

Board Meeting  
November 15, 2018

ESTABLISH THE BACHELOR OF SCIENCE IN STRATEGIC BUSINESS  
DEVELOPMENT AND ENTREPRENEURSHIP, GIES COLLEGE OF BUSINESS,  
URBANA

**Action:** Establish the Bachelor of Science in Strategic Business Development and Entrepreneurship, Gies College of Business

**Funding:** No New Funding Required

The Chancellor, University of Illinois at Urbana-Champaign, and Vice President, University of Illinois with the advice of the Urbana-Champaign Senate recommends approval of a proposal from the Gies College of Business to establish the Bachelor of Science in Strategic Business Development and Entrepreneurship.

For many years, the Department of Business Administration in the Gies College of Business has offered an undergraduate concentration in entrepreneurship. With interest in and scholarship around entrepreneurship growing at the university and worldwide, the college seeks to replace the existing entrepreneurship concentration, as outlined in a companion report item, with this new major in Strategic Business Development and Entrepreneurship.

Offered since 1974, the entrepreneurship concentration within the B.S. in Management has enrolled between 10 to 20 students in recent years and has attracted little distinct attention from recruiters. By replacing this concentration with the new

major in Strategic Business Development and Entrepreneurship, the department and the college expect to provide stronger faculty-to-student engagement, attract greater recruitment interest, and update curriculum that will have a technology focus along with complimentary skill-building and experiential coursework. With this new B.S. in Strategic Business Development and Entrepreneurship, the faculty seeks to build a high-quality, rigorous program that enhances the real-world impact and employability of graduates, which in turn will enhance the reputation of the undergraduate programs in the Gies College of Business.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The Executive Vice President and Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.