



The University of Georgia®

University Council
Athens, Georgia 30602

April 15, 2013

UNIVERSITY CURRICULUM COMMITTEE – 2012-2013

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Dr. Rodney Mauricio (Sciences)

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Law – No representative

Pharmacy - Dr. Keith N. Herist

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Public Health – Dr. Marsha C. Black

Social Work – Dr. Kristina Jaskyte

Veterinary Medicine - Dr. Scott A. Brown

Graduate School - Dr. Tracie E. Costantino

Ex-Officio – Provost Jere W. Morehead

Undergraduate Student Representative – Mr. Pranay Udutha

Graduate Student Representative – Mr. Garrett Jaeger

Dear Colleagues:

The attached proposal from the College of Family and Consumer Sciences and the Terry College of Business for a new Undergraduate Certificate in Entrepreneurship will be an agenda item for the April 22, 2013, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Provost Jere W. Morehead
Dr. Laura D. Jolly




The University of Georgia

Linda Kirk Fox
Dean

College of Family & Consumer Sciences
Office of the Dean

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TO: Jere Morehead
Senior Vice President and Provost

FROM: 
Linda Kirk Fox
Dean

DATE: April 11, 2013

RE: Entrepreneurship Certificate – FACS and Terry Colleges

I support the curriculum submission for an Interdisciplinary Certificate in Entrepreneurship jointly with the Terry College of Business. This certificate is interdisciplinary and draws from disciplines in the four departments of College of Family and Consumer Sciences, Textiles, Merchandising and Interiors; Housing and Consumer Economics, Human Development and Family Science, Foods and Nutrition; as well as the Terry College Department of Management. The undergraduate certificate is set to begin Fall 2013.

The proposed certificate program will educate students to become successful entrepreneurs in the private, public, and non-profit sectors. The certificate is targeted to any student in the College of Family and Consumer Sciences or the Terry College of Business interested in creating or growing their own business or in becoming a social entrepreneur.

We have 100 percent support from the FACS College department heads and the FACS College curriculum committee.

C: Mark Dawkins, Associate Dean, Terry College
Silvia Girauda, Associate Dean, FACS

Attachments

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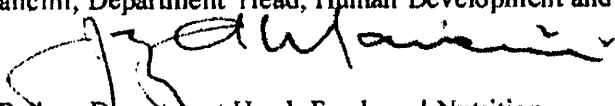
The University of Georgia

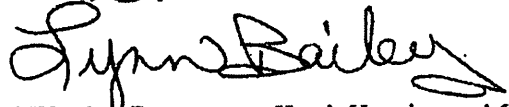
College of Family and Consumer Sciences
Office of Alumni Relations


Date: April 11, 2013,

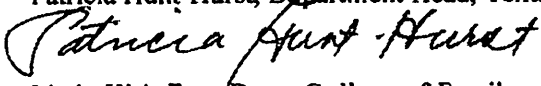
To: University Curriculum Committee

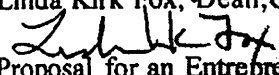
From: Jay Mancini, Department Head, Human Development and Family Science


Lynn Bailey, Department Head, Foods and Nutrition


Sheri Worthy, Department Head, Housing and Consumer Economics

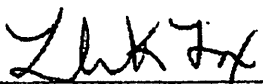

Patricia Hunt-Hurst, Department Head, Textile, Merchandising and Interiors


Linda Kirk Fox, Dean, College of Family and Consumer Sciences

Re:  Proposal for an Entrepreneurship Certificate Program in the College of Family and Consumer Sciences and in the Terry College of Business.

The College of Family and Consumer Sciences and the Terry College of Business is submitting the attached proposal for a Certificate Program in Entrepreneurship, along with certificate requirements and one new course proposals for the certificate program. The certificate is targeted to undergraduate students in the College of Family and Consumer Sciences (including majors and minors) and the Terry College of Business.

Thank you for your consideration.



Linda Kirk Fox, Dean



The University of Georgia

Terry College of Business

Robert T. Sumichrast, *Dean*
Simon S. Selig, Jr. Chair for
Economic Growth

335 Brooks Hall
Athens, Georgia 30602-6251
Telephone 706-542-8100
Fax 706-542-3835
busdean@uga.edu

MEMORANDUM

TO: Jere W. Morehead., Provost
FROM: Robert T. Sumichrast, Dean *ROBERT*
DATE: April 10, 2013
RE: Entrepreneurship Certificate – FACS and Terry Colleges

I support the curriculum submission for an Interdisciplinary Certificate in Entrepreneurship jointly with the College of Family and Consumer Sciences. In addition to drawing from four departments of College of Family and Consumer Sciences, this interdisciplinary certificate draws from six departments in the Terry College: Accounting (ACCT), Finance (FINA), Insurance, Legal Studies, and Real Estate (ILSRE), Management (MGMT), Management Information Systems (MIST), and Marketing (MARK). Terry's Music Business Certificate Program (MBUS) is also part of the certificate. The undergraduate certificate is set to begin Fall 2013.

