohnson15): Approved for SACS Liaison
3. Thu, 17 Feb 2022 19:45:45 GMT
Jeremy Stafford (jostafford): Approved for MGMK Chair
4. Fri, 18 Feb 2022 16:18:23 GMT
Jana Beaver (jbeaver): Approved for BN Executive Assistant
5. Fri, 18 Feb 2022 16:19:47 GMT
Jana Beaver (jbeaver): Approved for BN Curriculum Committee Chair
6. Fri, 18 Feb 2022 16:20:02 GMT
Jana Beaver (jbeaver): Approved for BN Dean
7. Mon, 21 Feb 2022 18:44:11 GMT
Renee Vandiver (rpvandiver): Approved for COAD
8. Wed, 16 Mar 2022 14:43:16 GMT
Sheryl McMillan (smcmillan): Approved for UCC Agenda

New Program Proposal

Date Submitted: Thu, 17 Feb 2022 14:43:00 GMT

Viewing: 454 : BBA Major in Innovation and Entrepreneurship

Last edit: Mon, 21 Feb 2022 18:44:01 GMT

Changes proposed by: jbeaver

Program Title

BBA Major in Innovation and Entrepreneurship

Department Name

Management and Marketing

College Name

College of Business and Technology

Academic Level

Undergraduate

Program Type

Major

Degree Type

BBA

CIP Code

520701 - Entrepreneurship/Entrepreneurial Studies.

The proposed change(s) will be effective for the following catalog edition:

2022-2023

Is this program only available online?

No

Is this program offered on campus and online?

No

Brief Description and Rationale for Proposal:

The College of Business and Technology has had a strong focus in innovation and entrepreneurship for the past several years by providing extracurricular opportunities for students and through the curriculum via a Concentration in the Professional Management major and also a Minor. We are moving The Generator student incubator to a larger location with outstanding features and equipment through the renovations at the College Street Bldg. and continue to increase experiential learning opportunities for students in this area. We feel that moving away from a concentration within a major and creating a new major, a BBA in Innovation and Entrepreneurship, will provide a much stronger learning experience for these students. Three new courses are being proposed at this same time to be required in the major. All other courses currently exist and are being taught each year.

Inactivation of the current Innovation and Entrepreneurship concentration in the Professional Management major is a separate proposal going forward at the same time. The Innovation and Entrepreneurship Minor needs no adjustments.

Include relevant information concerning UNA's mission and goals (strategic plan)

The proposal of this new degree in Innovation and Entrepreneurship supports UNA's Strategic Plan 2019-2022 for Theme One: Transformational Student Experiences, Goal - Increase experiential learning opportunities for students and Theme Two: Academic Excellence and Innovation, Goal - Promote and support an innovative, student-centered academic experiences.

Include relevant information concerning UNA's student learning opportunities

Students will take classes in the Innovation and Entrepreneurship Learning Lab, a classroom set up in a non-traditional style to encourage creativity and collaboration. They will also spend time in The Generator student incubator providing them access to various types of equipment and features to support their ideas. Students will participate in experiential learning activities provided by the College and its partners to build confidence in pitching business ideas to external stakeholders. Students will also have opportunities for going on Study Away trips with a heavy focus on innovation. Networking and lectures with serial entrepreneurs, lending experts and angel investors, marketing professionals, manufacturing specialists, etc. will provide real world experience and guidance for students.

Include relevant information concerning UNA's impact on existing programs

The current Professional Management major with a Concentration in Innovation and Entrepreneurship will be inactivated at the same time this new major starts. It will be an improved learning experience for those with interest in this area. The minor in Innovation and Entrepreneurship does not require any changes and should still garner interest from those both within and outside of the COBT.

Include relevant information concerning UNA's financial implications at the department and college level. Will this involve new equipment, facilities, new faculty, etc?

Most of these courses are already being taught by existing faculty. An adjunct with expertise in a specific area will need to be hired for one new course as part of this degree. The Generator student incubator is already in the process of being moved to the larger and improved space this Summer once the College Street Bldg. renovations are complete. This will include a workshop and maker space which will provide students with the facilities to bring more ideas to life.

List the departments or programs on campus consulted on the issues of duplication and overlap.

