

Contact: Diana Gonzalez

**REQUEST FOR NEW PROGRAM AT IOWA STATE UNIVERSITY:
BACHELOR OF SCIENCE PROGRAM IN ENTREPRENEURSHIP**

Action Requested: Consider approval of the request by Iowa State University to establish a new Bachelor of Science Program in Entrepreneurship in the College of Business.

Executive Summary: The proposed program will transition from a track in the Management Program to a standalone program which will provide students an opportunity for study in this field. This proposal was reviewed by the Board Office and the Council of Provosts and is recommended for approval. No concerns were raised when it was presented to the Iowa Coordinating Council for Post-High School Education. The proposed program addresses the Board of Regents Strategic Plan priorities to “provide educational excellence and impact as well as economic development and vitality” and Goal #8 – “Iowa’s public universities and special schools shall be increasingly efficient and productive.”

Background:

- ◇ **Description of proposed program.** The field of entrepreneurship focuses on creating, recognizing, and exploiting opportunities by individuals, start-up organizations, or existing businesses. Managing innovation processes and expanding growth organizations are at the core of the discipline. Entrepreneurship is currently offered as a track in the Management major in the College of Business. Assessment of U.S. colleges with entrepreneurship programs revealed that they tend to offer both a major and minor in entrepreneurship to undergraduate students. ISU currently offers a university-wide entrepreneurship minor, but does not offer an undergraduate major focused on entrepreneurship.
- ◇ **Statement of academic objectives.** The goal of the proposed program is to provide students an in-depth and rigorous study of the field of entrepreneurship. Graduates will be better prepared to:
 - ⇒ Start a new business or non-profit organization.
 - ⇒ Assist others in launching or operating a business.
 - ⇒ Manage and contribute to entrepreneurial activities in established organizations.

Achieving the objectives requires providing students with a broad base of conceptual knowledge, personal skills, and competencies. The required courses will provide a variety of developmental experiences that include applied learning, case analysis, research projects, team-based active learning projects, and guest speakers, in addition to traditional classroom lectures and discussions. The proposed program will place a strong emphasis on written and oral communication skills, teamwork, and personal initiative.

- ◇ Need for proposed program. The demand for entrepreneurship courses is expected to continue to increase during the next few years. The Kauffman Foundation estimates that more than 5,000 entrepreneurship classes were offered by U.S. universities with more than 400,000 students enrolling in these classes in 2008; this number is expected to grow significantly in the future.¹ The main findings from an analysis of leading U.S. entrepreneurship programs indicated that all programs have a major in entrepreneurship; some programs have a minor, several programs have multiple track options, many programs include courses taught by other departments, and most programs offer some type of practicum and/or experiential learning opportunity. Attachment B includes a description of the entrepreneurship majors offered at ISU's peer institutions.

- ◇ Link to institutional strategic plan. The proposed program will align with ISU's mission and strategic plan, as well as the strategic plan of the College of Business:
 - ⇒ ISU's Mission – “We will design tools and infrastructure that will create entrepreneurial opportunities.”
 - ⇒ ISU's Strategic Plan Priority – Iowa State will be a magnet for attracting outstanding students who seek an education that prepares them to make a difference in the world.
 - ⇒ College of Business Strategic Plan Strategic Priority 1 – “Advancing innovative, high-quality, and high-impact academic programs.” One of the goals under this priority is to “provide innovative and effective educational opportunities.”

- ◇ Relationship to existing programs at ISU. The proposed standalone program will not duplicate existing programs at ISU; it will complement entrepreneurship initiatives, including the entrepreneurship minor, CyBIZLab, and the entrepreneurship learning community. ISU's academic and business development programs are well integrated, providing unique educational opportunities for students. The proposed program will fill a need to expand learning opportunities for an increasing number of students interested in entrepreneurial issues. The proposed program will likely create a larger and more diverse pool of students interested in exploring the entrepreneurship opportunities offered at ISU. Through academic training and experiential learning, students in the proposed program will be better prepared to pursue business entrepreneurial opportunities or start their own business in Iowa. This will address the Board of Regents Strategic Plan goal “The public universities shall contribute to the expansion and diversification of the Iowa economy.”