The proposed certificate program will educate students to become successful entrepreneurs in the private, public, and non-profit sectors. The certificate is targeted to any student in the Terry College of Business or the College of Family and Consumer Sciences interested in learning how to create and grow their own business, or students interested in social entrepreneurship.

We have unanimous support from the Terry College Department Heads and the Terry College Undergraduate Programs Committee.

cc: Mark Dawkins, Associate Dean, Terry College of Business
Silvia Girauda, Associate Dean, FACS

/abg



The University of Georgia

Terry College of Business
Brooks Hall
Athens, Georgia 30602

Date: April 11, 2013
To: Robert T. Sumichrast, Dean
From: Benjamin Ayers, Department Head, J.M. Tull School of Accounting

Allen Amason, Department Head, Management

Jeffrey Netter, Department Head, Finance

Charlotte Mason, Department Head, Marketing

Maric Boudreau, Department Head, Management Information Systems

Robert Hoyt, Department Head, Insurance, Legal Studies, & Real Estate

Chris Cornwell, Department Head, Economics

RE: Departmental support for an Undergraduate Certificate in Entrepreneurship in the Terry College and the College of Family and Consumer Sciences

As evidenced by our signatures above, all academic departments in the Terry College support the proposed Undergraduate Certificate in Entrepreneurship in the Terry College and the College of Family and Consumer Sciences.

Thank you for your consideration.

Mark C. Dawkins, Associate Dean for Academic Programs

INTERDISCIPLINARY CERTIFICATE PROGRAM PROPOSAL
for a Certificate in Entrepreneurship
from the College of Family and Consumer Sciences and Terry College of Business

I. Basic Information

- 1. Institution:** University of Georgia **Date:** April 2013
- 2. School/College:** College of Family and Consumer Sciences and Terry College of Business
- 3. Department/Division:** Textiles, Merchandising and Interiors; Housing and Consumer Economics, Human Development and Family Science, Foods and Nutrition; Department of Management; Department of Finance; Department of Marketing; J.M. Tull School of Accounting; Department of Insurance, Legal Studies, and Real Estate
- 4. Level:** Undergraduate
- 5. Proposed starting date for program:** Fall 2013
- 6. Abstract of the program:**

Purpose and educational objectives.

The proposed certificate program will educate students to become successful entrepreneurs in the private, public, and non-profit sectors. The certificate is targeted to any student in the College of Family and Consumer Sciences or the Terry College of Business interested in creating or growing their own business or in becoming a social entrepreneur. Based on a recent survey, nearly 70% of students are interested in pursuing a certificate in entrepreneurship.

The state of Georgia currently ranks #1 in USA for Entrepreneurial Activity (Kauffman, 2011) and for the fastest growth of women-owned businesses (American Express OPEN, 2011). Georgia ranks #2 in USA for best business climate (SiteSelection, 2011), highest number of black-owned businesses (US Census, 2010), site selection of choice (Area Development, 2011), and for infrastructure and transportation (Area Development, 2011). According to The Consortium for Entrepreneurship Education (CEE, 2009), the common cause for the failure of a new business is that the "entrepreneur has the technical skills but lacks the entrepreneurial skills that are essential for business success."

Currently, there is no college at UGA offering an undergraduate academic entrepreneurial training program to develop and nurture the skills students need to become small business owners or work as social entrepreneurs within the public or non-profit sector. We propose an interdisciplinary program between the College of Family and Consumer Sciences and the Terry College of Business where students take applied courses in diverse areas of study in foods and nutrition, housing and consumer economics, human development and family science; textiles, merchandising and interiors; management; marketing; finance and legal aspects of business. The overall curriculum will offer shared experiences in entrepreneurship, market research, financial planning, leadership and business ethics. The program includes the creative search for ideas, the innovation process, and the critical analysis of opportunities to screen for the best ideas. During their last semester, students will apply their knowledge in a capstone course by creating a start-up company or developing a social entrepreneurial approach for a public/ non-profit institution.

The purpose of the Certificate in Entrepreneurship is to:

- a) Provide the certificate as a credential for students interested in starting a small business or gaining employment with a start-up company or become social entrepreneurs in public or non-profit institutions
- b) Prepare the state's future entrepreneurs to strengthen the economic outlook of the state of Georgia

- c) Provide courses directed towards service-learning through increased collaboration with community partners and case studies with local entrepreneurs
- d) Increase communication and share resources and expertise between programs and among faculty/students in the College of Family and Consumer Sciences and Terry College of Business.

