

Contact: Diana Gonzalez

**REQUEST FOR A NEW PROGRAM AT THE UNIVERSITY OF IOWA:
BACHELOR OF ARTS PROGRAM IN ENTERPRISE LEADERSHIP**

Action Requested: Consider approval of the request by the University of Iowa to establish a new Bachelor of Arts Program in Enterprise Leadership in the Tippie College of Business with the degree awarded by the College of Liberal Arts and Sciences.

Executive Summary: The proposed program will create an option in the Tippie College of Business for students who want to focus on business leadership. 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:

- ◇ History of current program offering. In Spring 2006, the College of Liberal Arts and Sciences (CLAS) implemented the business studies track as part of a three-year pilot in the CLAS Interdepartmental Studies Program. The Interdepartmental Studies Business Studies Track combines a generalized business background, with a variety of emphasis area choices – workplace practices and perspectives, value and ethics, or arts management. Students also have the option of proposing a self-defined emphasis area to the Advisory Committee. Assessment of the track shows it has been successful. Graduation rates for students in the track have been stronger than the College’s overall graduation rates. Employment data collected by the Pomerantz Career Center six months after graduation showed that a large percent of graduates were employed or in graduate school.
- ◇ Rationale to create a stand-alone program. After the Interdepartmental Studies Program was reviewed in Fall 2012, one of the recommendations identified to enhance the program was to “create a separate major from the track to provide a degree clearly stating an area of study.
- ◇ Description of proposed program. The proposed program will be offered jointly by the College of Liberal Arts and Sciences (CLAS) and the John Pappajohn Entrepreneurial Center in the Tippie College of Business. The program will provide a creative and innovative path to graduation and success for those students who desire to study business leadership rather than the more traditional programs offered by the Tippie College of Business. The proposed program will offer a blend of skills, theory, and content and will encourage students to apply their knowledge and skills to entrepreneurial concepts and ventures. This proposal represents a key partnership between the John Pappajohn Entrepreneurial Center in the Tippie College of Business and the College of Liberal Arts and Sciences to enhance the educational experiences and outcomes for students.

- ◇ Link to institutional strategic plan. Goal I of the Strategic Plan of the College of Liberal Arts and Sciences is focused on student success, with a primary aim of providing a “rich and challenging undergraduate experience.” The plan also stresses the importance of retention, graduation, and employment opportunities for undergraduates. The proposed program will offer students another option for the study of business; CLAS students who want to study and expand their knowledge of entrepreneurial business practices will find this option particularly appealing. The proposed program will offer a blend of business and liberal arts approaches, and will allow students to hone their skills in communication and critical thinking. This will be a flexible approach to the study of business for students with interdisciplinary interests.
- ◇ Relationship to existing programs at SUI. The concept for the proposed program came from the existing business studies track in the Interdepartmental Studies Program administered by CLAS. During the last review of the track, there was a recommendation to move the track into a department so that students would have a stronger sense of community; to rename the major so that the title would better reflect the area of study, with an aspect of business more prominent in the title; and to provide a capstone experience for students. At the same time, the Center for Entrepreneurial Management in the Tippie College of Business was looking to expand its work with students. The Center provides an active and engaging community with activities to enrich students’ studies. The integration of the business studies track with course offerings from the existing entrepreneurial certificate presents an opportunity to serve CLAS students who want a background in entrepreneurial studies with a liberal arts focus. CLAS will award the degree; CLAS students will become part of the business community in the Entrepreneurial Management Program and will have access to faculty, extra-curricular activities, and Tippie events.
- ◇ Unique features. The Tippie College of Business is ranked 21st by the U.S. News and World Report for its undergraduate programs among public institutions and 36th among all U.S. institutions. The Center for Entrepreneurial Management is ranked 23rd in the country. Tippie and the Center provide facilities and instruction related to entrepreneurship for students while the College of Liberal Arts and Sciences provides in-depth perspectives on social and economic issues that impact business; it also offers skill-related courses in communication, helping to educate leaders grounded in a liberal arts perspective. By bringing these strengths together, the University will be able to provide a unique program of study to its students.
- ◇ Duplication. While a number of colleges and universities in Iowa offer business studies programs, only a few offer studies in entrepreneurship. The Bachelor of Business Administration Program in the Tippie College of Business offers programs in marketing, management, accounting, finance, economics, and business analytics/information systems. Iowa State University’s College of Business offers a similar array of programs as does the University of Northern Iowa’s College of Business Administration. Most private colleges and universities in Iowa offer a program of study in business at the undergraduate level, including Mount Mercy University, Coe College, Grinnell College, Drake University, and Saint Ambrose University.

The proposed program focuses on leadership skills within the context of entrepreneurial business; such a program is less common in Iowa. The Drake University College of Business and Public Administration offers a Bachelor of Science Program in Entrepreneurial Management, an interdisciplinary credential similar to the proposed

program at the University of Iowa. The key difference is that the proposed program requires a background in liberal arts and sciences courses as well as core courses taught by the Tippie Center for Entrepreneurial Management. The Drake program requires business courses from the College of Business and from the departments of marketing, accounting, management, and others. The proposed program requires courses in entrepreneurship offered for the certificate program at Tippie as well as courses in the liberal arts offered by CLAS, resulting in a Bachelor of Arts degree rather than a Bachelor of Science or Bachelor of Business Administration degree. The North Iowa Area Community College (NIACC) offers an Associate of Applied Science program in Entrepreneurship and Small Business Management with support from its John Pappajohn Entrepreneurial Center.

- ◇ Student demand. Approximately 300 students are currently in the CLAS business studies track in the Interdepartmental Studies Program. Many of these students will move to the proposed program because of the community engagement and activities provided by the Center for Entrepreneurial Management. The enrollment is expected to grow steadily during the next 10 years because it will also attract students who are interested in the more non-traditional methods of starting and managing a business offered by the entrepreneurial approach.
- ◇ Need for proposed program. The proposed program will address the recommendations identified by the Interdepartmental Studies Program review to create a stand-alone program for students interested in entrepreneurship.
- ◇ Workforce need/demand. The U.S. Department of Labor projects a 7.2% job growth in management; a 12.5% growth in business operations; and a 7.0% growth in sales. Enterprise management is related to all these aspects of business and can also include businesses in growth areas, such as computer and mathematical operations (18% projected growth) and other entrepreneurial business related to technology use of new products and services. This flexible program of study will provide students opportunities in a range of fields related to business management and operations.
- ◇ Resources. The proposed program will be housed in the Center for Entrepreneurial Management in the Tippie College of Business using existing space, facilities, equipment, and staff; the Center also has room for expansion. Additional use of this space is an efficient use of existing resources. The courses offers by CLAS will also use existing facilities and faculty members who currently offer the required courses.
- ◇ Cost. The proposed stand alone program will make use of existing faculty, facilities, and equipment. Therefore, no new costs are anticipated. Facilities and staff are already funded and operational. Advising will be provided by the Academic Advising Center.
- ◇ Projected enrollment. The projected enrollment is 60 students in Year One, increasing to 300 students by Year Seven. The department anticipates that the flexibility of the proposed program will appeal to undergraduate students who are interested in a broad background in entrepreneurship.
- ◇ Potential for articulation agreements. Articulation agreements will not need to be developed for the proposed program because most of the course work is covered under existing agreements. However, the proposed program may be available to community college students through the University's 2+2 Plan.

- ◇ 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 August 2014.