NEW PROGRAM FORM

Associate Degree

Proposal Number | 2223-078

SECTION I. PROGRAM INFORMATION AND RATIONALE

Requested Date of Implementation*Required

Fall 2023 ⌄

Name of Program*Required

Entrepreneurial Business

Degree or Certificate/Award*Required

Associate of Science (AS) ⌄

Academic Center
*Required

Business & Accounting ⌄

CIP Code *Required

52.0701

The CIP (Classification of Instructional Programs) code is a system used by the federal government for accurate tracking and reporting of fields of study and program completion. A CIP code needs to be included for every program and every course. CIP codes can be found on the federal user site at https://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55 (https://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55). Select the CIP code that best reflects your course content.

What is the rationale for the proposal? *Required
Describe how the program's mission statement is consistent with, or aligns with, the mission of the College.

Current entrepreneurial positive outlook

Surrounding 4-year degree program's shift in focus towards a more entrepreneurial lens to business with internal pitch contests, and outlook to innovation through entrepreneurial mindset.

Anecdotally, an increase in our student entrepreneur population that are in need for more support to bringing their ideas to fruition. They can get a grounding on developing that mindset at NECC and if they transfer to UML that will guide them further through that process.

Location of Program*Required

| Haverhill | ☑ | Lawrence | ☐ | Off Campus | ☐ | 100% Online | ☑ |
| Hybrid | ☐ | Other | ☐ | | | | | | |

TRANSFER INFORMATION (IF APPLICABLE)

Provide specific information regarding the transferability of the program including the potential for articulation agreements.

This program incorporates two courses currently not included in the Business Transfer program. The transferability of the one new courses were evaluated by Michelle Sunday--see BUS202.

The program will meet the Mass Transfer (Gen-Ed Foundation) Block *Required

Yes   ⦿   No   ◯

Provide more details about the program
meeting the transfer block *Required

Yes, all Mass Transfer-Gen-Ed foundation courses are present in this program

Program Attributes

Program attributes are associated with standardized content in the program description and/or additional program fees. Check all that apply. If program attributes are checked (except for Accreditation), content associated will be added to the program description. Standard content is found in the help ? If the program is accredited, check the box and provide the information about the accreditation agency.

Accreditation	☐
CORI/CHRI/SORI	☐
CPR	☐
Criteria Based	☐
Drug Screening	☐
Health Immunizations	☐
Professional Liability Insurance	☐
Other	☐

SECTION II: PROGRAM REQUIREMENTS, OUTCOMES AND CORE ACADEMIC SKILLS

Program Description

The associate in science degree program in Entrepreneurial Business provides a core of business courses focusing on business entrepreneurship. It is designed to provide students with the general skills needed for developing an entrepreneurial mindset to use in industry or starting a business.

Title

Requirements

Course List

ACC101 Introductory Accounting I (3)

ACC102 Introductory Accounting II (3)

BUS101 Introduction to Business (3)

BUS105 Managerial Business Communications (3)

BUS202 Entrepreneurship and Innovation

BUS211 Business Law I (3)

CIS110 Computer Applications (3)

COM111 Public Speaking (3)

ECO201 Micro Economics (3)

ENG101 English Composition I (3)

ENG102 English Composition II (3)

Business Elective See Elective Advice (3)

OR ()

COP110 Internship Education (3)

MKT210 Principles of Marketing (3)

PSY105 Organizational Behavior (3)

Humanities Elective See Elective Advice (3)

Humanities Elective See Elective Advice (3)

Science Elective See Elective Advice (4)

Science Elective See Elective Advice (4)

Math Elective See Elective Advice (3-4)

Math Elective See Elective Advice (4)

Requirement Notes

Elective Advice:

Business Elective (~/link.aspx?_id=68696C686F964AC49BAAF207B285BF2F&_z=z): See
an advisor

Humanities Elective (~/link.aspx?_id=CE8B4AADED6D43C5BE5519A0F263ED58&_z=z):
See an advisor

Math Elective (~/link.aspx?_id=780557A96D2942EEA372B6F9A7661E7D&_z=z):
MAT122 or higher

Title

Recommended Course Sequence/Pathway

Course List

Title

Year 1 Fall

Course List

BUS101 Introduction to Business (3)

ENG101 English Composition I (3)

PSY105 Organizational Behavior (3)

Science Elective See Elective Advice (4)

Math Elective See Elective Advice (3-4)

Requirement Notes

Title

Year 1 Spring

Course List

ACC101 Introductory Accounting I (3)

ENG102 English Composition II (3)

CIS110 Computer Applications (3)

MKT210 Principles of Marketing (3)

Humanities Elective See Elective Advice (3)