The educational objectives of the Certificate in Entrepreneurship are to:

- a) Develop ideas for and knowledge of small businesses, product inventions, consulting services or non-profit enterprises
- b) Identify the relationship of small business to the economic vitality and financial growth in the state of Georgia
- c) Identify significant changes and trends which create business opportunities for start-up companies
- d) Provide shared experiences in creativity and design, leadership, business ethics, entrepreneurship and innovation
- e) Examine the relationship between national and local communities and the small business climate

Student competencies associated with attainment of Certificate in Entrepreneurship include:

- **Ethics in Entrepreneurship** -- Students will be able to identify common ethical issues faced by small businesses and entrepreneurs. Students will have a clear understanding of their own values and goals, and how those values should inform and guide their entrepreneurial pursuits.
- **Financial Management** – Students will develop skills in personal financial management and as entrepreneurs, particularly in terms of cash flow management and resource management. Students will understand the relationship between their personal financial health and the financial health of their business.
- **Business Models** -- Students will have a full understanding of the various business models utilized by entrepreneurs. Student will understand the importance of identifying the appropriate business model as a component of a successful business plan.
- **Market Analysis** – Students will know how to identify and analyze potential new businesses for a particular marketplace.
- **Entrepreneurial Growth** -- Students will develop skills in managing the rapid growth of a new business as well as their own professional development.

Students graduating with a certificate in Certificate in Entrepreneurship will be positioned to jump start their careers as small business owners or social entrepreneurs during college or post-graduation. National unemployment for June 2012, is holding at 8.2% (BLS, 2012), but the Georgia Department of Labor (2012) reported that the unemployment rate increased for the first time in a year to 9.0%. The environment is ready to embrace young entrepreneurs, as our economy depends on their innovative ideas.

A. Interdisciplinary nature of proposed program. The Certificate in Entrepreneurship program will recruit students with majors or minors in the College of Family and Consumer Sciences and the Terry College of Business. Participating departments include: Textiles, Merchandising and Interiors, Foods and Nutrition, Housing and Consumer Economics, Human Development and Family Science, Management, Finance, Marketing, Accounting, and Insurance, Legal Studies, and Real Estate. Faculty from all the College of Family and Consumer Sciences departments have participated in the submission of a Higher Education Entrepreneurship grant

proposal to the Mott Foundation, in fall 2012 to support the E-FACS Certificate. The Terry College has a Nalley Chair in Entrepreneurship that they plan to fill in FY14

B. Expected stage of development for this program within 5 years.

Within five years this program will be awarding certification in Entrepreneurship to students from all the involved departments. The number of certifications will have exceeded the initial expectation of 30 students and the demand for the program will remain high.

A. Why this program is necessary.

- a. A certificate can address the high demand from Family and Consumer Sciences and Business students for opportunities to study entrepreneurship. A certificate will likely improve the overall educational experience of many FACS and Terry students.
- b. Evidence that Family and Consumer Sciences and Terry students become entrepreneurs owning retail apparel businesses, inventing new products and marketing them nationally. Many have found success in public and non-profit sectors and act as social entrepreneurs
- c. There are no other programs of this type in four-year institutions in Georgia
- d. The establishment of new small business is a powerful strategy in decreasing the high unemployment in Georgia.
- e. Compete at the national level with other institutions: University of Florida's Innovation Academy, University of Houston's Wolf Center for Entrepreneurship, University of Oklahoma's Center for Entrepreneurship, and more
<http://www.entrepreneur.com/topcolleges/undergrad/0.html>

B. Additional Information:

- a. **Program Initiation:** Fall 2013
- b. **Full Implementation of Program:** Spring 2014
- c. **First Certificates:** Spring 2014
- d. **Annual Number of Graduates expected:** 30
- e. **Projected Future Trends:**
 - i. **Documentation of student interest in program.** A growing number of students at the University of Georgia have demonstrated interest in issues relating to small business ownership and entrepreneurship. The Terry College of Business started UGA's Next Top Entrepreneur competition in 2009 with 114 student participants. Since its induction, over 600 students have applied and \$100K has been awarded as start-up capital from equity investors. The Terry College of Business started the Entrepreneurship program which focuses on entrepreneurship training for their MBA program. Currently, MGMT 5500, Entrepreneurship and New Venture Formation, is the only undergraduate course offered each semester at max enrollment. In addition, The College of Agriculture is exploring offering a minor in entrepreneurship for any undergraduates in their college.

Current FACS course offering entrepreneurship goals & strategies: Couture a la cart, food labs/production, and product development of TXMI & CO. and the ASPIRE Clinic which is an interdisciplinary clinic designed to offer assistance to families and individuals to help them experience a sense of life satisfaction and fulfillment through a variety of Family and Consumer Sciences disciplines. Students are requesting these courses and perceive them as essential to their future success.

