

DOCUMENTS OF THE GENERAL FACULTY

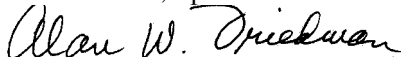
PROPOSAL TO CREATE AN ENTREPRENEURSHIP MINOR IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE *UNDERGRADUATE CATALOG, 2018-2020*

Dean Jay Hartzell in the McCombs School of Business has filed with the Secretary of the Faculty Council the following proposal to create an Entrepreneurship minor in the McCombs School of Business chapter in the *Undergraduate Catalog, 2018-2020*. On February 6, 2017, the Undergraduate Program Committee approved the proposal, and the faculty at McCombs School of Business approved it on April 26, 2017. On April 26, 2017, the Dean approved the proposal. The Secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the minor on September 26, 2017, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by October 19, 2017.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

**PROPOSAL TO CREATE AN ENTREPRENEURSHIP MINOR IN THE MCCOMBS SCHOOL OF
BUSINESS IN ENTREPRENEURSHIP MINOR SECTION CHAPTER IN THE UNDERGRADUATE
CATALOG, 2018-2020**

1. **TYPE OF PROPOSAL:** New Transcript-Recognized Minor
 Change an Existing Transcript-Recognized Minor
 Delete a Transcript-Recognized Minor

2. **OFFICIAL NAME:** Entrepreneurship Minor

3. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate): Field of study is MAN, CIP code is 52.0701 Entrepreneurship/Entrepreneurial Studies

4. **STATEMENT OF OBJECTIVE:** The Entrepreneurship Minor aims to equip students with the perspectives, knowledge, and skills necessarily to engage in entrepreneurship, broadly defined to include the launch and development of new businesses as well as the growth and renewal of existing enterprises. The wider objectives of the program include equipping students with talents that will propel their success in a knowledge-based, innovation-driven economy, stimulating entrepreneurship and innovation across a broad range of industries and settings, and transforming students' lives by developing in them a passion for entrepreneurship.

5. **ADMISSIONS REQUIREMENT (IF ANY):** Admission to the minor will be based on students' overall academic record, including but not limited to hours and rigor of courses taken in residence, demonstrated interest, and UT grade point average.

6. **NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER:** Fifty per semester

7. **ANTICIPATED ENROLLMENT CAPACITY?** One-hundred per year; seventy-five business students, fifteen Engineering & Natural Sciences students, ten students from other colleges

8. **NUMBER OF HOURS REQUIRED FOR COMPLETION:** Fifteen hours

9. **COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Luis Martins (chair)*	Business / Management	Department Chair, Professor	Ph.D., New York University
Doug Dierking	Business / Management	Assistant Department Chair, Senior Lecturer	Ph.D., University of Texas at Austin
Melissa Graebner*	Business / Management	Associate Professor	Ph.D., Stanford University
Douglas Hannah*	Business / Management	Assistant Professor	Ph.D., Stanford University
Robert Parrino*	Business / Finance	Department Chair, Professor	Ph.D., University of Rochester

10. Academic Course Requirements: Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
ECO 3xx or HDO 301 or SOC 302	Any three hours of Economics; <i>301 Introduction to Economics has no prerequisites, other prerequisites vary</i> or <i>Introduction to the Human Dimensions of Organizations</i> or <i>Introduction to the Study of Society</i>	3
#MAN 327 or #MAN 327H	<i>Innovation and Entrepreneurship</i> (#prerequisite: Twenty-four semester hours of college credit) or <i>Innovation and Entrepreneurship-Honors</i> (#prerequisite: Twenty-four semester hours of college credit, including Mathematics 408D, 408L, or 408S and credit or registration for Business Administration 324 or 324H; restricted to students admitted to the McCombs School of Business Honors Program.)	3
*#MAN 327E	<i>New Venture Mechanics</i> (#prerequisite: Twenty-four semester hours of college credit)	3
<i>Three hours upper division coursework selected from any of the following:</i>		3
#ADV 378.23	<i>Technology Marketing & Advertising</i> (#prerequisite: Upper-division standing, and a University grade point average of at least 2.25)	
#ADV 378(#?)	<i>Topic: New Media Entrepreneurialism</i> (#prerequisite: Upper-division standing, and a University grade point average of at least 2.25) [will be given a new course number, so can be used for the minor; number not determined at this point]	
#FIN 374S	<i>Entrepreneurial Finance</i> (#prerequisite: Finance 357 or 357H; restricted to students in a business major)	
#HIS 350R.12/ AFR 374D.2	<i>History of Black Entrepreneurship in the United States</i> (#prerequisite: Upper-division standing and six semester hours of coursework in history)	
#J 331F	<i>Entrepreneurial Journalism</i> (#prerequisite: Journalism 310F (or 320D) with a grade of at least B-)	
#I B 372.x	<i>Topic x: Exporting for Entrepreneurs</i> (#prerequisite: Upper-division standing; restricted to students in a business major) [will be given a number, so topics course can be used for the minor]	
#MAN 337.21	<i>The Art and Science of Negotiation</i> (#prerequisite: Management 336 or 336H with a grade of at least C-; restricted to students in a business major)	
#MAN 338	<i>Lean Startup Essentials</i> (#prerequisite: Thirty semester hours of coursework)	
#MKT 372.x	<i>Topic x: Design Thinking for Business Innovation</i> (#prerequisite: Marketing 337 or 337H; restricted to students in a business major)	