¹ Torrance, W. (2013):
http://www.kauffman.org/~media/kauffman_org/research%20reports%20and%20covers/2013/08/eshipedcomesofage_report.pdf

- ◇ Relationship to existing programs at other colleges and universities. No other public university in Iowa offers a stand-alone major in entrepreneurship that is housed entirely within and integrated into a college of business program. The proposed program complements and is anticipated to positively influence existing academic and non-academic programs at ISU through creating more visibility to entrepreneurship across the entire ISU community. Increased visibility should increase the number of students who are enrolled in the entrepreneurship minor and students who participate in non-academic entrepreneurship programs. Iowa State currently participates in a number of collaborative entrepreneurial opportunities with other schools through the John Pappajohn Entrepreneurial Center network; however, a major in entrepreneurship at ISU will enhance its current program by offering a more in-depth program of study for students interested in entrepreneurship.

- ◇ Unique features. ISU was one of the first institutions in the country to offer an interdisciplinary academic program in entrepreneurship. The Pappajohn Center for Entrepreneurship offers a variety of entrepreneurship programs, including the Entrepreneurship and Innovation Learning Community, Internships/Experiential Learning opportunities, Entrepreneur Forums, Innovation Pitch Competitions, Entrepreneurship Clubs, the Okoboji Entrepreneurship Institute, Business Plan Competitions, and the Reiman Scholars Program. A foundation has been developed and was acknowledged by the U.S. Association for Small Business and Entrepreneurship (USASBE) when it selected ISU as “Model Undergraduate Entrepreneurship Program” in 2009. Expansion and fine tuning of the current academic programs will allow ISU to continue to build upon its recognized program.

- ◇ Duplication. The following Iowa universities provide entrepreneurship offerings:

University	Program	Number of Students
University of Iowa	Certificate in Entrepreneurial Management	539 (Spring 2016)
	Certificate in Technology Management	NA
	Certificate in Performing Arts Entrepreneurship	NA
	Enterprise Leadership (College of Liberal Arts)	273 (Spring 2016)
	BBA in Management with Entrepreneurial Management Track	NA
University of Northern Iowa (Spring 2016)	Certificate in Entrepreneurship	21
	Entrepreneurship courses	42
	University-wide minor will be implemented in Fall 2015	
Drake (2015)	Major in Entrepreneurship	50
	Minor in Entrepreneurship	15

This will be the first stand-alone entrepreneurship program offered by a public university in Iowa in the College of Business. The University of Iowa has an Enterprise Leadership program in the College of Liberal Arts and an Entrepreneurial Management track in its Bachelor of Business Administration Program in Management. The University of Northern Iowa has a certificate program in entrepreneurship. Drake University has a major and minor in entrepreneurship. However, the number of students is small and the program content differs from the proposed program at ISU.

- ◇ Resources. The current infrastructure will support the proposed program. As the program expands, there will be a need for additional classroom space and faculty. The faculty will be paid through the tuition revenue generated by the program. Classroom space is taught across campus and the Gerdin Business Building is no exception. Classes are currently being scheduled to get as much classroom capacity out of the building as possible; the College is prepared to find additional space, if needed.
- ◇ Student demand. Undergraduate students enrolled in BusAd 250 were surveyed in December 2014. This is a required course for all business majors; it has an enrollment of approximately 650 students each semester. There were 213 usable responses received (33%). The responses indicated strong interest in entrepreneurship courses among current College of Business students. The survey results are included in Attachment C.

Of the respondents who had not yet declared majors, 30% stated they would consider an entrepreneurship major as their first major and 51% stated they would consider it as their first major. An additional 20% of these students would consider entrepreneurship as their second major and 48% would consider this option. These responses indicate a strong demand as at least 50% of the students will consider entrepreneurship as their first or second major. In Fall 2015, the undergraduate students at the College of Business declared a total of 2,500 specific majors – including second majors. Based on the survey results and enrollment numbers of entrepreneurship majors at ISU peer universities (such as Oklahoma State), it is likely that in the fourth year of the proposed program 175 students will have declared entrepreneurship as either their first or second major. This will represent 7% of all declared majors. The survey suggests a 3/2 split between first and second majors. For the first year of the program, approximately 75 students will likely choose an entrepreneurship major. For the second year, the number of students will likely increase by 50 students to 125 (or 5% of all declared majors). In the third year, 150 students (6% of the all declared majors) are anticipated. This growth pattern is consistent with those experienced at other universities that introduced an entrepreneurship major.