In addition to strong enrollment in College of Family and Consumer Sciences and Terry College of Business courses with a sound entrepreneurship methodology, there are student organizations that aspire to entrepreneurship principals. The Fashion Design Student Association, Student Merchandising Association, Little Red Book, and the Student Financial Planning Association encourage students to become entrepreneurs through product development, consulting services, retail outlets, and social entrepreneurship by starting non-profits. These groups are dedicated to inviting entrepreneurs from industry to come and share their experiences. Also, the student organizations strive to create new products and services to offer the UGA and Athens community.

- ii. **Georgia's state of the economy.**
- iii. **Reasonable level of enrollment:** 30 students
- iv. **Minority student enrollment.** The intent of the Certificate in Entrepreneurship is to attract students with majors or minors in the College of Family and Consumer Sciences and in Terry College of Business. Minority student enrollment in Family and Consumer Sciences for spring 2012 was 23.2% persons of color and 84.6% women. Minority student enrollment in Terry for spring 2012 was 19.5% persons of color and 37.6% women. This is higher than the overall UGA minority enrollment numbers. We hope to encourage the success of our minority students interested in small business ownership. Currently, Georgia has the highest percentage of Black-owned businesses (US Census, 2010). We hope to continue the success of our minority graduates in entrepreneurship.

II. Detailed Information:

- A. **Curriculum Outline:** (See Appendix A) The curriculum for the Certificate in Entrepreneurship entails 15 credit hours, including a new required capstone course, MGMT 5500, Entrepreneurship and New Venture Formation, which will be taught by an "Entrepreneur in Residence." In addition, Family and Consumer Sciences students will be required to take the two hours HACE 3110, Money Skills for Life, and 9 hours from the interdisciplinary course listing (See Appendix A). In the case of Terry Students, instead of the required to take HACE 3110, Money Skills for Life (1 credit hours), they are required to take HACE 3200, Introduction to Personal Finance (3 credit hours), or HACE 3250, Survey of Financial Planning (3 credit hours).
- B. **Model programs, accepted disciplinary standards, and accepted curricular practices.** At the University of Georgia, the closest model to the Certificate in Entrepreneurship would be the Local Food Systems Certificate. The LFS Certificate requires all students take a series of basic courses and seminars, with additional course selection coming from a set list of acceptable related courses. The Certificate in Entrepreneurship follows this model, yet encourages students to explore disciplines outside their degree area in such as business and marketing.
- C. **Program accreditation:** No formal accreditation standards currently exist for the area of entrepreneurship in the College of Family and Consumer Sciences or the Terry College of Business. The proposed Certificate in Entrepreneurship is unique and one of the first of its kind in the United States, or among large state universities.
- D. **Faculty resources:**
 - a. **Additions to faculty needed to fully implement program:** none
 - b. **How many full time faculty will provide direct instructional support of this program:** 27

c. Family and Consumer Sciences faculty directly involved in this program:

Emily Blalock, Lecturer in Textiles, Merchandising and Interiors (BS, MS) has 6 years experience in teaching and advising. She has taught 11 different courses in the fashion merchandising major, four of which she created because of student interest in environmental changes and market demand. She created the first entrepreneurship course in the college of Family and Consumer Sciences in spring 2010, TXMI5280 Retail Entrepreneurship. In addition, she is a social entrepreneur, having developed the Ghana Community Trade Program, Couture a la Cart, PALS of Athens Musicians and female owned micro-businesses in Burkina Faso. She currently sits as committee chair for FACS Entrepreneurship Task Force and serves on several college and departmental committees. Blalock's role in the certificate program will be to develop and teach courses on retail entrepreneurship, provide service learning opportunities for students, and form networks between UGA and community leaders and entrepreneurs.

Brenda Cude, Dr. Brenda Cude, Professor of Consumer Economics in the Department of Housing and Consumer Economics, has 14 years experience in research and teaching at the University of Georgia. She has expertise in issues related to consumer purchase and use of insurance. She also is a member of the Board of Directors of the Direct Selling Education Foundation. A project of the board is entrepreneurship education.

Charlie Gilbert, The Georgia Soft Goods Professor in the Fashion Merchandising Department, served 22 years as a consultant for another firm before starting his own firm in 1987. He has also helped start a sourcing company and a software company in which he still has involvement. He has been teaching Global Sourcing and Logistics at the University of Georgia since 2007. In this course the students develop a concept product and then the product is sourced and delivered so they can experience the total supply chain. The students also have to sell the product.

Joseph Goetz, Associate Professor of Family Financial Planning in the Department of Housing and Consumer Economics, has 6 years experience in research and teaching at the University of Georgia, including courses wherein students create business plans and develop skills and knowledge in financial management. In addition, he is an entrepreneur who co-founded two successful companies, including an Athens-based investment management and financial planning firm that has received national recognition. Goetz's role in the certificate program will be to integrate greater focus on entrepreneurship into select financial planning courses and to create industry partnerships that will facilitate entrepreneurship among students.