	[will be given a number, so topics course can be used for the minor]	
#MKT 372.x	<i>Topic x: Marketing for Entrepreneurs</i> (#prerequisite: Marketing 337 or 337H; restricted to students in a business major) [will be given a number, so topics course can be used for the minor]	
#RHE 328.x	<i>Topic x: Writing for Entrepreneurs</i> (#prerequisite: Upper-division standing, and one of the following: English 603A, Rhetoric and Writing 306, 306Q, or Tutorial Course 603A; restricted to liberal arts majors) [will be given a number, so topics course can be used for the minor]	
#RTF 365.9/ SOC 352E	<i>Media Industries and Entrepreneurship</i> (#prerequisite: For radio-television-film majors, upper-division standing and twelve semester hours of lower-division coursework in radio-television-film; for others, consent of instructor)	
<i>Three hours practicum/capstone selected from any of the following:</i>		3
#C S 374L or #E S 377E or #MAN 337.2	<i>Longhorn Startup</i> (#prerequisite: Computer Science 429 (or 310) or 429H (or 310H) with a grade of at least C- and consent of instructor) or <i>Interdisciplinary Entrepreneurship: Elective</i> (#prerequisite: Consent of instructor; restricted to Engineering students) or <i>Interdisciplinary Entrepreneurship</i> (#prerequisite: Consent of instructor; restricted to students in the McCombs School of Business) [will be given this number, so topics course can be used for the minor] [these 3 courses are all cross-listed together, CS is “home”]	
#E E 364E	<i>Interdisciplinary Entrepreneurship</i> (#prerequisite: Credit with a grade of at least C- in Aerospace Engineering 333T, Biomedical Engineering 333T, Chemical Engineering 333T, Civil Engineering 333T, Electrical Engineering 333T, Mechanical Engineering 333T, or Petroleum and Geosystems Engineering 333T; credit with a grade of at least C- or registration for Electrical Engineering 438, 440, 445L, 445S, 461L, or 462L; and consent of instructor)	
*#MAN 347P	<i>Entrepreneurship Practicum</i> (#prerequisite: Upper-division standing)	
#MAN 366P	<i>Management Practicum: Social Entrepreneurship I</i> (#prerequisite: Upper-division standing; and Management 320F, 336, or 336H)	
#MAN 367P	<i>Social Entrepreneurship II</i> (#prerequisite: Upper-division standing and Management 366P)	
#MAN 369P	<i>Social Innovation Practicum</i> (#prerequisite: Upper-division standing)	
<i>Entrepreneurship Minor Committee will consider other courses for possible substitution based on content, on a case-by-case basis.</i>		

Certificate participants will need to meet the course prerequisites in order to take a class; in addition to classes which students can already enroll themselves into, departments and colleges were asked for up to

five seats for Entrepreneurship Minor students in each restricted elective class, which would allow students some access to these courses provided they meet the prerequisites.

Reasoning for selection of ECO, HDO 301, or SOC 302: The fields of economics, human dimensions of organizations, and sociology are relevant to the topic of entrepreneurship as they represent core disciplinary understandings that can inform entrepreneurship. Taking any of these courses will help students have a foundation that helps them contribute to and understand entrepreneurship courses.

Approvals from other colleges:

November 4, 2016, Response from Assistant Dean Jeanette Herman in UGS about proposed minor name and content in relation to BDP certificate.

November 3, 2016, Associate Dean David Vandebout in CNS agreed that CS 378 Longhorn Startup would be a good class to include, and that they can give the course a number so it can be listed.