Currently, 40% of the business undergraduate students intend to declare the university-wide entrepreneurship minor and 55% will consider this option. The number may drop when students have the opportunity to declare an entrepreneurship major. The College anticipates increased demand for the core courses.

- ◇ Workforce need/demand. Entrepreneurship is a growth area for both academic and applied jobs. Several years ago, the Kaufman Foundation reported that entrepreneurship was the fastest growing academic area in terms of program, faculty and courses. Over 95% of firms in both Iowa and the U.S. are small firms, and more than 500,000 new small firms are created each year. According to the College of Business Career Center, an entrepreneurship major coupled with another functional major promises to be attractive to large companies in Iowa and across the U.S.

The American Management Association² identified four critical skills for the 21st Century workforce: 1) Critical thinking and problem solving—including the ability to make decisions, solve problems, and take action as appropriate; 2) Effective communication—the ability to synthesize and transmit your ideas in written and oral formats; 3) Collaboration and team building—the ability to work effectively with others, including those from diverse groups and with opposing points of view; 4) Creativity and innovation—the ability to see what's NOT there and make something happen. An Entrepreneurship major would be positioned to develop the four skills.

² <http://www.p21.org/storage/documents/Critical%20Skills%20Survey%20Executive%20Summary.pdf>.

The American Association of American Colleges and Universities' survey suggested that innovation is a priority among today's employers.³ Entrepreneurship can also be positioned as a skill building major, which fosters collaboration, communication, creativity, and flexibility which were mentioned as being important in a separate survey.⁴

- ◇ Faculty, facilities, and equipment needs. Four existing tenure-track faculty and existing College of Business advisors will support the proposed program. Additional faculty (tenure-track and non-tenure-track) will be added as the number of students in the program grows.
- ◇ Cost. The total projected costs of the proposed program are \$44,533 in Year One and \$624,249 by Year Seven. The total costs and new costs are related to the additional tenure-track and non-tenure-track faculty that will be hired to support the additional classes needed as enrollment grows. The financial resources will come from projected student tuition.
- ◇ Projected enrollment. The projected enrollment is 75 majors and 75 non-majors in Year One, increasing to 225 majors and 225 non-majors by Year Seven.
- ◇ Anticipated sources of students. A large number of students will be those interested in starting their own business or working in a company that focuses on organizational innovation. Other potential sources will be students who have been exposed to existing entrepreneurial program at ISU, including the Entrepreneurship and Innovation Learning Community and the Entrepreneurship Club. As suggested by the student survey, there is potential interest from current ISU students.
- ◇ Off-campus delivery. The proposed program is not expected to be offered off-campus.
- ◇ Potential for accreditation. The proposed program will fall under the overall College of Business accreditation process.
- ◇ Articulation agreement. There are no plans for articulation agreements.
- ◇ Internships. A number of internships already exist through the Pappajohn Center. Providing students with applied entrepreneurial learning opportunities will help to enhance the student learning processes developed through the program.
- ◇ Program marketing plan. The proposed program will be marketed through the College of Business Undergraduate Programs Office, as well as through the extensive networking capabilities of the Pappajohn Center for Entrepreneurship.
- ◇ Program evaluation plan. Like every new program at ISU, the proposed program will be reviewed yearly to assess the need for future curriculum changes. Key stakeholders will be consulted to determine the future direction of the program.

³ <https://www.aacu.org/publications-research/periodicals/it-takes-more-major-employer-priorities-college-learning-and>

⁴ <http://www.forbes.com/sites/kevinkruse/2012/12/26/ibm-ceo-study/>

- ◇ Letters of support. Letters of support are included in Attachment D.
- ◇ Date of implementation. Creation of the proposed program will become effective upon approval by the Board of Regents and will be included in the University's General Catalog. The anticipated implementation date is Fall 2016.

