**A Proposal to Revise the Undergraduate Minor in Innovation and Entrepreneurship**

**April 2024**

1. **General Information**

Name of current minor: Innovation and Entrepreneurship Minor

Name of revised minor: Entrepreneurship Minor

Proposed Implementation date: AY 2024-25

1. **Summary**

The Fisher College of Business (FCOB) and the Colleges of Arts and Sciences (A&S), Education and Human Ecology (EHE), Engineering (COE), Food, Agricultural and Environmental Sciences (FAES), Social Work (SWK), and the John Glenn College of Public Affairs (JGCPA), propose a revision to the current Innovation and Entrepreneurship Minor, to broaden its appeal to more students across the entire university. The revised minor will be renamed **Entrepreneurship Minor**.

In the current fifteen credit hour program, students have only one elective. Required courses include nine credit hours from FCOB, three hours from COE, and three hours from A&S – Department of Design. The revised program includes only six credit hours of required core courses from FCOB. The additional nine hours come from courses offered all over the university offering relevant coursework. Three of those elective hours need to be practicum/experiential learning hours.

1. **Background**

A work group consisting of representatives from academic and administrative units across The Ohio State University propose a revision to the Innovation and Entrepreneurship Minor ([I&E Minor](https://fisher.osu.edu/undergraduate/academics/curriculum/minors-specializations/entrepreneurship-innovation-minor)). The new program will be named the Entrepreneurship Minor and it will be made available to students before the end of academic year 2023-2024. The revision produces an entrepreneurship program architecture that serves the Ohio State University’s Mission (*preparing a diverse student body to be leaders and engaged citizens* and *fostering a culture of engagement and service*) and Values (*stimulating creativity, critical thinking, and problem solving* and *welcoming differences and making connections among people and ideas*).

At present, Ohio State undergraduates can get exposure to entrepreneurship-relevant programming from a number of somewhat disconnected sources. Some students take a General Education (GE) course on the topic (MHR 2500 Entrepreneurship), some pursue the current fifteen-credit I&E minor, some pursue extra-curricular opportunities that are housed in units like the Kenan Center for Entrepreneurship ([Kenan Center](https://keenan.osu.edu/)) and the College of Nursing’s Innovation Studio ([Innovation Studio](https://nursing.osu.edu/offices-and-initiatives/office-innovation-and-strategic-partnerships/innovationstudio)), and still others through their respective courses of study develop expertise in content areas that have entrepreneurship

potential (for example, the music media student who wants to manage emerging hip-hop artists, the mechanical engineering student who wants to productize an analog sequencer/sampler, the neuroscience student who wants to revolutionize how students study, the communications major and former starting defensive tackle who wants to launch a clothing line, the architecture student seeking to build a VR-based solution for interior designers, and the sustainability student who wants to build a food waste solution). The revised program co-locates these offerings and makes it easier for students to access an interdisciplinary experience that aligns with the university’s mission and values.

Importantly, this minor aligns directly with the University’s growing interest and activity in workforce development programming. Much of it currently is at the graduate level. This minor is an early effort to provide programming at the undergraduate level, and in direct response to student interest and employe needs.

**Target audience**

It is understood that students bring with them to an entrepreneurship minor different backgrounds, experiences, and goals. The revised program will be of interest to students who:

* plan on launching an entrepreneurial venture during or after completing their baccalaureate.
* see themselves working with/for entrepreneurial ventures launched by others.
* plan on working for larger organizations where an entrepreneurial mindset is valued.
* want to understand how entrepreneurship works and the role that entrepreneurial ventures play in making the world a better place.

We anticipate that the program will appeal to students from all of Ohio State’s colleges and regional campuses and that there will be interest from students whose preferred instructional modality is distance/online and from students who seek a largely in-person instructional experience.

**Core competencies and skills**.

This heterogeneity notwithstanding, there is a core set of competencies and skills that would be expected of all students who complete the entrepreneurship minor. These learnings reside at levels that range from understanding/knowing to application/doing.

Students who complete the entrepreneurship minor will understand the following:

* the importance of entrepreneurship to society.
* the different types of entrepreneurship (corporate, social, international, etc.).
* business models and their sustainability in a given economic context.
* the issues associated with launching and managing a new business venture (e.g., accessing the resources needed to launch and sustain a venture, legal issues, managing growth, customer development, exiting etc.).