February 6, 2017, Assistant Dean Darrell Rocha in Communication approved these courses with notes: ADV 378.23 (traditionally restricted to ADV majors, however, Gary Wilcox would approve 5 seats for the section to be devoted to the Entrepreneurship Minor), J 331F (instructor seems very open to having bigger classes and is excited about this course. Pre-req of J 310F or some experience pitching ideas and writing stories), RTF 365.9 / SOC 352E (however the RTF department may be creating a similar minor in the future and this course would ultimately be used for that minor), and ADV 378 New Media Entrepreneurialism (traditionally restricted to ADV majors, however, Gary Wilcox would approve 5 seats for the section to be devoted to the Entrepreneurship Minor).

January 9, 2017, Jeffrey Walker, Chair of Rhetoric & Writing, approved use of RHE 372 Writing for Entrepreneurs, allowance for 5 seats for students participating in the minor (including non-liberal arts majors who would still need to meet course prerequisites), and creating the course as a numbered topics course for inclusion.

March 2, 2017, Senior Associate Dean Richard Flores in COLA recommended use of HDO 301 as one of the foundational courses, as a better alignment with entrepreneurship than an RHE course previous considered; supports this proposal.

11. OTHER MINOR REQUIREMENTS: Students must satisfy the courses used to fulfill minor requirements on the letter-grade basis, and earn a combined grade point average of at least 2.00 in these courses.

12. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: February 6, 2017 Approved by whom: Undergraduate Program Committee

College approval date: April 26, 2017 Approved by whom: McCombs Faculty

Dean approval date: April 26, 2017 Approved by whom: Dean Jay Hartzell

Entrepreneurship Minor

The Entrepreneurship Minor aims to equip students with the perspectives, knowledge, and skills necessarily to engage in entrepreneurship, broadly defined to include the launch and development of new businesses as well as the growth and renewal of existing enterprises. The broader objectives of the program include equipping students with talents that will propel their success in a knowledge-based, innovation-driven economy, stimulating entrepreneurship and innovation across a broad range of industries and settings, and transforming students' lives by developing in them a passion for entrepreneurship.

The Entrepreneurship Minor is designed for undergraduate students interested in starting their own business ventures, creating and managing new ventures or products within existing businesses, or generating and implementing new ideas in any role that they hold during their careers. This minor is also well suited for

undergraduate students interested in careers in consulting, new product development, technology commercialization, product management, event management, strategy, and business development.

Admission to the minor is based on students' overall academic record, including but not limited to hours and rigor of courses taken in residence, demonstrated interest, and UT grade point average.

To fulfill the Entrepreneurship Minor, students must complete fifteen semester hours of coursework as described below. At least half of the coursework must be completed in residence at The University. All coursework must be taken on the letter-grade basis, and completed in conjunction with the students' major requirements.

Registration for any of these courses will require that existing prerequisite course requirements are adequately met.

Requirements:

1. One of the following courses:
 1. Any three hours lower- or upper-division Economics (ECO)
 2. HDO 301 Introduction to the Human Dimensions of Organizations
 3. SOC 302 Introduction to the Study of Society
2. MAN 327 Innovation and Entrepreneurship; or MAN 327H Innovation and Entrepreneurship-Honors (for Business Honors Program students)
3. MAN 327E New Venture Mechanics
4. One of the following courses:
 1. ADV 378.23 Technology Marketing & Advertising
 2. ADV 378[?] (Topic x *New Media Entrepreneurialism*)
 3. FIN 374S Entrepreneurial Finance
 4. HIS 350R.12/AFR 374D.2 History of Black Entrepreneurship in the United States
 5. J 331F Entrepreneurial Journalism
 6. IB 372 (Topic x: *Exporting for Entrepreneurs*)
 7. MAN 337.21 The Art and Science of Negotiation
 8. MAN 338 Lean Startup Essentials
 9. MKT 372 (Topic x: *Design Thinking for Business Innovation*)
 10. MKT 372 (Topic x: *Marketing for Entrepreneurs*)
 11. RHE 328 (Topic x: *Writing for Entrepreneurs*)
 12. RTF 365.9/SOC 352E Media Industries and Entrepreneurship
5. One of the following courses:
 1. C S 374L Longhorn Startup, or E S 377E Interdisciplinary Entrepreneurship: Elective, or MAN 337.2 Interdisciplinary Entrepreneurship
 2. E E 364E Interdisciplinary Entrepreneurship
 3. MAN 347P Entrepreneurship Practicum
 4. MAN 366P Management Practicum: Social Entrepreneurship I
 5. MAN 367P Social Entrepreneurship II
 6. MAN 369P Social Innovation Practicum

Other courses may be considered for substitution, as approved by the Entrepreneurship Minor Committee.

All classes must be taken on the letter-grade basis. The student must earn a combined grade point average of at least 2.00 in these courses.