PROPOSED CURRICULUM

The proposed program will have course requirements similar to other majors in the College of Business and will require a minimum of 122 credits, including 43 credits of general education courses, 22 credits of foundation courses, seven credits of supporting courses, 21 credits of business core/professional program courses, 18 credits of major specific courses, and 11 credits of elective courses. The major specific courses are shown below. Details on the general education, foundation, supporting, and business core/professional program courses are listed on the following page.

Required Courses [9 credits]:	MGMT 310: Fundamentals of Entrepreneurship MGMT 313: Opportunity Creation, Feasibility Analysis and Business Planning MGMT 320: Corporate Entrepreneurship, Innovation and Technology Management
Select One Capstone [3 credits]:	MGMT 480: Applied Entrepreneurship: Executing New Ventures and Projects MGMT 485: Trends and Theories of Entrepreneurship
Elective Courses [6 credits]:	<i>Courses Currently Taught in the College of Business</i> MGMT 367: International Entrepreneurship MGMT 410: Social Entrepreneurship <i>Other Elective Courses Approved on a Case-by-Case Basis</i> ECON 334: Entrepreneurship in Agricultural AESHM 474: Entrepreneurship in Human Sciences BUSAD 490E: Independent Study in Entrepreneurship <i>Potential Future Elective Courses</i> XXXX 460: Entrepreneurial Finance, Law and Accounting XXXX 450: Entrepreneurial Marketing & New Product Development XXXX 470: Intellectual Property and Technology Commercialization XXXX 330: Franchising XXXX 340: Family Business

College of Business – Curriculum Guide 2015

Name: _____ Grad Date: _____

International Perspective: [3] Select course from approved list (May count toward global perspective)	Credits 3
U.S. Diversity: [3] Select course from approved list. (Courses from this area may also be used to fulfill another area requirement)	3
Communications: [13] ENGL 150 Critical Thinking and Communication ENGL 250 Written, Oral, Visual and Electronic Composition ENGL 302 Business Communication SP CM 212 Fundamentals of Public Speaking LIB 160 Information Literacy	3 3 3 3 1
Humanities: [9] PHIL 230 Moral Theory and Practice Select from approved list	3 6
Global Perspectives: [6] Select from approved list 3 credits of International Perspective may count here	3
Social Science: [6] Select from approved list	6
Natural Science: [3] Select from approved list	3

Pre-Professional Program--Foundation: [22]		Credits
BUSAD 102/103	Orientation	1
COM S 113	Intro. To Spreadsheets and Databases	3
*MATH 150	Discrete Math for Business and Soc. Sci.	3
Or MATH 160	Survey of Calculus (BUSEC Majors)	
ECON 101	Principles of Microeconomics	3
BUSAD 250	Introduction to Business	3
ECON 102	Principles of Macroeconomics	3
& STAT 226	Intro to Business Statistics I	3
ACCT 284	Financial Accounting	3

Supporting Courses: [7 - 11] BUSAD 203 Business Careers and Employment Preparation *MATH 151 Calculus for Business and Social Science Or ECON 207 Applied ECON Optimization (BUSEC Majors) ACCT 215 Legal Environment of Business STAT 326 Intro to BUS STAT II (ACCT, FIN, BUSEC majors only) MIS 207 Fund of Computer Programming (MIS majors only) ACCT 301 The ACCT Cycle (Pre-req for all 300 level ACCT courses)	1 3 3 3 3 3 1
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Professional Program - Business Core: [21]		Credits
#ACCT 285	Managerial Accounting	3
MIS 301	Management Information Systems	3
FIN 301	Principles of Finance	3
MGMT 370	Management of Organizations	3
MKT 340	Principles of Marketing	3
SCM 301	Supply Chain Management	3
Above courses are prerequisites for and must be taken prior to:		
%MGMT 478	Strategic Management	3
Professional Program - Business Major: [18 - 23] See individual major guides for specific required and elective major courses.		

Electives: [6-15]
Take additional electives to fulfill the minimum graduation requirement of 122 credits.
Some elective credits may need to be taken at the 300+ level to meet degree requirements.