Jennifer Gonyea, Lecturer and Undergraduate Coordinator in Human Development and Family Science, has 10 years experience teaching at the undergraduate level. She has taught the HDFS Professional Development course which includes components of entrepreneurship such as how to plan for and conduct a community program (needs assessment, evaluation, market analysis). In addition, she has operated a clinical practice for over 16 years. Dr. Gonyea is a member of the FACS Entrepreneurship Task Force and an active member of several departmental and college committees. Her role in the certificate program will be to market the certificate to HDFS undergraduates, communicate with the Entrepreneurship Task Force, and to teach HDFS courses in the certificate, specifically HDFS 3110.

Soyoung Kim, Associate Professor of Merchandising in the Department of Textiles, Merchandising and Interiors, has 12 years of experience in research and teaching at the University of Georgia. Her primary research interests include consumer shopping behavior and international retailing. She teaches a senior-level merchandising class titled “e-tailing in apparel and textiles” which offers a hands-on learning experience in starting an online retail business. In this class students learn to develop entrepreneurial skills for using the Internet as a marketing tool.

Rebecca Mullis, Professor in the Department of Foods and Nutrition. She currently serves on the FACS Entrepreneurship Task Force and is an active member of several department, college and university committees. She has taught a course in Entrepreneurship in Foods and Nutrition at the undergraduate level prior to coming to UGA. She will serve as entrepreneurship coordinator for Foods and Nutrition students.

Debbie Phillips, is an entrepreneur and business coach with more than 25 years of experience. Before forming her own company The Quadrillion, an international consulting firm in 1997, Dr. Phillips served as Vice President for two national firms focusing on the acquisition and disposition of real estate assets. She has developed and taught online courses and currently serves as adjunct professor in Housing and Consumer Economics. Debbie serves in leadership roles in non-profit organizations and is a consultant to real estate small business start-ups.

Suraj Sharma, is an Assistant Professor in the Department of Textiles, Merchandising, and Interiors at the University of Georgia and has 4 years of experience in research and instruction at the UGA. Sharma earned his Ph.D. in Materials Science and Engineering from Clemson University in 2008 and M.S. in Textile Engineering from Indian Institute of Technology (India) in 1994. Prior to joining the faculty of the UGA, he served as a Lecturer at the Bahirdar University (Ethiopia) and R&D Executive in textile industries (India). His research interests include Functional and Smart Textiles, Medical Textiles, and Biobased Materials from Sustainable Resources. He teaches courses in textiles, textile testing, product development, and apparel and textile product safety. Sharma’s role in the certificate program will be to provide hands on entrepreneurial experience by using the stage-gate approach of product development.

Terry faculty directly involved in this program may include:

Dawn Bennett-Alexander is an Associate Professor of Employment Law and Legal Studies in the Legal Studies program at the Terry College. With a J.D. degree (1975), Bennett-Alexander’s special areas of research and writing include employment discrimination issues, with particular emphasis on race, color, ethnicity, gender, sexual harassment and affinity orientation. Her goal is to teach aspiring and present-day managers, business owners and supervisors how to avoid costly liability related to these avoidable workplace issues.

Ryan Atkins is a Lecturer in the Department of Management at the Terry College. He joined the Terry College in 2010 as a temporary Lecturer, and obtained his Ph.D. in 2011 in Supply Chain Management.

Jennifer Atkinson is a Lecturer in the Risk Management and Insurance program at the Terry College. Atkinson received a BBA degree from UGA in 1993. She has worked in major marketplaces including Atlanta, New York, London, and Bermuda. She is recognized for training and coaching at all levels, from new hires through executive client decision-makers.

Swati Bhandarkar is a Lecturer in the J.M. Tull School of Accounting at the Terry College. Bhandarkar earned her MAcc in 1993. Her career interests are in the field of accounting education and in incorporating modern informational technology tools to aid student learning and improve teaching effectiveness and course organization.

Margaret (Peggy) Emmelhainz is a Senior Lecturer in the Department of Marketing at the Terry College. Emmelhainz was awarded a Ph.D. in 1986 with a focus on logistics, materials, and supply chain management. Her main interests are services marketing, electronic commerce, customer satisfaction, and strategic partnership.

Kimberly Grantham is a Senior Lecturer in the Department of Marketing at the Terry College. Grantham obtained her Ph.D. in 2001, and has research interests in consumers' use of word-of-mouth information, customer loyalty in a co-production environment, and the influence of the other-race-effect on customer service interactions. Service diversity activities include initiating the LEAD program and working as Curriculum Director with the Terry Business Academy.

Nathaniel Grow is an Assistant Professor in the Legal Studies program at the Terry College. Grow holds a J.D. degree (2005) and his interests are in sports law, antitrust, and intellectual property.

