

University of Wisconsin-Whitewater
Curriculum Proposal Form #2
Change in Degree, Major, or Submajor

Effective Term: 2087 (Fall 2008)

Type of Action: Change in Submajor

Degree: MBA

Program Title: General Management Emphasis

GPA Requirement for the Major/Submajor: 3.00

Sponsor(s): William L. Dougan

Department(s): Management

College(s): Business and Economics

Consultation took place: NA Yes (list departments and attach consultation sheet)

Departments:

Proposal Information:

(Procedures can be found at <http://acadaff.uww.edu/Handbook/Procedures-Form2.htm>)

Total number of credit units in program:

Before change 9

After change 9

1. Exact description of request:

Addition of Entrepreneurship - Venture Initiation as an elective course for General Management emphasis in MBA program in College of Business and Economics.

From (as listed in catalog and on AR)

D. MANAGEMENT EMPHASIS

SELECT 9 UNITS FROM THE FOLLOWING COURSES:

MANGEMNT 738 MANAGEMENT OF TECHNOLOGY

MANGEMNT 770 ORGANIZATIONAL DESIGN

MANGEMNT 771 STRATEGIC MANAGEMENT

MANGEMNT 777 INTERNATIONAL MANAGEMENT

To (to be listed in catalog and on AR)

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MANGEMNT 777 INTERNATIONAL MANAGEMENT

MANGEMNT 766 ENTREPRENEURSHIP – VENTURE INITIATION

2. Relationship to mission and strategic plan of institution, and/or college and department goals and objectives:

One of the elements of the mission of the University is “to serve as a regional cultural and economic resource center.” This is also expressed in one of the specific objectives of the University:

To furnish recognized cultural and educational events for the benefit of the region’s residents. To offer services that promote the economic development of the region. To provide service to the region as well as opportunities for members of the university community to serve.

One of the critical roles of the University and the College of Business and Economics is to act as a source of origin for new economic enterprises. The development of student knowledge and skills for the initiation of new ventures is a critical component fulfilling this responsibility. This is particularly important among graduate students, because research shows that individuals with significant work experience are better able to see new opportunities than those who do not have it. Because the MBA degree attracts those with significant work experience, the likelihood is higher that business plans developed as a result of class assignments will result in the successful startup of new businesses. The MBA degree also attracts those who are considering or who are in the process of career change. Many of those individuals consider founding a new enterprise as one such option, but do not have direct experience with the process or access to networks of social and financial capital that would facilitate such an option. The entrepreneurship curriculum would provide realistic insight into the demands and rewards of venture initiation as an option as well as facilitating access to the resources that would support it. In sum, the course would simultaneously develop the skills of students while generating viable plans for new enterprises, making it a valuable addition to the University curriculum.

3. Rationale:

This course has been regularly requested by MBA students for some time. In informal surveys of MBA students assessing their interest in such a course, the response was quite favorable. The MBA degree is often used by mid-career adults as a means of changing professions, organizations or life course. MBA students often consider business ownership as an alternative course of action as a part of this change process. It is thus an appropriate step for the College to implement a course that allows these individuals to consider such a choice in an informed way while simultaneously presenting the opportunity to create business plans that could realistically enable that choice.

4. Cost Implications:

None. Logistically the course can be staffed by eliminating one section per year of other three-credit, multiple-section graduate courses currently offered by the department, such as MANAGEMNT 738 Management of Technology. The elimination can be staged, so that a section of one course can be eliminated in one year, and a section of another course can be eliminated in another. Thus, the curriculum need not be reduced while enabling the introduction of this course. Financially, the course is a part of the MBA program, which is funded by service based pricing. Thus, the addition of the course can be funded out of the proceeds of the enrollment in the program.