

## Criteria A. Appropriateness to Mission

### 1. Statement of Program Goals and Objectives

The goal for the Entrepreneurship program is to grow and develop the program. The program is new on the Columbia College campus and has one certificate directly related to entrepreneurship, a Skills Attainment Certificate which is 8 units.

In order to grow and develop the Entrepreneurship Program there is a need for more options for students, including but not limited to this AS degree. The Entrepreneurship AS degree will prepare students to be able to create a business plan, acquire funding, market and open their own businesses.

In addition students will have of the option to transfer to a four year institution for a four year degree in entrepreneurship. Students that go on to major in entrepreneurship will have many options including starting their own businesses, becoming a CEO for large corporations, counseling others in getting their businesses started, specializing in marketing and funding.

### 2. Catalog Description

The Entrepreneurship degree focuses on many aspects of business. Students who enroll in the entrepreneurship major should expect a strong emphasis on business management, communication, and business development. They must also be ready for constant change and be adaptable. The field of entrepreneurship is one that relies heavily on the ability to change and exploit new markets and opportunities.

### 3. Program Requirements

	Units
BUSAD24 Human Relations in Organizations	3
BUSAD163 Business Mathematics	4
BUSAD150 Small Business Management	3
BUSAD121 Adobe Acrobat Essentials	2
BUSAD52 E-Commerce	3
ENTRE101 Introduction to Entrepreneurship	2
ENTRE102 Entrepreneurial Marketing	2
ENTRE103 Financial Management for Entrepreneurs	2
ENTRE104 Preparing Effective Business Plans	2
CMPS17 Advanced Internet Research	2
CMPS30 Financial Worksheets on Computers	3

In addition students will need to complete the required GE pattern

### 4. Background and Rationale

Entrepreneurial degree programs have become a legitimate part of the modern higher education system of the United States, but this is a fairly new phenomenon. In 1970, there were only 16 colleges and universities that offered courses in entrepreneurship. A recent survey, however, counted at least 2,000 universities that offered such courses if not an entire entrepreneurial degree program. The idea of entrepreneurship took on a whole new meaning in the 1990s when the “dot com” boom hit, and although many of the businesses that came out of that boom failed to stand the test of time, this was when the real growth in entrepreneurial programs took place. Community colleges are fast becoming the foundation for students planning to major in entrepreneurship. (U.S. News & World Report)

#### The Benefits of Entrepreneurial Programs

Now when new and prospective students are considering which major to choose, entrepreneurship is an option. There are even social entrepreneurship programs at some schools. Entrepreneurs don't need college degrees—a look at some of the most successful business people of our day will tell you that. However, having this education will give

students an increased sense of confidence and security. Additionally, school is a great place to network, and who knows? You might meet your future business partner! Many business relationships have been formed during school, particularly during MBA and entrepreneurial programs. Networking has been said to be the number one key to not only creating and succeeding in businesses, but to getting hired into positions.

While this type of entrepreneurial education does not necessarily increase students' chances of getting a startup business off the ground, it has been shown to increase students' career aspirations, feelings of having control over their lives, interest in higher education and leadership skills.

## **Criteria B. Need**

### **5. Enrollment and Completer Projections**

There are consistently 18 to 20 students enrolled in the current entrepreneur program and they are asking for more. Faculty projects that about 4-5 or 20-25% of the students that take the introduction classes will follow through and complete this degree.

### **6. Place of Program in Curriculum/Similar Programs**

The option will be placed under the Entrepreneurship program area. The AS Entrepreneurship degree includes courses from Business Administration, Entrepreneurship, and Computer Science. This will expand the options that students have in Entrepreneurship within the program, resulting in students being prepared to be better employees, own and operate their own business, or work as an entrepreneurial change agent to name a few.

### **7. Similar Programs at Other Colleges in Service Area (includes Small Business)**

Reedley College  
Merced College  
Fresno City College  
CSU, Fresno  
UC Berkeley

### **8. Labor Market Information & Analysis (CTE only)**

Given that entrepreneurship is not a specific occupation, but rather a method for creating and operating new (and oftentimes small) businesses, a specific number of annual job openings is not available. However, research regarding job creation provides insight into labor market demand.

#### **Small Business, Big impact!**

One thing is for sure, as a small business owner you are not alone. There are millions of small businesses across the United States traveling the same road as you each and every day. Although your business operates in its own unique fashion, the cumulative impact of the small business sector is enormous.

#### **Small business is BIG!**

- The 23 million small businesses in America account for 54% of all U.S. sales.
- Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s.
- The 600,000 plus franchised small businesses in the U.S. account for 40% of all retail sales and provide jobs for some 8 million people.
- The small business sector in America occupies 30-50% of all commercial space, an estimated 20-34 billion square feet.

Furthermore, the small business sector is growing rapidly. While corporate America has been "downsizing", the rate of small business "start-ups" has grown, and the rate for small business failures has declined.

- The number of small businesses in the United States has increased 49% since 1982.
- Since 1990, as big business eliminated 4 million jobs, small businesses added 8 million new jobs.