Notes Pertaining to the Curriculum:
* Business Economics students will take MATH 160 & ECON 207 instead of MATH 150 & 151. & Stat 226 is required for all majors; transfer coursework may be a substitute for Stat 226 in the MGMT, MIS, MKT and SCM majors, if approved.
With the exception of ACCT 285, Pre-Bus students cannot take Professional Program Courses.
% MGMT 478 must be taken in the graduating term & requires prior completion of all Core Courses.

Pre-Professional (Pre-Bus) students must apply for admission to the Professional Program. Admission requires:
Completion of at least 30 credits, all Foundation courses; all ENGL 101 and 99 courses, if required, and ENGL 150; Cumulative or Foundation GPA of 2.50. Early admission is allowed for Honors eligible students. (See your advisor for specific information)

- Other Graduation Requirements:**
- 42 credits of 300 level or higher coursework from a four year institution;
Some majors may require elective courses at the 300 level.
 - Grade of "C" or better in two of the three required English courses;
 - Grade of "C" or better in at least 30 credits applied to the business core and major;
 - 50% of required business courses must be earned at Iowa State University.
The last 32 credits applied to a degree must be taken at ISU.
Exceptions for Study Abroad and Internship may be requested.
 - All 300 level and higher business credits must be earned at a four-year college;
 - Cumulative ISU grade point of at least 2.0 with no Quality Point Deficiencies.
 - Multiple business majors/degrees must have 15 distinct credits in each of the major requirements.
 - Up to 9 credits of free electives (courses not used to meet any other graduation requirement except total credits) may be taken Pass/Not Pass. See the General Catalog for details. Business and Economics courses may not be taken Pass/not Pass.

Appendix B: Entrepreneurship Majors at Peer Universities

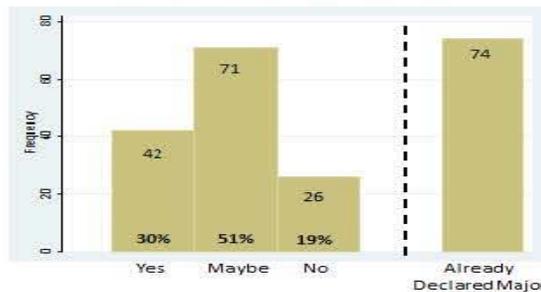
Entrepreneurship Majors at ISU Peer Institutions (based on web search 04-22-2015)			
University	ENT Major	Bus. Major/ENT Concntr.	Notes
University of Minnesota	Yes	--	Major in Entrepreneurial Management
University of Arizona	Yes	--	Senior-year only program for selected students
University of Illinois-Urbana	No	Yes	Major in Management with Entrepreneurship concentration
North Carolina State University	No	Yes	Major in Science of BusAdm with Entrepreneurship concentration
Texas A&M University	No	Yes	Major in Management with Entrepreneurial Leadership focus; Certificate in Entrepreneurship
University of Wisconsin-Madison	No	Yes	Major in Management & HR with Entrepreneurship concentration; Certificate in Entrepreneurship
Michigan State University	No	No	Specialization in Entrepreneurship
Ohio State University	No	No	Minor in Entrepreneurship and Innovation
University of California-Davis	No	No	Minor in Technology Management
Purdue University-Main Campus	No	No	
Entrepreneurship Majors at Big XII Institutions (based on web search 04-23-2015)			
University of Oklahoma	Yes	No	Majors in Entrepreneurship and Venture Mgmt, Entrepreneurship & IT Mgmt; Minor in Entrepreneurship
Oklahoma State University	Yes	No	Major and Minor in Entrepreneurship
Baylor University	Yes	No	Major and Minor in Entrepreneurship; Certificates in Technology ENT and Media Technology ENT
Kansas State University	Yes	No	Major and Minor in Entrepreneurship
Texas Christian University	Yes	No	
University of Kansas	No	Yes	Major in Business with Entrepreneurship concentration; Certificate in Entrepreneurship
West Virginia University	No	Yes	Major in Mgmt with Small Bus. and Entrepreneurship concentration; Minor in Entrepreneurship
Texas Tech University	No	No	Certificate in Technology Entrepreneurship
University of Texas	No	No	Major in Science and Technology Management

**Appendix C: Survey Results for CoB Student Interest in Entrepreneurship Programs
December 2014**

In December 2014, we surveyed undergraduate students enrolled in BusAd 250, a required course for all business majors with a stable enrollment of approximately 650 students each semester. We received 213 usable responses (Response Rate = 33%). These responses indicate strong interest in entrepreneurship courses among current CoB students.

