Proposal for Bachelor of Business Administration Degree in Entrepreneurship

The Management Department proposes a new BBA in Entrepreneurship to meet the increasing student interest in entrepreneurial careers. According to the AACSB, demand for entrepreneurship education was up over 66 percent year-over-year, indicating that during times of great crisis, students perceive new business creation as a catalyst for helping them find opportunities (AACSB, 2021).

Entrepreneurship is generally agreed to be a professional activity or endeavor that involves the discovery, evaluation, and exploitation of opportunities to introduce new goods and services, ways of organizing different forms of enterprise, markets, administrative and technological processes, and raw materials and other scarce resources to generate new wealth and welfare for the associated nation or any defined political economy.

Since the early 1990s, there has been an explosion of new entrepreneurship-related programs offered by higher education institutions in the U.S. The most effective programs include coursework that enhances students' human, technical, and conceptual skills by teaching the art of communication, creativity, resource management, collaboration, and negotiation.

Entrepreneurship is an interdisciplinary subject with applications within and across the social, economic (for-profit), and political (government) sectors that comprise the United States and other nations or political economies. Today an entrepreneurship degree does more than teach how to start a new business entity; it trains a student to manage innovation within existing organizations, create new strategic business units within existing organizations, or launch a brand new for-profit, nonprofit, or governmental enterprise.

TCU and SMU currently offer an entrepreneurship major, but UNT is the only state institution in DFW offering such a degree.

Curriculum Design

The curriculum was designed by benchmarking with other universities and from the guidance provided by the United States Association for Small Business and Entrepreneurship (USASBE). The best undergraduate entrepreneurship programs, according to the U.S. News and World Report, include:

https://www.babson.edu/undergraduate/academics/concentrations/entrepreneurship/
https://hankamer.baylor.edu/entrepreneurship/programs/major
https://www.bauer.uh.edu/undergraduate/entrepreneurship/

The Department of Management currently offers a complete array of courses that may be assembled into a new BBA degree major that comprises the following courses in addition to the basic or general requirements for a BBA degree:
Advanced Entrepreneurship and Electives

MANA 3325* - Entrepreneurship: The New Venture Creation Process 3
MANA 4333* - Creativity, Technology, and Innovation 3
MANA 4338* - Entrepreneurial Finance** 3
Entrepreneurship Electives 6
   Select from:
      MANA 4334* Digital Entrepreneurship
      MANA 4339* Pitching the Entrepreneurial Idea
      MANA 4345* Social Entrepreneurship
      ART 4382 Entrepreneurship in the Arts
      ENGR 4302 Engineering Entrepreneurship
ACT 3309 3
MARK 3320 3
Advanced COB Electives 15

Total 36

*Proposed MANA changed to ENTR
**Proposed course title changed from Directed Studies in Entrepreneurship. Proposed course description:

Revised Description

This course prepares the student to effectively plan for, execute, and control the financial aspects of a new venture. Topics include analyzing financial and accounting information for cash flow management and assessing business performance, identifying and evaluating sources of capital for emerging and small businesses, and strategies for growing and harvesting firms. This course cannot serve as a FINA or ACCT elective. Prerequisite: ACCT 3309 and MANA 3325 or permission of the instructor.

The proposed major includes no new courses. We plan to repurpose MANA 4338 Directed Studies in Entrepreneurship into a course focusing on financial and accounting issues—Entrepreneurial Finance. All courses have been offered in previous semesters and can be staffed with existing faculty.

Anticipated Enrollment

UTA has pursued various entrepreneurship-related initiatives for many years. It works closely with business accelerators, potential investors, local chambers of commerce, and city governments to help students succeed as business owners. It has developed an elaborate entrepreneurship ecosystem and offers various extracurricular activities such as a business pitch competition (MavPitch), a new venture accelerator (DeepDive), and interactive seminar series (EpICMav). Hundreds of students participate in these opportunities annually.

Benefit to UTA

Many students have already learned that earning and possessing a degree in entrepreneurial studies is a validation of their business skills and can be used to market the graduate for opportunities related to innovation in an existing corporation, like Lockheed Martin or Texas Instruments, or they may find themselves creating high-performance work teams to achieve the
mission of a nonprofit organization, like the American Heart Association or Susan G. Komen Foundation.

Alternatively, the entrepreneurial studies graduate may find themselves with the funding or prize money from a pitch competition to launch their own new business concept. Whenever finding funding for a new business concept or enterprise is necessary, a degree in entrepreneurial studies from The University of Texas at Arlington can add to the graduate's credibility. For this and the other reasons listed herein, we recommend adding a BBA degree program related to entrepreneurial studies within the Department of Management, College of Business.

UTA recognizes entrepreneurship's crucial role in driving innovation, creating jobs, and promoting social change. UTA also recognizes that instilling an entrepreneurial mindset can significantly impact our students' lives and that encouraging them to challenge conventional thinking is at the core of our educational philosophy. Indeed, the Maverick is the school's mascot, and we wholeheartedly embrace its symbolism of independent, free-thinkers—entrepreneurs.