

APPROVED BY SENATE
10/19/2020

: ENTREPRENEURSHIP AND STRATEGIC INNOVATION - FLOATING (ONLINE)

In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1230 Head (jloew@illinois.edu)
3. KM Grad Committee Chair (jloew@illinois.edu; wbe@illinois.edu)
4. KM Committee Chair (dyer1@illinois.edu)
5. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
6. University Librarian (jpwilkin@illinois.edu)
7. Grad_College (agrindly@illinois.edu; jch@illinois.edu; lowry@illinois.edu)
8. Provost (kmartens@illinois.edu)
9. Senate EPC (bjlehman@illinois.edu; kmartens@illinois.edu; moorhouz@illinois.edu)
10. Senate (jtempel@illinois.edu)
11. U Senate Conf (none)
12. Board of Trustees (none)
13. IBHE (none)
14. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path

1. Thu, 30 Jul 2020 21:24:40 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 30 Jul 2020 22:10:48 GMT
Jeffrey Loewenstein (jloew): Approved for 1230 Head
3. Thu, 30 Jul 2020 22:12:26 GMT
Brooke Elliott (wbe): Approved for KM Grad Committee Chair
4. Fri, 31 Jul 2020 00:16:44 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
5. Fri, 31 Jul 2020 01:24:23 GMT
Mark Peecher (peecher): Approved for KM Dean
6. Fri, 31 Jul 2020 02:01:53 GMT
John Wilkin (jpwilkin): Approved for University Librarian
7. Thu, 10 Sep 2020 18:14:10 GMT
Allison McKinney (agrindly): Approved for Grad_College
8. Thu, 10 Sep 2020 19:47:03 GMT
Kathy Martensen (kmartens): Approved for Provost

New Proposal

Date Submitted: Thu, 30 Jul 2020 21:16:53 GMT

Viewing:: Entrepreneurship and Strategic Innovation - Floating (online)

Changes proposed by: Whitney Smith

Proposal Type

Proposal Type:

Concentration (ex. Dietetics)

Proposal Title:

If this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions*

Establish a new graduate level concentration titled "Entrepreneurship and Strategic Innovation" for the online Master in Business Administration (iMBA), the online MS Management (iMSM), and the online Master of Science in Accountancy (iMSA) programs in the Gies College of Business.

EP Control Number

EP.20.015

Official Program Name

Entrepreneurship and Strategic Innovation - Floating (online)

Effective Catalog Term

Spring 2021

Sponsor College

Gies College of Business

Sponsor Department

MBA Administration

Sponsor Name

Brooke Elliott, Associate Dean, EY Distinguished Professor in Accounting

Sponsor Email

wbe@illinois.edu

College Contact

Mark Peecher

College Contact Email

peecher@illinois.edu

Program Description and Justification

Provide *abrief* description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

This proposal seeks the approval of a new Entrepreneurship and Strategic Innovation Concentration in the online Master of Business Administration (iMBA), the online MS Management (iMSM), and the online Master of Science in Accountancy (iMSA) graduate program. The proposed concentration is designed to develop graduate students' entrepreneurial mindset, understand how to manage and innovate in uncertainty, understand when, why, and how to think creatively, assess the feasibility of a new venture and the diversity of challenges involved.

The courses in this concentration specifically address how to recognize and question assumptions and constraints so as to identify and capitalize on opportunities. Innovation is needed within existing organizations and to found new organizations. Learning to change the rules of the game by creating innovative value propositions and discovering new market positions for sustained competitive advantage are some of the actionable lessons in this This concentration will be of value to both aspiring and practicing entrepreneurs as well as employees in established firms who are interested in becoming innovative leaders in an interconnected world.

This proposed concentration is reflective of an existing iMBA degree focus area and does not require the development of any new course content. Establishing this proposed concentration will allow students to gain a transcribed credential recognizing the focus of their degree in this specific subject area.

Is this program interdisciplinary?

No

Corresponding Program(s):

Corresponding Program(s)

Business Administration, MBA - Online (iMBA)

Accountancy, MS (on campus online)

Management, MS (on-campus online)

Academic Level

Graduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Enrollment

Number of Students in Program (estimate)

Year One Estimate

500

5th Year Estimate (or when fully implemented)

700

What is the typical time to completion of this program?

1-3 years

What are the minimum Total Credit Hours required for this program?

12

Delivery Method

This program is available:

Online Only

Describe the use of this delivery method:

Courses are delivered fully online through Compass2G (Blackboard) and Coursera. Each course has two structural components. One component is the self-directed, asynchronous part of the course, which is designed to help students develop foundational knowledge. That material is delivered via pre-recorded videos, complementary readings, and quizzes.

The second component is the high engagement part of the course. It is an expansion of the foundational materials and involves weekly live sessions in a virtual classroom led by Gies Business faculty. Other high-engagement content will come in the form of readings, in-depth exercises and assignments, and case studies.

Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

The proposed courses in this concentration are already taught by current faculty. We therefore do not expect there to be any additional impact on faculty resources, class size, teaching loads, or ratios.

Should demand for this concentration exceed expectations, one or two additional faculty may be required to support larger online course sizes and to maintain existing teaching loads and student-faculty ratios. We will be using previously authorized faculty for this staffing.

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

No increase in graduate student population is expected since those admitted to this concentration will be current Gies Business graduate students. Thus, there will be no additional impact beyond what is already accounted for in the typical graduate student population.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

Financial Resources

How does the unit intend to financially support this proposal?

Current academic and administrative staff in Gies College of Business Online Programs office have the capacity to serve as advisors, maintain records, and process student registration in the concentration and related coursework.

Current instructional staff in the Gies College of Business will offer and instruct the courses. Should demand for this concentration exceed expectations, new faculty may be recruited to teach some of the courses, and these faculty will have appointments in the Department of Business Administration. Funding for these additional faculty will come from Department and College resources currently available for existing faculty lines.

Will the unit need to seek campus or other external resources?

No

Is this program requesting self-supporting status?

No

Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

- (1) Recognize an entrepreneurial mindset
- (2) Understand how to manage and innovate in uncertainty
- (3) Understand when, why, and how to think creatively
- (4) Assess the feasibility of a new venture and the diversity of challenges involved

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Catalog Page Text

Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.

(Draft) The Entrepreneurship and Strategic Innovation Concentration is designed to develop leaders who (1) recognize an entrepreneurial mindset, (2) understand how to manage and innovate in uncertainty (3) understand when, why, and how to think creatively, and (4) assess the feasibility of a new venture and the diversity of challenges involved. This concentration will not only provide a strong foundational knowledge of creativity and entrepreneurship, but also provide students multiple opportunities to apply this knowledge via experiential learning opportunities.

Exceptions to the required courses will not be permitted.

Statement for Programs of Study Catalog

Code	Title	Hours
MBA 551	Strategic Innovation	4
MBA 552	Fostering Creative Thinking	4

EP Documentation

DMI Documentation

Program Reviewer Comments

Deb Forgacs (dforgacs) (Tue, 21 Jul 2020 16:29:19 GMT):Rollback: effective catalog term update required.

Deb Forgacs (dforgacs) (Wed, 22 Jul 2020 18:01:18 GMT):Rollback: requested.

Deb Forgacs (dforgacs) (Thu, 30 Jul 2020 20:13:22 GMT):Rollback: .

Key: 976