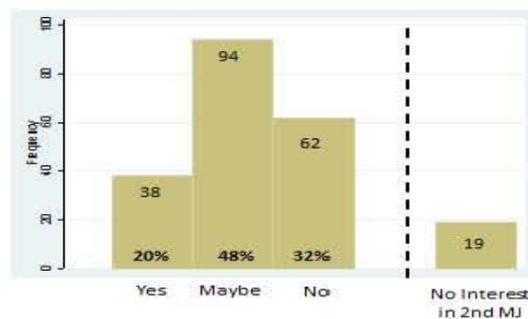
Of the students surveyed who had not yet declared majors, 30% stated “yes” they would consider an Entrepreneurship Major as their first major and another 51% stated “maybe” they would consider it as their first major (please refer to Figure 1). Extending this to the entire population of 650 students enrolled in BusAd 250, and after reviewing the numbers of students enrolled in other majors across the College of Business, we are confident that approximately 125-150 students would choose entrepreneurship to become their major over the first two to three years of implementation. We consider this to be a conservative estimate.

Figure 1
If this Entrepreneurship Major were offered, would you consider taking it as your first major?

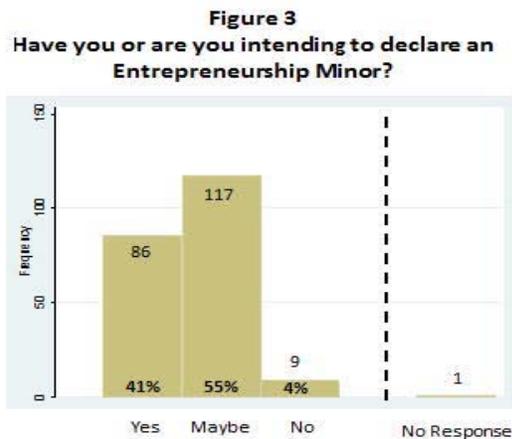


Career Services considers entrepreneurship an attractive option as a second major. Of the students surveyed who were interested in a second major, 20% of responding students would definitely consider Entrepreneurship as their second major and 48% would “maybe” consider it (see Figure 2). For the entire population of BusAd students, this implies 115 additional students would consider declaring Entrepreneurship as their second major and 285 students would “maybe” consider it every semester.

Figure 2
If this Entrepreneurship Major were offered, would you consider taking it as your second major?

