



KELCE COLLEGE OF BUSINESS

Pittsburg State University

MINUTES

Kelce College Closing Spring Meeting - Monday May 6, 2024
Faculty Awards Reception at 1:30 p.m. in Kelce #121
Meeting Following at 2:00 p.m.

Present: Alex Binder, Jamie Brooksher, Din Cortes, Linden Dalecki, Michael Davidsson, Lori Scott Dreiling, Kylie Edgecomb, Phillip Frank, Mary Goedeke, Paul Grimes, Jenni Hall, Holly Kent, Anil Lal, Kaitlyn Lee, Sang-Heui Lee, Kristin Maceli, Mimi Morrison, Lynn Murray, Mary Judene Nance, David O'Bryan, Lisa Paterni, Shipra Paul, Jennifer Pursley, Irene Robinson, Wei Sha, Connie Shum, David Sikolia, Dwight Strong, Mary Wachter, David Weaver, Melissa Weed, Gail Yarick, Stephen Zornes

Guests: Dan Shipp, Kathleen Flannery, Mat Burton

Absent: Jae Choi, Chelsey Decker (maternity), Kay Kim, Michael McKinnis, Young Nae, Larry Woodward

- I. Welcome and Opening Remarks – Dean Paul Grimes welcomed everyone to the closing meeting of Spring 2024.
- II. Retiring Faculty Recognition
 - a. Din Cortes, University Professor of Economics, and Associate Dean for the Kelce Graduate School of Business
 - i. Dr. Grimes recognized Dr. Cortes on his upcoming retirement and presented him with a retirement gift from the college. Dr. Cortes thanked everyone and gave a brief speech highlighting his 38 years at Pitt State.
- III. Special Guest: President Dan Shipp
 - a. Update on Gorilla Rising Project
 - i. 2026 is the date set for completing the new building
 - ii. There were problems with acquiring the BMO bank sight – demands to break the lease were too expensive in terms of space the bank required in the proposed new business school building
 - iii. We will move to the “Plan B” location which is the current “All Aboard Location” at 3rd & Broadway (former Bank of America building)
 - iv. New site cleared with KS Dept. of Commerce and City of Pittsburg; working with key donors and supporters of the project
 - v. Plan is now public – will move quickly over the next 24 months
 - vi. Programming work for the new building will be based on the work accomplished to date – building will be designed to meet our needs and make best use of new location – plenty of parking space available (old warehouses on the block to be demolished)
 - vii. Questions and answers (about 40 minutes of discussion) – Dr. Shipp and Mat Burton fielded numerous questions from the faculty and staff; topics included:
 1. Location; south of 4th Street is not as vibrant as original proposed location – changes mission and may require alterations of programming plans

2. Colonial Fox Theater; no longer adjacent to proposed building location; large lecture and presentation space will need to be included in new building plans; exact programming and oversight of theater will need to be determined
3. Architects; construction firm will supply architects to work with the college leadership to finalize design and plans for the new building; will start with the programming work already provided by Huesmann and Clark; faculty will have input into the final designs
4. Messaging; university will be making a public announcement about the change in plan in the near future; will work to ensure all donor intentions are met within the new space;
- 5 Thank you; senior faculty member thanked the president for finally getting something done after decades of promises and false starts; it was noted that this is at least the fifth or sixth plan put forth

