AUTHORIZATION TO PLAN AN ACADEMIC PROGRAM AT MANOA

1. **Locus**: Management and Industrial Relations Department (MIR), College of Business Administration (CBA)

2. **Chair of planning committee**: Elaine Bailey, Chair, Management and Industrial Relations Department

3. **Program category**: New

4. **Department**: Management and Industrial Relations

5. **Level of Major**: Undergraduate

6. **Degree or certificate proposed**: Entrepreneurship Major, BBA Degree

7. **Proposed planning period**: November 2005 – March 2006

8. **Proposed date of implementation**: August 2006

9. **Program description**: The College of Business Administration has three strategic thrusts: international business, management of information technology, and entrepreneurship. Of these, entrepreneurship was an outcome from the most recent faculty strategic planning meeting. The CBA developed new courses in entrepreneurship at the undergraduate and graduate levels over the past five years (Appendix A). These classes have been taken as elective courses in various majors across the CBA. Establishing the entrepreneurship major increases a commitment to offering a well planned and structured curriculum in entrepreneurship to meet the growing demand from students and the greater business community. Though the MIR department will offer the majority of courses in the major, entrepreneurship spans all departments in the CBA. In fact, the Marketing and Finance departments have consented to offer two of the three required courses for the major. All five departments in the College may offer elective courses suitable for this major.

10. **Program justification**: Nationally and internationally, there has been a growing demand for entrepreneurship courses and degrees. Appendix B, which was compiled by Dr. Jerry Katz at Saint Louis University, contains a list of almost 200 universities that offered some type of program in entrepreneurship in 2000. Appendix C contains the 2005 list of schools with entrepreneurship majors listed on the Peterson.Com college majors search engine. These lists clearly indicate the demand for entrepreneurship programs is geographically and institutionally dispersed. In 1985, there were only two or three colleges offering any type of entrepreneurship program. The numbers of universities on the two lists indicates the rapid growth in demand that has occurred.
Indicators of Local Demand

In addition to the demand for entrepreneurship subjects offered by the College of Business Administration, other universities in Hawaii have also responded to student demand in this area. Hawaii Pacific University has both an entrepreneurship minor and major, and Chaminade University recently initiated an entrepreneurship program with 17 graduates in 2003. Brigham Young University, besides offering several entrepreneurship courses, recently established a Center for Entrepreneurship and Technology.

In addition to university efforts to meet the needs and demands of both potential and practicing entrepreneurs, there are a number of incubators, venture capital associations, government and private organizations that assist both potential and practicing entrepreneurs. Appendix D contains a list of over 30 such organizations. The existence of these organizations further indicates that the demand for entrepreneurship courses and assistance is high, definitely an unmet need.

Support From the Business Community

The local business community has been extremely supportive of the College of Business in its endeavor to increase both entrepreneurial course offerings and outreach efforts. Two endowed chairs and an entrepreneurship center have been funded by local donors. The business community has also provided funds for an annual business plan competition and an Asian Moot Corporation competition. Local entrepreneurs have taught courses at the CBA and venture capitalists have participated in entrepreneurship classes as guest speakers. Feedback from current donors and members of various advisory boards validates the need for an entrepreneurship major, and a commitment to continue to support CBA efforts in this endeavor. No direct revenue flow from donors has been projected in the attached budget for the entrepreneurship major, but donors will play a role to the degree to which they continue to contribute. It is also anticipated that new donors will make tangible financial or other types of contributions to the CBA.

Peer and Benchmark Universities

In 2003, a survey was conducted on entrepreneurship programs at AACSB accredited business schools to categorize the type of program offered (Appendix E). Among the 58 schools surveyed less than half had an entrepreneurship emphasis within the management major. This is the current status of the MIR entrepreneurship program. More than half of the remaining schools in this survey had either an entrepreneurship concentration under the BBA degree or a major in entrepreneurship. With this proposed major, the status of the MIR entrepreneurship program will be elevated to be equivalent to the more comprehensive programs.

*Entrepreneur* magazine has an annual ranking of entrepreneurship programs similar to the *US News & World Reports* rankings of business schools. The 2005 *Entrepreneur* ranked 50 colleges with national comprehensive programs, 50 colleges with regional
comprehensive programs, 73 colleges with entrepreneurship emphasis, and 124 with a limited curriculum program. These categories are explained in Appendix E.