Requirement Notes

Title

Year 1 Summer

Course List

Requirement Notes

Title

Year 2 Fall

Course List

ACC102 Introductory Accounting II (3)

BUS102 Introduction to Entrepreneurship (3)

COM111 Public Speaking (3)

Math Elective See Elective Advice (4)

Science Elective See Elective Advice (4)

Requirement Notes

Title

Year 2 Spring

Course List

BUS211 Business Law I (3)

ECO201 Micro Economics (3)

Business Elective See Elective Advice (3)

OR ()

COP110 Internship Education (3)

Humanities Elective See Elective Advice (3)

BUS202 Entrepreneurship and Innovation

Requirement Notes

Requirement Notes

List the program learning outcomes and objectives *Required

Analyze and record journal entries and prepare financial statements in accordance with Generally Accepted Accounting Principles (GAAP)

Apply quantitative reasoning skills and/or financial accounting theory/principles to analyze information to make business decisions

Apply quantitative reasoning skills and/or managerial accounting theories and/or various business techniques to   make decisions

Demonstrate the ability to effectively and professionally communicate orally and in writing, in a business

Describe how this program satisfies Core Academic Skills *Required
Core Academic Skills (https://facstaff.necc.mass.edu/faculty-resources/program-review-outcomes-assessment/core-academic-skills/)

- Global Awareness--BUS101
- Information Literacy--BUS101
- Public Presentation--COM111
- Quantitative Reasoning--ECO201
- Science and Technology--CIS110
- Written Communication--MKT210

SECTION III: MARKET SURVEY, IMPACT AND SPECIAL ARRANGEMENTS

Describe the job market survey conducted to determine the demand for graduates. Include a copy of that survey and the collated results. The survey must comply with current Federal Financial Aid "Gainful Employment" Guidelines.

A survey of more than 1,300 small business owners across the country, with additional insights into gender and ethnicity, found that revenue expectations rose to a seven-year high, and expansion plans increased significantly since the spring. Over the next 12 months:66% of business owners expect revenue to increase—a seven-year high52% plan to expand their business—up from 37% this spring83% plan to obtain funding for their business—up from 70% this spring
As the possibility of a recession looms, 77% of entrepreneurs say their business is equipped to survive a recession. As of 2023, small business owners are optimistic about the future, even with ongoing economic challenges and uncertainty

What evidence of student interest is available? Please indicate the number of students the institution expects to enroll and the number it expects to graduate for each of the first five years of the program's operation.

Will any programs be inactivated or revised as a result of the proposal? *Required   Yes ○   No ⦿

Select the Academic Centers or Other Areas that may be impacted or may need to be notified about the program revision. (For example, if you are changing course requirements, check what Academic Center or Other Area they fall under if not the one for the program revision. View Academic Centers (https://necc.smartcatalogiq.com/current/Catalog/Academic-Centers) chart.
Do NOT select the Academic Center or Other Area that oversees the program being revised or it will create an additional unnecessary step in the workflow.

Business and Accounting	☑
Health	☐
Liberal Arts	☐
Professional Studies	☐
STEM	☐
Cooperative Education	☐
Honors	☐
Individualized Option	☐
International Studies	☐

List any other post-secondary institutions within commuting distance (50-mile radius) offering similar/comparable programs. Identify the similarities and differences of the proposed program to them. Also, state the number of students in the most recent spring graduating class if possible from each of these programs.

Bunker Hill Community College--Entrepreneurship Option,
AS https://catalog.bhcc.edu/preview_program.php?poid=48

Describe any special arrangements required for this program including but not limited to: Inter-institution agency contracts or agreements , Field experiences/practicums, Job placement of students upon graduation, Recruitment and admission of students for the program

NA

SECTION IV. RESOURCES

The existing resources in place are adequate for the following:

- Equipment
- Space (traditional classrooms, labs, special facilities, etc)
- Library
- Computer Resources (labs, special software, etc)
- Personnel (faculty, staff, support, counselors, administrators)

*Required

Yes ⦿

No ◯

SECTION V. FOR ADMINISTRATIVE USE ONLY

CIP Code

Major Code

Program Code

Department ⌄

Department Chair Needs
Workflow Notification ☐

EXTERNAL APPROVALS

NECC Board of Trustees

Sent Date

📅 Enter date ▾

Approval Date

📅 Enter date ▾

Department of Higher Education (DHE)

Sent Date

📅 Enter date ▾

Approval Date

📅   Enter date   ▼

New England Commission of Higher Education (NECHE)

Sent Date

📅   Enter date   ▼

Approval Date

📅   Enter date   ▼

DHE Financial Aid approval (for certificates 29 credits or less only)

Sent Date

📅   Enter date   ▼

Approval Date

📅   Enter date   ▼

Attach any forms or correspondence confirming the approvals.