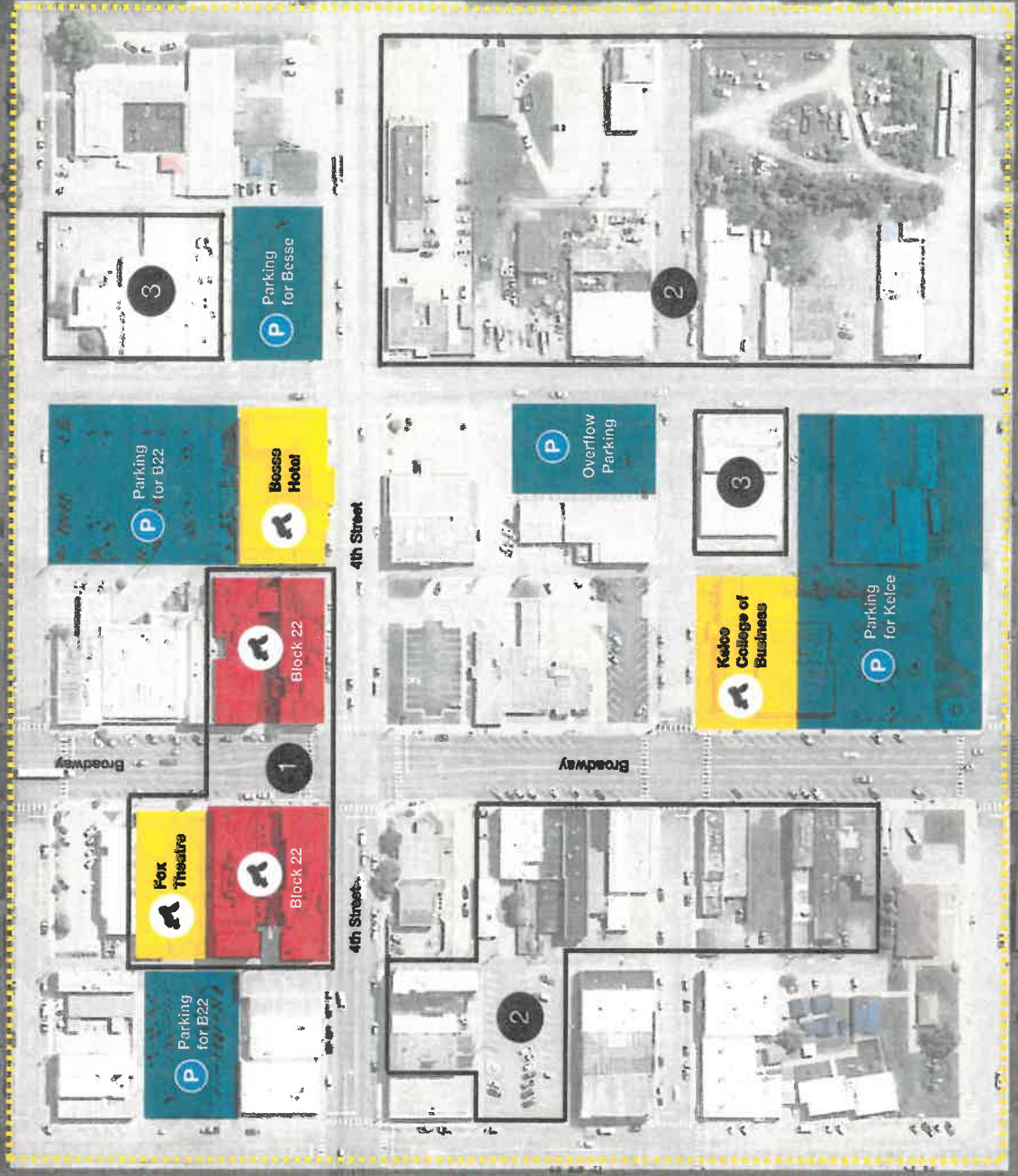
- IV. AACSB News and Strategic Planning Update – Grimes; refer to handout; summer homework!
 - a. AACSB Accreditation Cycles: beginning July 1, cycles for all currently accredited school are extended from five to six years; our next visit will now be in AY 2029-2030
 - b. Proposed new mission statement: *Educating business leaders today to build strong communities tomorrow*
 - i. Discussed and asked faculty to think about any changes to proposed mission statement and be prepared to discuss at fall faculty workshop
 - c. 14 ongoing Gorilla Plan strategic initiatives (originally discussed during WF24 closing meeting)
 - i. Reviewed initiatives – these have to be updated online each quarter
 - ii. Committee working on additional initiatives for the next 2 years – 8 initiatives -- #'s 15–22 on the list. Dr. Grimes will add progress notes this summer to the first 14 initiatives.
 - iii. Faculty are asked to review all initiatives over the summer, how they can contribute to these initiatives, what needs to be changed, added, or deleted
 - iv. Will review and finalize during the first week of the fall semester – during faculty workshop led by Dr. Binder
 - d. Review of “Vision Statement and Guiding Values” and “Research Mission and Guiding Values”
 - i. Faculty are asked to review the old and proposed Vision Statement, and Research Mission and guiding values for both and be prepared to discuss in the fall
 - e. Micro-plan needed for Social Impact (from AACSB team recommendations)
 - i. Need to think about how to develop this – how do we go about putting this together?
- V. Faculty Hires and Searches
 - a. New Hires in fall – Binder
 - Will Huffman, Associate Professor of Accounting
 - Jennifer Pursley, Assistant Instructional Professor of Quantitative Business Analysis
 - b. Visiting Economics Position – Binder; there is an offer out for this position. Mike McKinnis is moving from economics to a new position in finance and accounting
 - c. Visiting Marketing Position – Murray; interviews completed but no offer extended yet; hope to make an offer this week
 - d. Entrepreneurship Coordinator (shared with Division of EDCE) – Murray; search now open with first consideration is in July – interviews/hiring in the fall
- VI. College Updates and Reports
 - a. AOL & Curriculum
 - i. Undergraduate – Goedeke
 1. Main goal has been to complete curriculum matrix and identify where certain learning goals are taught – helps to identify which course assessments will be done and what type of assessment will be done