The College of Business was not ranked by *Entrepreneur* magazine, but comparing the current program with the categories identified in the survey, it is an emphasis program moving toward a comprehensive program. As stated earlier, there are two endowed chairs of entrepreneurship and a number of faculty who teach entrepreneurship courses. The CBA entrepreneurship center and business plan competitions bring entrepreneurs on campus to both judge and mentor students. The College is currently operating a prototype tech transfer program with OTTED. Several courses are offered each year at both the undergraduate and MBA levels. The Kauffman Entrepreneur Internship Program has been available to students for several years. The students have formed an entrepreneurship club and plan a variety of events that bring guest speakers on campus. An undergraduate major is the next step in the process of the continuing development of the entrepreneurship program within the CBA.

The establishment of an undergraduate major in entrepreneurship would make the University of Hawaii at Manoa the only university among our peer schools with such a major (Appendix F). There are a number of peer schools such as Louisiana State University and the University of North Carolina that offer concentrations or certificates in entrepreneurship. Colorado State University and Oregon State University offer a minor in entrepreneurship. Iowa State University allows undergraduate business students to specialize in entrepreneurship and non-business students the option of a minor. No peer school offers an undergraduate major in entrepreneurship; therefore, the existence of an entrepreneurship major would differentiate the CBA from peer schools.

Two benchmark schools Indiana University, and University of Arizona, have undergraduate majors in entrepreneurship. Indiana University appears to have the most successful program with 200 undergraduate majors in entrepreneurship and 300 undergraduate minors. A large number of the benchmark schools (Appendix F) offer very few courses for their undergraduates, while offering extensive entrepreneurship programs for MBA students. In terms of developing and offering an undergraduate major in entrepreneurship, the CBA would be similar to top entrepreneurship programs that exist at schools such as Indiana University and University of Colorado, which are usually listed as among the best schools in this area.

11. **Activities to be undertaken in the planning phase:** Evaluation of existing curriculum, curriculum and course development, and communication with faculty in other departments to confirm commitment to offer current courses and develop new courses.

12. **Description of resources required and status of resources:** No significant additional resources will be required for this major. Faculty have been teaching entrepreneurship courses in the current course catalogue. If demand for these courses is increased as a result of the major and additional sections are required, the tuition
from the increased enrollments will cover the cost of the additional sections. In addition, private sector support and grant possibilities will be explored by the endowed chairs.

Library resources, physical resources and any other resources required for the major currently exist in the CBA. The major will better utilize existing resources and create more collaboration between departments and faculty.

13. Five-year business plan: The projected revenues and costs for this program are outlined in Appendix G. It should be noted that all listed courses are currently being offered, so that additional revenues to support their delivery are not anticipated or budgeted. We also anticipate that a large number, approximately 75%, of students will take entrepreneurship as a second major, and this will be encouraged. It is for this reason that the addition of this major will have little impact on other majors. This major will have no impact on the number of courses offered A statement of tuition and expenses are projected out to the year 2011.

14. Does the current or proposed budget include funds or a request for funds for the proposed program? Please provide details. No additional budget resources are requested.

15. Given a “flat budget” situation, how will the proposed program be funded? No additional resources are requested for the program, which will be funded by allocation of existing resources.

16. Impact on current courses or programs. There is no scope and sequence to the entrepreneurial courses currently being offered. Over the past five years, students from the existing CBA majors have taken the entrepreneurship courses as electives. Many of the students have requested a major with more structure and variety in the courses offered. The major will add structure to the curriculum, and courses will be offered in a sequential and planned manner enhancing the educational experience.

An entrepreneurship major would be consistent with the line of inquiry many faculty are currently pursuing in their research not only in the CBA, but at the national and international level (Appendix H).

17. If this program is multidisciplinary, provide evidence of commitment for support from the colleges, departments, programs, and/or individuals expected to participate. The need for this major emerged from the most recent strategic planning session that determined entrepreneurship as one of the three major thrusts of the CBA. This was a consensus process in which all CBA faculty participated. In addition, the Chair of the planning committee discussed the proposed required courses with the two other departments involved and they agreed to offer these courses as needed.
18. Authorization to Plan Approved

**Department Chair(s)/Program Director(s):**

Elaine K. Bailey  
Print Name  Signature  Date  11/16/05

**College/School Dean(s):**

William Chismar, Associate Dean  
Print Name  Signature  Date  11/16/05

**Graduate Division Dean (graduate programs only):**

Comments and Recommendations:

Print Name  Signature  Date

**Vice Chancellor for Academic Affairs:**

Comments and Recommendations:

Print Name  Signature  Date

**Chancellor:**  
☑ Approved  ☐ Disapproved  ☐ Deferred

Comments and Recommendations:

Print Name  Signature  Date

c: Mānoa Faculty Senate  
Mānoa Budget Office

Revised June 2004