Students who complete the entrepreneurship minor will be able to:

* identify a problem and develop and test solutions through experimentation/lean startup approaches (focus on doing over planning including customer discovery, prototyping a minimum viable product, etc..)
* formulate a strategy for commercializing the solution (accounting for competition, designing a business model, finding funding).
* plan the HR, accounting/financial, legal, and marketing features of a new venture.
* communicate a venture idea to various audiences, including identifying sources of funding (private capital markets and government and commercial lending).
1. **Structure of the revised program**

The entrepreneurship program will consist of fifteen credit hours, six required and nine electives. The two required courses will be:

* MHR 2500 Entrepreneurship
* MHR 3510 New Venture Creation

The nine hours of elective coursework initially will come from a list of over thirty courses. Three of the elective hours must be practicum. See the table below for the current list of courses proposed.

**Required courses**. The first core course in the new minor will be MHR 2500 Entrepreneurship, a GE course that satisfies a social science requirement, is open to all undergraduate students at Ohio State, and is currently incorporated in existing minors from Music Management to Nursing. The rationale for making it a requirement of the Entrepreneurship Minor is as follows:

* MHR 2500 covers all the “understanding” oriented core competencies in a survey format.
* All MHR 2500 students work on a semester-long simulation that provides a realistic simulation of the lean-startup experience associated with starting a new venture.
* MHR 2500 students are introduced to a variety of individuals/guest speakers who take them behind the scenes of their established entrepreneurial ventures and who give them a sense of a day-in-the-life of an entrepreneur.
* Since 2016, 804 individuals have completed the I&E minor. Of these individuals, 363 (45%) also completed MHR 2500 Entrepreneurship. In other words, a substantial percentage of students minoring in I&E already take MHR 2500.

The second required course, MHR 3510 New Venture Creation, covers the application-oriented core competences. This is the only course from the current I&E minor that will be required of students in the entrepreneurship minor.

**Electives and practicum options for students pursuing the entrepreneurship minor**.

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| **Course Title** | **Credit Hours** | **Prerequisites** | **Delivery Mode** | **When Offered** | **Satisfies the practicum requirement** |
| AEDE 4100: Self employment and entrepreneurship in the food, agriculture, and resource sectors  | 1.5 | AEDE 2001 or Econ 2001 | In-person | Usually Autumn |  |
| Art Education 3681 | 3 | Art Education 2100 | In-person | Spring |  |
| BUSADM 3531: Entrepreneurship and innovation: General startup-based entrepreneurship  | 3 | MHR 3510, Design 2700, and MechEng 5682 or ISE 5682 | In-person | Spring |  |
| BUSADM 3532: Corporate entrepreneurship  | 3 | MHR 3510, Design 2700, and MechEng 5682 or ISE 5682 | In-person | Autumn and Spring |  |
| BUSFIN 4215: Entrepreneurial Finance | 1.5 | FIN 4211 and 4221 | In-person | Autumn and Spring |  |
| BUSMHR 5530: Topics in Social Entrepreneurship | 3 |  | In-person | Autumn or Spring |  |
| BUSML 4240: New Product Management | 1.5 | M&L 4201, 4202 | In-person or online | Autumn or Spring |  |
| CSCFFS 3270: Families in business | 3 | Soph standing or above | In-person or online | Autumn and Spring |  |
| CSFRST 3330: Corporate social responsibility, sustainability, & entrepreneurship in fashion and hospitality industry | 3 | Jr or Sr standing or enrolled in HRL certificate program | In-person  | Autumn and Spring |  |
| CSFRST 3585: Retail merchandising I  | 3 | CSFRST 2373 and CSE 1111 or CSE 2111 and Math 1116 or equivalent | In-person  | Autumn and Spring |  |
| CSFRST/HMGT 2300: Branding in fashion, hospitality, and sport industries  | 3 |  | In-person and online | Autumn and Spring |  |
| CSHSPMHG/CSFRST 5780: Leadership for the service industry | 3 | Sr or Grad standing or permission of instructor | Online | Autumn |  |
| Design 2700: Introduction to design practice | 3 |  | In-person and online | Autumn and Spring |  |
| ENR 3900: Sustainability metrics | 4 | ENR 2000 or AEDE 2005 or other GE data analysis course | In-person and online | Autumn and Spring |  |
| ENR 5500: Diffusion of innovations | 3 |  | In-person | Autumn |  |
| ESHESA 3221: Innovation and leadership | 3 |  | In-person | Spring |  |
| FDSCTE 5720: Food product development | 3 | 2400 and Sr or Grad standing | In-person | Autumn |  |
| FDSCTE 5730: Technical problem solving | 3 | Several things | In-person | Spring |  |
| History 2010: History of American capitalism | 3 | English 1110 | In-person | Autumn or Spring |  |
| History 3706: History of American business and global environmental change 1800-today | 3 | English 1110 or permission of instructor | In-person | Autumn and Spring |  |
| MECHENG 5682.02: Product design engineering for entrepreneurs | 3  | Enrollment in major outside of engineering | In-person | Autumn and Spring |  |
| PHILOS 1332: Introduction to engineering ethics | 3 |  | In-person and online | Autumn and Spring |  |
| PHILOS 2390: Ethics and Leadership in a Diverse World | 3 | One course in Race, Ethnicity and Gender Diversity GE Foundation. | In-person |  |  |
| PUBAFRS 5595: Social enterprise | 3 |  | In-person | Autumn and Spring |  |
| PUBAFRS 5750: Public policy: The business-government relationship | 3 | Junior standing or above | Online | Spring |  |
| SOCWORK 2110: Prevention and youth development through sport, recreation, and play | 3 |  | In-person | Autumn and Spring |  |
| SOCWORK 3700: Social work practice with digital technologies | 3 | SOCWORK 3501 | In-person | Spring |  |
| SOCWORK 5028: Macro-practice in community youth development | 3 | Junior standing or above | In-person | Spring |  |
| THEATRE 2000.12: Technical production practicum | .5 to 1 |  | In-person | Autumn or Spring |  |
| THEATRE 2100H: Introduction to theater | 3 | Honors standing or permission of instructor | In-person | Autumn or Spring |  |
| THEATRE 5200: Professional aspects | 3 |  | In-person | Autumn or Spring |  |
| WGSST 4524: Women and work | 3 |  | In-person | Spring |  |
| WGSST 4525: Feminist critiques of markets: Profiting from inequality | 3 |  | In-person | Autumn and Spring |  |
| Boost Camp pre-accelerator |  |  |  |  | Yes |
| BOSS workshop series |  |  |  |  | Yes |