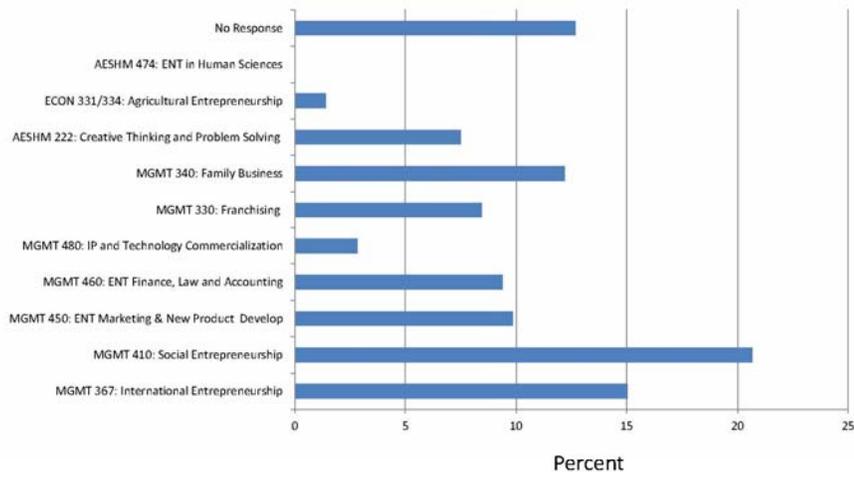


Currently, 40% of business undergraduate students intend to declare the university-wide Entrepreneurship Minor and another 55% will “maybe” consider this option (see Figure 3). We expect this number to drop somewhat as students will now have the opportunity to declare an Entrepreneurship Major. As the Major and the Minor involve some overlapping core courses, no cannibalization effect is expected. Instead, we anticipate substantially increased demand for the core courses (such as MGMT 310). This may create scheduling challenges if offering the Major increases the overall number of business students taking these courses. Offering too few sections of these core courses has the potential to frustrate students who are unable to enroll in required classes for their declared major or minor. We will have to monitor this demand to ensure enough sections are available to prevent this from happening.



Finally, students indicated the elective courses that they considered most interesting (see Figure 4). Students tended to favor two courses that we are currently offering: MGMT 410 Social Entrepreneurship (21%) and MGMT 367 International Entrepreneurship (15%). Of the proposed additional new electives, students generally favored: MGMT 340 Family Business (12%), MGMT 450 ENT Marketing & New Product Development (10%) and MGMT 460 ENT Finance, Law & Accounting (10%). This information provides important guidance with regard to priorities for future entrepreneurship program development.

Figure 4
Which of these Elective Courses do you find most interesting?



IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Interoffice Communication

Academic and Global Programs
College of Agriculture and
Life Sciences
134 Curtiss Hall

DATE: October 29, 2015

TO: Danny J. Johnson
Associate Dean for Undergraduate Programs

FROM: David Acker 
Associate Dean for Academic and Global Programs

SUBJECT: Support for New Major in Entrepreneurship

This memo provides evidence of support of the College of Agriculture and Life Sciences administration for the new major in Entrepreneurship proposed by the College of Business. The College of Business has done an excellent job in managing the minor in Entrepreneurship. The establishment of a major is the next logical step.

Our college Curriculum Committee voted unanimously to support the proposal for this new major. Thus, I feel very comfortable stating that our college supports this new major.

IOWA STATE UNIVERSITY

Office of the Dean
College of Design
Ames, Iowa 50011-3091
515 294-7428
FAX 515 294-9755
E-mail isucod@iastate.edu
<http://www.design.iastate.edu>

Date: 2 December 2015

To: Danny Johnson, Associate Dean for Undergraduate Programs
College of Business

From: Mark Chidister, Associate Dean for Academic Programs 

Re: Proposed Undergraduate Major in Entrepreneurship

The College of Design's Academic Affairs Council discussed the new undergraduate major in Entrepreneurship proposed by the College of Business and unanimously supported the proposal.

Council members believe that this is a viable new undergraduate major, anticipate that some design students will choose it as a double major, and that the new courses proposed for the major will benefit all students interested in entrepreneurship.

Cc: Carl Rogers, Chair, College of Design Academic Affairs Council

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

College of Human Sciences
School of Education
N131 Lagomarcino Hall
Ames, Iowa 50011-3190
515 294-9531
FAX 515 294-6206
www.education.iastate.edu

Date: November 16, 2015

To: Associate Dean Danny Johnson

From: Associate Dean Linda Serra Hagedorn

Re: Proposed B.A. program in Entrepreneurship

The College of Human Sciences is pleased to support the request from the College of Business to initiate a bachelor degree in Entrepreneurship. We have discussed the proposal in our College's Curriculum Committee and have assured that our faculty both sees a need for this degree and could not identify any significant overlap in the courses or programs within our college. We do see a possibility of students in our programs taking a course(s) in the new proposed major and anticipate that majors in the new program may identify a CHS course(s) that will be beneficial to their program as well.

We are pleased to see the proposal and unequivocally support the program.

Sincerely,



Professor and Associate Dean

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

College of Engineering
Office of the Dean
104 Marston Hall
Ames, Iowa 50011-2151
Tel 515 294 1309
FAX 515 294 9273

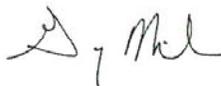
Danny Johnson
Associate Dean
College of Business
Iowa State University

October 30, 2015

Dear Dr. Johnson:

The Iowa State University College of Engineering is happy to offer support for the proposed "Major in Entrepreneurship." We see no conflict between your proposed major and our college's current courses and programs.