Christopher (Chris) Hanks is a Lecturer in the Department of Management. Hanks received an MBA in 1994. His interest is to create a strong entrepreneurship presence at the University of Georgia. This is delivered primarily through the launch of the Terry College of Business Entrepreneurship Program which provides an outstanding entrepreneurship curriculum; networking and mentorship opportunities with successful alumni entrepreneurs and other business owners throughout the southeast; practical seminars and an array of other resources all in an effort to inspire, teach and serve aspiring and existing entrepreneurs.

Jie (Jack) He is an Assistant Professor in the Department of Finance at the Terry College. He obtained his Ph.D. in 2010. His research interests are theoretical and empirical corporate finance, intermediation, and entrepreneurial finance.

Candice Hollenbeck is a part-time Assistant Professor in the Department of Marketing at the Terry College. Hollenbeck received her Ph.D. in 2005, and her interests are in consumer learning and education, with an emphasis in the sociocultural and symbolic dimensions of consumption and the cultural ecology of marketing.

David Lowery joined Terry College as a Lecturer in the Music Business Department in 2011. He holds an undergraduate degree in Mathematics (1984). He is a singer,

songwriter, and managing partner of Cracker and Camper Van Beethoven, and founder/CEO of Pitch-A-Tent Records. His interests are copyright and music in the digital age. His focus is on songwriter and artists' rights to control their work under U.S. law.

Myra Moore is a Senior Lecturer in the Department of Economics and Director of Assessment, Rankings, and Undergraduate Programs of the Terry College. Moore earned her Ph.D. in 1994. Her expertise is in microeconomics, labor economics, human resource economics, public economics, and economic history of the U.S.

Henry Munneke holds the C. Herman & Mary Virginia Terry Chair of Business Administration and is a Professor in the Real Estate program at the Terry College. Munneke received his Ph.D. in Economics in 1993. His research interests are house and commercial price indices, land use controls, and land economics.

Jeffry (Jeff) Netter is a Professor and Department Head in the Department of Finance at the Terry College. Netter holds a Ph.D. degree in Economics (1980) and a J.D. degree (1985). Netter's interests are corporate control, law, economics, and privatization

Kipling (Kip) Pirkle is a Lecturer in the Department of Management at the Terry College. He obtained his Ph.D. in 1985 from Clemson University, after receiving an undergraduate degree in Accounting and an MBA from UGA. His main focus is principles of management and leadership skills.

Christopher (Chris) Pope is a Lecturer in the Department of Finance at the Terry College. Pope earned his Ph.D. in Business Administration and Management in 2000. Pope's research interest includes industrial organization, game theory, environmental economics, valuation, financial statement analysis, and econometrics.

James (Alex) Reed is an Assistant Professor in the Legal Studies program at the Terry College. With a J.D. degree (2006), he joined the faculty in 2010. He was a securities litigator at one of the nation's largest law firms before joining the ranks of the University's faculty. Consequently, his research interests lie primarily in the areas of securities regulation, securities fraud class action litigation, and shareholder derivative litigation. More recently, his interests have expanded to include matters of federal taxation with a focus on 501(c)(3) charitable organizations in particular.

Scott Thompson is an Assistant Professor in the Department of Marketing at the Terry College. He earned a Ph.D. in 2009, and has been at Terry since 2010. His interests are in marketing strategy, new products and innovation, and word-of-mouth marketing.

E. Additional faculty needed: None

F. Library, computer, and other instructional resources needed:

- a. **Available library resources:** current resources are adequate to support the Certificate in Entrepreneurship.

of Family and Consumer Sciences and the Terry College of Business are eligible for this certificate. Students may apply at any point in their course of study. Students will complete a pre-entry survey to document effective change in student knowledge and will complete additional evaluation upon completion of the Certificate in Entrepreneurship.

III. Letters of support from the various academic heads involved in developing the program initiative or whose support is vital to its success.

(See attached)

College of Family and Consumer Sciences Department Head(s)

Foods and Nutrition: Lynn Bailey

Housing and Consumer Economics: Sheri Worthy

Human Development and Family Science: Jay Mancini

Textiles, Merchandising and Interiors: Patricia Hunt-Hurst

Terry College of Business Department Head(s)

School of Accounting: Benjamin Ayers

Economics: Christopher Cornwell

Finance: Jeffry Netter

Insurance, Legal Studies, and Real Estate: Robert Hoyt

Management: Allen Amason

Marketing: Charlotte Mason

Music Business Certificate Program: David Barbe

Dean of College

Family and Consumer Sciences: Linda Kirk Fox

Terry College of Business: Robert T. Sumichrast

Certificate in Entrepreneurship Course Requirements

Certificate students in the College of Family and Consumer Sciences must take a minimum of 15 hours.