**Summary of proposed changes**.

The table below shows how the proposed entrepreneurship minor departs from the current innovation and entrepreneurship minor.

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| **Current (I&E) Program Structure** | **Revised Program Structure** |
| Fifteen credit hours that are not fully integrated with other relevant curricular and extra-curricular offerings at OSU | Fifteen credit hours that include curricular and extra-curricular offerings campus-wide |
| Twelve hours of required coursework from three colleges: FCOB (6), COE (3), and Design (3) | Six hours of required instruction that cover the core competencies/skills |
| Three credit hours of elective work offered by FCOB&Three hour required practicum offered by FCOB | Nine hours of elective coursework; at least three hours must be from a list of practicum/experiential learning electives |

To summarize, in its current format, the program consists of fifteen credit hours, twelve of which are required (i.e., there is only one three-credit elective). Students who complete the I&E minor take nine hours from FCOB, three hours from COE, and three hours from Design.

In the revised program, students will take six hours that cover the program’s core competencies/skills, and the remaining nine hours will come from anywhere in the university that offers pertinent coursework (or extra-curricular programming that can be designed in a credit-bearing format). It is expected that some of the core learnings described above may be addressed in the elective coursework that students complete; however, assurance of learning would tie primarily to the two required courses.

**Program administration**.

Primary responsibility for administration and/or oversight of the entrepreneurship minor will reside with an academic director (AD) within the Fisher College of Business whose portfolio of responsibilities will include the following:

* Recruiting, advising, and tracking the progress of students
* Coordinating course development and offerings with relevant academic and staff units
* Engaging with entrepreneurship-focused student groups
* Alumni relations
* Outreach to community stakeholders
* Assessment of learning
* Reporting to an advisory board consisting of curricular deans from the Fisher College, the College of Engineering, and the College of Arts & Sciences.
* the Ohio State Office of Distance Education and E-learning (ODEE) which will have a critical role to play in adapting some portion of the program content to an online format

**Mode of delivery**. The program’s required courses will be offered in both in-person and online formats. Elective courses will be offered in-person and, to the extent possible, on-line as well. Offering multiple modes of delivery should make it possible to serve regional campus students as well as Columbus campus students who would like an on-line experience. Note that practica that are designed for an on-line audience may require some I n-person presenting and collaboration.

**Colleges sharing practicum/internship/experiential learning courses**