N/A

Degree Requirements**Requirements for the Bachelor of Business Administration Degree**

Additional Graduation Requirements (<https://catalog.una.edu/undergraduate/academic-procedures-requirements/graduation-requirements/>)

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/)		
Area I. Written Composition		6
EN 111	First-Year Composition I	
EN 112	First Year Composition II	
Area II. Humanities and Fine Arts		12

COM 201 or COM 211	Fundamentals of Speech Business and Professional Speaking
PHL 250	Business Ethics
Select three semester hours from the following:	
EN 211	Survey of British Literature
EN 212	Survey of British Literature
EN 221	American Literature through Whitman
EN 222	American Literature from Whitman to the Present
EN 231	Literature of the World I
EN 232	Literature of the World II
Select three semester hours from the following:	
AR 170	Art Appreciation
AR 281	Art History Survey I
AR 282	Art History Survey II
CAT 133	Cinema Appreciation
CAT 210	Theatre Appreciation
EN 255	Creative Writing Appreciation
MU 222	Music Appreciation
MU 244	Survey of Music Literature
Area III. Natural Sciences and Mathematics	
Select three semester hours from the following:	
MA 110	Finite Mathematics
MA 112	College Algebra
MA 113	College Trigonometry
MA 115	Pre-Calculus Algebra and Trigonometry
MA 125	Calculus I
MA 126	Calculus II
MA 227	Calculus III
MA 237	Linear Algebra
MA 238	Applied Differential Equations I
Select eight semester hours from the following:	
BI 101	Introductory Biology
BI 102	Introductory Biology
BI 111	Principles of Biology
BI 112	Principles of Biology
CH 101	Introductory Chemistry
CH 101L	Introductory Chemistry Laboratory
CH 102	Introduction to Organic and Biochemistry
CH 102L	Introduction to Organic and Biochemistry Laboratory
CH 111	General Chemistry
CH 111L	General Chemistry Laboratory
CH 112	General Chemistry
CH 112L	General Chemistry Laboratory
ES 131	Earth Science/Physical Geology
ES 132	Historical Geology
ES 133	Earth Science/Earth Systems
ES 146	Sustainable Earth
ES 251	Environmental Systems
GE 111	Physical Geography: Weather and Climate
GE 112	Physical Geography-Landforms
PH 101	Interactive Physics
PH 121	Introductory Physics
PH 125	Descriptive Astronomy
PH 241	General Physics I
PH 242	General Physics II
PH 251	Technical Physics I
PH 252	Technical Physics II

Area IV. History, Social and Behavioral Sciences		12
EC 251 & EC 252	Principles of Macroeconomics and Principles of Microeconomics	
Select one sequence from the following:		
HI 101 & HI 102	Survey of World Civilization to 1500 and Survey of World Civilization since 1500	
HI 201 & HI 202	United States History to 1877 and United States History since 1877	
Area V. Pre-BBA Foundation		
AC 291 & AC 292	Accounting Concepts I and Accounting Concepts II	
BL 240	The Legal Environment of Business	
CS 101	Introduction to Computer Programming	
CIS 236	Information Systems in Organizations	
DA 291 & DA 292	Statistical Process Control and Statistical Analysis for Business (Statistical Process Control)	
BBA Core		
MG 491	International Business	3
FI 393	Financial Management	3
MG 331	Leadership and Organizational Behavior	3
MG 382W	Managerial Communications	3
MG 395	Operations Management	3
MG 498	Strategic Management	3
MK 360	Principles of Marketing	3
Major in Innovation and Entrepreneurship		
MG 234 or MG 234H	Innovation Engineering I: Fundamentals Honors Innovation Engineering I - Fundamentals	3
MG 274 or MG 274H	Innovation Engineering II Innovation Eng II - Create	3
MG 334 or MG 334H	Innovation Engineering III- Communicate Honors Innovation Engineering and Communicate : Innovation Engineering II	3
MG 360 ENTREPRENEURIAL EXPERIENCES ENGAGEMENT	BUSINESS CO-OP/INTERNSHIP	1
MG 391	Entrepreneurship	3
MG 434	Innovation Engineering IV- Commercialize	3
MG 460 ENTREPRENEURIAL EXPERIENCES ENGAGEMENT	Course MG 460 ENTREPRENEURIAL EXPERIENCES ENGAGEMENT Not Found	1
MG 474	Innovation Engineering V- Experience	3
MG 484 ENTREPRENEURIAL VENTURE FINANCING AND LEGAL CONSIDERATIONS	Course MG 484 ENTREPRENEURIAL VENTURE FINANCING AND LEGAL CONSIDERATIONS Not Found	3
MK 487	Digital Marketing	3
Minor		
A minor is not required for any business major ¹		
General Electives		10
General Elective hours, if required, to bring total to 120		
Total Hours		120

¹ If a minor is declared, all requirements of the specific minor must be met.

Reviewer Comments

Lorie Johnson (ljohnson15) (Thu, 17 Feb 2022 18:53:36 GMT): Please schedule a meeting with the UNA SACSCOC Liaison to discuss this substantive change. This change will require ACHE and SACSCOC notification.

Renee Vandiver (rpvandiver) (Mon, 21 Feb 2022 18:44:01 GMT): Approved by COAD on 2-21-22. Please upload the ACHE forms, SACSCOC forms, and Board of Trustees Resolution to this proposal.