Required Courses:

FACS 2011, Introduction to Entrepreneurship (2 hours) *The FACS prefix was approved at the January 20, 2013, University Curriculum Committee meeting; the new course proposals are being submitted with the certificate proposal.

HACE 3110, Money Skills for Life (1hour)

MGMT 5500, Entrepreneurship and New Venture Formation (3 hours)

Elective Courses: Students then select 9 hours from any of the FACS or Terry courses listed below.

Family and Consumer Sciences Elective Courses

Foods and Nutrition FDNS	Housing and Consumer Economics HACE	Human Development and Family Science HDFS	Textiles, Merchandising and Interiors TXMI
<p><u>Food Service</u> FDNS 3610, Quantity Food Production (prerequisite: FDNS 3600)</p> <p>FDNS 4610/6610, Foodservice Procurement and Financial Management</p> <p>FDNS 4620/6620, Management of Foodservice Organizations</p> <p>FDNS 4640/6640, Food Sanitation and Safety</p> <p><u>Experimental Foods</u> FDNS 3610, Quantity Food Production (prerequisite: FDNS 3600)</p> <p>FDNS 4640/6640, Food Sanitation and Safety</p> <p>FDNS 4645/6645, Nature of Food</p> <p>FDNS 4650/6650, Experimental Study of Food</p>	<p>HACE 3200, Introduction to Personal Finance Or HACE 3250, Survey of Financial Planning</p> <p>HACE 3350, Introduction to Residential Property Management</p> <p>HACE 4230/6230, Family Tax Planning (prerequisite: HACE 3250)</p> <p>HACE 4250/6250, Practice Management in Financial Planning (prerequisite: HACE 3250)</p> <p>HACE 4350/6350, Household Technology and Systems</p>	<p>HDFS 3110, Professional Development/Community Activities</p> <p>HDFS 3710, Midlife/Elder Years Survey (prerequisites: HDFS 2100 and HDFS 2200)</p>	<p>TXMI 3010, Directed Research</p> <p>TXMI 4160/6160, Product Development in the Textile and Apparel Industries (prerequisite: TXMI 3500 or POD)</p> <p>TXMI 4260, Global Sourcing and Logistics of Textile Products and Apparel</p> <p>TXMI 5270/7270, E-tailing in Apparel and Textiles (prerequisite: TXMI 3210 or POD)</p> <p>TXMI 5280, Retail Entrepreneurship (prerequisite: TXMI 5240/7240 or 5250 or POD)</p>

Terry College Elective Courses

No Prerequisites Required

ACCT 1160, Survey of Accounting (POD)

FINA 4050, Capitalism

LEGL 2700, Legal and Regulatory Environment of Business

MARK 3001, Principles of Marketing

MBUS 3000, Fundamental Concepts in Music Business (POD)

MIST 2090, Introduction to Information Systems in Business

REAL 4000, Real Estate

RMIN 4000, Risk Management and Insurance

Prerequisites Required

ACCT 4050, Financial Statement Analysis for Non-Accounting Majors
(prerequisite: ACCT 2102 or ACCT 2102H)

ACCT 5400, Taxation I
(prerequisite: ACCT 2102 or ACCT 2102H)

ECON 4000, The Economics of Human Resources
(prerequisites: ECON 2105 and ECON 2106)

FINA 3001, Financial Management
(prerequisites: (ACCT 2101 or ACCT 2101H) and (MIST 2090 or MIST 2190H or CSCI 1100-1100L))

FINA 4201, Corporate Finance and Valuation for Non-Finance Majors
(prerequisites: FINA 3000 or FINA 3000H or FINA 3001 or FINA 3001H)

LEGL 4300/6300, Law of Business Organizations
(prerequisite: LEGL 2700)

MARK 4000, Marketing Research for Business Decisions
(prerequisite: MARK 3000 and (MSIT 3000 or STAT 3000))

MGMT 3001, Principles of Management
(prerequisites: (ACCT 2101 or ACCT 2101H) and (MIST 2090 or MIST 2190H or CSCI 1100-1100L))