**Source:** <http://www.sba.gov/sba-direct/95370/article/13493/>

Startups bring a wealth of transformative innovations to market, and they also play a critical role in job creation in the United States. Those entrepreneurs who are intent on growing their businesses create the lion's share of these new jobs, in every part of the country and in every industry. Moreover, it is entrepreneurs in clean energy, medicine, advanced manufacturing, information technology, and other fields who will build the new industries of the 21st century, and solve some of our toughest global challenges.

President Obama's initiative "Startup America" to grow entrepreneurship has the following goals. Startup America will:

Expand access to capital for high-growth startups throughout the country;

Expand entrepreneurship education and mentorship programs that empower more Americans not just to get a job, but to create jobs;

Strengthen commercialization of the about \$148 billion in annual federally-funded research and development, which can generate innovative startups and entirely new industries;

Identify and remove unnecessary barriers to high-growth startups; and

Expand collaborations between large companies and startups.

According to the California Department of Industrial relations;

"Small businesses are critical to California's economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. Small businesses also represent 99.7 percent of all employer firms and they employ just over half of U.S. workers and pay 44 percent of total U.S. private payroll."

**9. Employer Survey (CTE only)**

When meeting with local employers, SCORE, Tuolumne County Economic Development Authority, Computer Science Advisory group and Tuolumne County Chamber of Commerce they all agreed that the more options in entrepreneurship the better not only for students but the business community as a whole.

**10. Explanation of Employer Relationship (CTE only)**

Some members of the advisory team have offered consultation services, physical resources, and partnership support for the establishment of an entrepreneurship program at Columbia College, including establishing a Small Business Entrepreneurship Center.

**11. List of Members of Advisory Committee (CTE only)**

George Segarini, Tuolumne County Chamber of Commerce, Derek Maxon, Front Porch, Larry Cope, Tuolumne County Economic Development Authority, Dennis Dahlin, Realtor, Tad Folendorf, Calaveras County Business Association, Phil VanSwoll, SCORE, Beth Hartline, Tuolumne County Economic Development, Kurtic Clark, Stanislaus Alliance and Debra Byersdorf, Tuolumne County Schools Office.

**12. Recommendations of Advisory Committee (CTE only)**

The advisory committee has recommended creating an AS degree, Certificate of Achievement, and ASOE degree and Skills Attainment Certificate across the curriculum. In addition they suggested that courses are rotated into the evening to accommodate evening students and community members.

**Attachment:** Labor / Job Market Data (CTE only)  
**See above no attachment**

**Attachment:** Employer Survey (CTE only)  
**No survey it was a series of questions:** see meeting notes

**Attachment:** Minutes of Key Meetings

**Following are meeting excerpts:**

**October 2010 meeting**—It was unanimously decided that that students need to have more choices in the form of degrees and certificates. It was voted and agreed that Ida Ponder would develop and submit to the State Chancellor’s office a Certificate of Achievement in Entrepreneurship, an AS in Occupational Education Entrepreneurship, and an AS in Entrepreneurship during the 2010-2011 academic year under the Entrepreneurship program.

**April 2010 meeting**—It was unanimously decided that for the 2011-2012 academic year Ida Ponder will develop and submit to whatever bodies are required degrees, certificates and skills attainment certificates across disciplines in Office Technologies, Multimedia, Virtual Office, Art, Music and Web Design at a minimum.

### **Criteria C. Curriculum Standards**

#### **13. Display of Proposed Sequence**

	<b>Units</b>
BUSAD24 Human Relations in Organizations	3
BUSAD163 Business Mathematics	4
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BUSAD121 Adobe Acrobat Essentials	2
BUSAD52 E-Commerce	3
ENTRE101 Introduction to Entrepreneurship	2
ENTRE102 Entrepreneurial Marketing	2
ENTRE103 Financial Management for Entrepreneurs	2
ENTRE104 Preparing Effective Business Plans	2
CMPSC17 Advanced Internet Research	2
CMPSC30 Financial Worksheets on Computers	3
<b>Total Units</b>	<b>28</b>

#### **14. Transfer Documentation (if applicable)**

**Attachment:** Outlines of Record for Required Courses should be separately attached to each course

**Outlines are attached**

**Attachment:** Transfer Documentation (if applicable) **No Attachment**

Transfer Opportunities for Students with Entrepreneurship Degree/Certificate:

California State University, Fresno –Bachelor of Science in Business Administration with an Entrepreneurship Option

Antioch University, Santa Barbara – Bachelor’s Degree in Entrepreneurship and Multi-media

UC Berkeley Haas School of Business—Bachelor’s Degree in Entrepreneurship or MBA in Entrepreneurship

### **Criteria D. Adequate Resources**

#### **15. Library and/or Learning Resources Plan**

Resources are adequate for proposed AS Degree

#### **16. Facilities and Equipment Plan**

Facilities are adequate for proposed AS Degree

#### **17. Financial Support Plan**

All courses are existing and financially supported

- 18. Faculty Qualifications and Availability**  
Current qualified faculty will teach the required courses

**Criteria E. Compliance**

- 19. Based on model curriculum (if applicable)**  
N/A
- 20. Licensing or Accreditation Standards**  
N/A
- 21. Student Selection and Fees**  
N/A