Sincerely,



Dr. Gary A. Mirka, PhD
The John Ryder Professor of Engineering
Associate Dean for Academic Affairs
College of Engineering
Iowa State University

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

College of Liberal Arts and Sciences
Office of the Dean
202 Catt Hall
Ames, Iowa 50011-1301
515 294-3220
FAX 515 294-1303

January 15, 2016

Dear Dean Spalding,

The College of Liberal Arts and Sciences has reviewed the proposal for the Entrepreneurship Major to be offered by the College of Business. This is an exciting development for the College of Business and has good potential to be attractive to students and to employers. The College of Liberal Arts and Sciences supports the Entrepreneurship Major with the understanding that this new major within the College of Business will not compromise the availability of the existing Entrepreneurial Studies Minor that is open to all ISU students.

Best wishes for the success of your proposal,



Amy R. Slagell
Associate Dean for Academic Programs
College of Liberal Arts and Sciences
202 Catt Hall
Iowa State University
Ames, IA 50011
(515) 294-7270



Office of the Dean

February 19, 2016
Dr. Danny J. Johnson
Associate Dean for Undergraduate Programs
Iowa State University College of Business
2200 Gerdin Business Building
Ames, IA 50011-1350

Dear Dr. Johnson,

The College of Business Administration at the University of Northern Iowa has NO objection to the development of the proposed undergraduate major in Entrepreneurship. I wish you the best with this new endeavor.

Sincerely,

A handwritten signature in cursive script that reads "Lisa K. Jepsen".

Lisa K. Jepsen, Ph.D.
Associate Professor, Economics
Associate Dean
MBA Program Director



Office of the Dean • business.uni.edu • Curris Business Building 325 • Cedar Falls, IA 50614-0123 • 319-273-6240



Undergraduate Program Office

C140 John Pappajohn Business Building
Iowa City, Iowa 52242-1994
319-335-1037 Fax 319-335-3692
www.tippie.uiowa.edu/upo

21 March, 2016

Board of Regents, State of Iowa
11260 Aurora Ave
Urbandale, IA 50322

Dear Members of Board of Regents,

I am writing to endorse the Iowa State University proposal to add an entrepreneurial major. Here at the University of Iowa we have a number of entrepreneurial programs coordinating by our John Pappajohn Entrepreneurial Center (JPEC). We have a popular inter-disciplinary certificate program, which like the Iowa State program is a USASBE model program winner, along with 2 niche certificate programs. We also have a major track within the Tippie College of Business and a new major in the College of Liberal Arts and Sciences. These programs are all robust and demand is increasing.

Across all programs coordinated over the 2015 fiscal year by the University of Iowa JPEC, we have had over 3,883 undergraduate and 299 graduate course enrollments. We also served nearly 9,000 individuals in other programs, seminars, and workshops. Over 21,000 children were reached with a BizInnovator online curriculum provided to high schools and a STEM Innovator program. We have a Founder's Club to support student entrepreneurial teams here in Iowa City and we also coordinate Venture Schools around the state to help entrepreneurs launch their businesses. To learn more, I encourage you to read the 2015 Annual report available online: <https://www.iowajpec.org/about/fy2015-annual-report>.

Given the strength and growth of our program, we do not believe that the introduction of a major at Iowa State will negatively influence our campus or our programs. In fact, I personally believe that entrepreneurial education is in the best interests of the state and should not be limited to one campus.

If you have questions, please do not hesitate to contact me directly via email (kenneth-g-brown@uiowa.edu) or phone (1-319-335-0924).

Sincerely,

A handwritten signature in black ink, appearing to read "Kenneth G. Brown".

Kenneth G. Brown, Ph.D., SPHR
Associate Dean, Undergraduate Program
Professor of Management and Organizations and Tippie Research Fellow

TIPPIE HENRY B. TIPPIE
COLLEGE OF BUSINESS