Certificate in Entrepreneurship Course Requirements

<p>Certificate students in the Terry College of Business must take a minimum of 15 hours.</p> <p>Required Courses: HACE 3200, Introduction to Personal Finance (3 hours) or HACE 3250, Survey of Financial Planning (3 hours) MGMT 5500, Entrepreneurship and New Venture Formation (3 hours)</p> <p>Elective Courses: Students then select 9 hours from any of the Family and Consumer Sciences or Terry College courses listed below.</p>			
<p align="center">Family and Consumer Sciences Elective Courses</p>			
<p align="center">Foods and Nutrition FDNS</p>	<p align="center">Housing and Consumer Economics HACE</p>	<p align="center">Human Development and Family Science HDFS</p>	<p align="center">Textiles, Merchandising and Interiors TXMI</p>
<p><u>Food Service</u> FDNS 3610, Quantity Food Production (prerequisite: FDNS 3600) FDNS 4610/6610, Foodservice Procurement and Financial Management FDNS 4620/6620, Management of Foodservice Organizations FDNS 4640/6640, Food Sanitation and Safety <u>Experimental Foods</u> FDNS 3610, Quantity Food Production (prerequisite: FDNS 3600) FDNS 4640/6640, Food Sanitation and Safety FDNS 4645/6645, Nature of Food FDNS 4650/6650, Experimental Study of Food</p>	<p>HACE 3200, Introduction to Personal Finance Or HACE 3250, Survey of Financial Planning HACE 3350, Introduction to Residential Property Management HACE 4230/6230, Family Tax Planning (prerequisite: HACE 3250) HACE 4250/6250, Practice Management in Financial Planning (prerequisite: HACE 3250) HACE 4350/6350, Household Technology and Systems</p>	<p>HDFS 3110, Professional Development/Community Activities HDFS 3710, Midlife/Elder Years Survey (prerequisites: HDFS 2100 and HDFS 2200)</p>	<p>TXMI 3010, Directed Research TXMI 4160/6160, Product Development in the Textile and Apparel Industries (prerequisite: TXMI 3500 or POD) TXMI 4260, Global Sourcing and Logistics of Textile Products and Apparel TXMI 5270/7270, E-tailing in Apparel and Textiles (prerequisite: TXMI 3210 or POD) TXMI 5280, Retail Entrepreneurship (prerequisite: TXMI 5240/7240 or 5250 or POD)</p>

Terry College Elective Courses

No Prerequisites Required

MBUS 3000, Fundamental Concepts in Music Business (POD)

REAL 4000, Real Estate

RMIN 4000, Risk Management and Insurance

Prerequisites Required

ACCT 4050, Financial Statement Analysis for Non-Accounting Majors
(prerequisite: ACCT 2102 or ACCT 2102H)

ACCT 5400, Taxation I
(prerequisite: ACCT 2102 or ACCT 2102H)

ECON 4000, The Economics of Human Resources
(prerequisites: ECON 2105 and ECON 2106)

FINA 4201, Corporate Finance and Valuation for Non-Finance Majors
(prerequisites: FINA 3000 or FINA 3000H or FINA 3001 or FINA 3001H)

LEGL 4300/6300, Law of Business Organizations
(prerequisite: LEGL 2700)

MARK 4000, Marketing Research for Business Decisions
(prerequisite: MARK 3000 and (MSIT 3000 or STAT 3000))

University of Georgia

New Course (CAPA)

1. Course Id:

*FACS 2011

2. Course Title:

Introduction to Entrepreneurship

3. Course Description:

FACS 2011 is an introductory course targeted to students interested in creating and growing their own businesses and will serve as the foundation for the E-FACS Certificate Program. It will offer an insight into the characteristics of entrepreneurs, the approaches they use to create, identify and evaluate opportunities for new ventures, and the skills that are needed to start and manage new ventures and develop a preliminary business plan.

4. Grading System

A-F (Traditional)

5. Credit Hours & Lecture/Lab/ Discussion Hours

Fixed: 2 credit hours/ 2 Lecture hours

6. Non-Traditional Format

7. Repeat Policy:

Cannot repeat for course credit

8. Duplicate Credit Statement

9. Required Prerequisites:

None

10. Prerequisite or corequisite courses:

None

11. Corequisite courses

12. Primary Delivery Mechanism:

Lecture

13. Course Will be Offered

Every Year- Fall only

14. Effective semester and year of current version of course

Fall 2013

15. Additional information required for the syllabus

Course objectives

1. Explain the entrepreneurial process, the necessary mindset and the role it plays in organizations
2. Identify the many ways in which individuals become entrepreneurs including start-ups, corporate context, social contexts, public sector contexts and others
3. Identify and discuss entrepreneurial opportunities from emerging trends occurring in business practices
4. Prepare students to open a small business and maintain financial success through smart planning, research, and development of a preliminary business plan
5. Outline the necessary steps from funding the idea to launching and growing the venture
6. Become familiar with the Athens Small Business Development Center and the laws and regulations impacting the future of small businesses

Topical Outline

1. Introduction to entrepreneurship and local small business owners
2. Vital role of entrepreneurship in the economy
3. Are you fit for entrepreneurship?
4. Understanding the nature of opportunity
5. Developing a strategic business plan
6. Expectations about size, growth, returns and risk
7. The economics of start-up ventures
8. Financing a start-up venture
9. Valuation and Deal Structure
10. Understanding the Financial Plan
11. Innovation, technology and the entrepreneur
12. Setting Up Operations; Legal Issues with a New Venture
13. Planning Growth Strategies: ethical issues facing the entrepreneur

University Honor Code

***FACS prefix was approved by UCC, January 2013**