

Date: March 17, 2006

To: Karen Stevenson
Dean, Nashville State Community College

From: Donna Duffey
Professor and Career Program Facilitator, Entrepreneurship
Johnson County Community College
Overland Park, Kansas

Re: Entrepreneurship Program Review

I want to congratulate the efforts you and your Business Management team have made in implementing your Entrepreneurship Technical Certificate. Additionally, I wanted to document some specific ideas you and your team might wish to consider when working on the continuous quality improvement of your program. Those ideas include:

1. Reduce student confusion by re-titling one of the three Business Management AAS degree programs – specifically, change Small Business Administration to Business Administration. This title is more descriptive of the course content.
2. Consider adding (long term) a fourth Business Management AAS degree: Entrepreneurship
3. Change the prefix for BUS 1500 to ENT 1500. Use the new ENT prefix for new entrepreneurship course development. This will position Entrepreneurship for campus-wide acceptance and not the assumption that it is another business program offering of interest to business program students only.
4. Over time, consider expanding the current Advisory committee to include more successful area entrepreneurs. Consider activating sub-committees for each AAS and certificate program OR establish four separate advisory committees.
5. Identify a source (or sources) for professional development funds for conference participation. The Entrepreneurship “champion” should attend the NACCE and USASBE conferences annually.
6. Establish and implement a marketing plan for the Entrepreneurship certificate. The plan should include both internal and external initiatives.

7. Create a cross-marketing initiative with your local SBDC. Small Business Development Centers offer program completers an ongoing source for advise after they launch their entrepreneurial venture.
8. Develop a vision and mission statement for Entrepreneurship. The Business Management statements are too generic.
9. Relatively quickly, implement the following course modifications/additions:
 - a. Modify BUS 1500 from a 3 credit hour course to a 2 credit hour course. Delete the business plan component.
 - b. Add an ENT ____: Opportunity Recognition and Analysis 2-credit hour course.
 - c. Add an ENT ____: Business Plan 3 credit hour course. This course should have a prerequisite of a and b above.
10. Using the three courses above, develop a 7 credit hour Career Enhancement Certificate.
11. Develop internal partnerships with:
 - a. CAD
 - b. Culinary
 - c. Early Childhood
 - d. Horticulture
 - e. Electrical Maintenance
 - f. Music Technology
 - g. Photography
 - h. Web Development
 - i. Web Authoring

Create Program-Specific Entrepreneurship Certificates for each of the above. Each certificate should be <30 credit hours. Each should include no less than 7 credit hours of Entrepreneurship (ENT) courses (the three courses identified in #9).

12. Consider modifying the current certificate as follows:

Current Program:	Proposed Ideas:	Action:
ACCT 1010 Survey of Accounting for Small Business (3 credit hours) OR ACCT 1104 Principles of Accounting I (3 credit hours)	ENT 1010 Survey of Accounting for Small Business (3 credit hours)	Change prefix to ENT Delete "OR" course

Current Program:	Proposed Ideas:	Action:
	ENT ___ Financial Management for Small Business (2 credit hours)	Add new course
BUS 1500 Entrepreneurship (3 credit hours)	ENT 1500 Introduction to Entrepreneurship (2 credit hours)	Modify this existing course with title change, prefix change, reduce credit hours from 3 to 2, delete business plan component
BUS 1113 Introduction to Business (3 credit hours)	BUS 1113 Introduction to Business (3 credit hours)	Keep
BUS 2240 Personal Money Management (3 credit hours)		Delete
	ENT ___ Funding Acquisition for Entrepreneurs (2 credit hours)	Add new course
BUS 2400 Principles of Management (3 credit hours)	BUS 2400 Principles of Management (3 credit hours)	Keep
ECON 1111 Macro Economics (3 credit hours) OR ECON 1121 Micro Economics (3 credit hours)		Delete
BUS 2220 Marketing (3 credit hours)	BUS 2220 Marketing (3 credit hours)	Keep
	MKT 1400 Sales and Customer Service (3 credit hours)	Add this existing course
	ENT ___ Opportunity Recognition and Analysis (2 credit hours)	Add new course
	ENT ___ Business Plan (3 credit hours)	Add new course
	ENT ___ Legal Issues for Small Business (2 credit hours)	Add new course
Total Credit Hours: 21	Total Credit Hours: 28	