2. Faculty need to submit surveys back to the committee as soon as possible so this important task can be completed
 - ii. Graduate – Yarick/Cortes
 1. Dr. Cortes distributed a draft of the MBA Learner Goals and Competencies; Graduate AOL needs input from the faculty on these learning goals
 2. Need more graduate faculty assistance in identifying learning goals and competencies as part of assessment which should be part of our teaching culture
 - iii. Dr. Grimes thanked Drs. Goedeke and Yarick for their hard work serving as AOL/Curriculum chairs and noted that it was their time to rotate off the committees and that new chairs will be needed; volunteers welcomed to self-nominate
 - b. DSIS – status of program conversion from CIS – Sha/Choi/Sikolia/Strong
 - i. CIS faculty felt a need to modernize curriculum and changed degree name to Data Science and Information Systems (DSIS). Kelce now has a Data Science major and 2 minors – data science, information systems. Working on promoting the new major and recruiting students
 - ii. New DSIS Organization has been organized
 - iii. Exploring establishing an MBA emphasis in data science
 - c. Web development – Kylie; working on web pages/templates – let her know if there are changes/corrections to our web page; Navigation flow is much different from old pages; please report any issues with transition to new design; discussion of “program plans” for undergraduate degrees – faculty need better access to assist students
 - d. Student Engagement and Support
 - i. Student Organizations – Kent; distributed list with summary of all Kelce student organizations; there has been growth in several organizations
 - ii. Student Internships – Weed; finalizing student internship handbook – would like input from faculty; Melissa has worked with a number of students this academic year to establish internships
 - iii. Faculty Mentors – Goedeke; mentorship guidelines are being established and will be more clearly defined for faculty mentors; guidelines should be available by the fall
 - e. Supply Chain Management and Industrial Distribution (joint with COT) – Grimes; Drs. Lee and Grimes have been working with COT on this joint venture. Plans of study have been prepared for COT and KCOB (shared major – 2 tracks)
 - f. Secondary Business Education Certificates for Business Studies BBA – Grimes; working on certificate programs with the COE; allow licensure for high school business teachers
 - g. Entrepreneurship Task Force – Murray; working on submitting to Faculty Senate information about the proposed entrepreneurship certificate program; will establish a separate entrepreneurship course prefix
 - h. Kelce Fall Faculty Development Workshop – Binder; faculty workshop will be either a morning or afternoon of the first week back to campus in the fall depending on finalization of university’s convocation plans; emphasis will be on teaching/sharing best practices in the classroom and strategic planning discussions
- VII. College Announcements – Grimes
- a. Faculty Senate President-Elect for 2024-2025 is David Weaver; everyone congratulated David for taking on this campus leadership role
 - b. Don’t forget to update your Faculty Insight profile!!
 - c. BGS Induction is Friday, May 10 at 12:30 p.m. at Miller Theater in the Bicknell followed by joint BGS and MBA reception in the Bicknell lobby
 - d. Kelce Spring Commencement – Friday, May 10 at 4:00 p.m.; make plans to participate!
- VIII. Old Business – let Dr. Binder know if anyone is interested in changing offices; several are currently vacant due to retirements

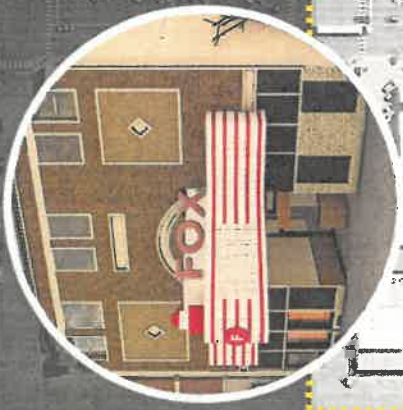
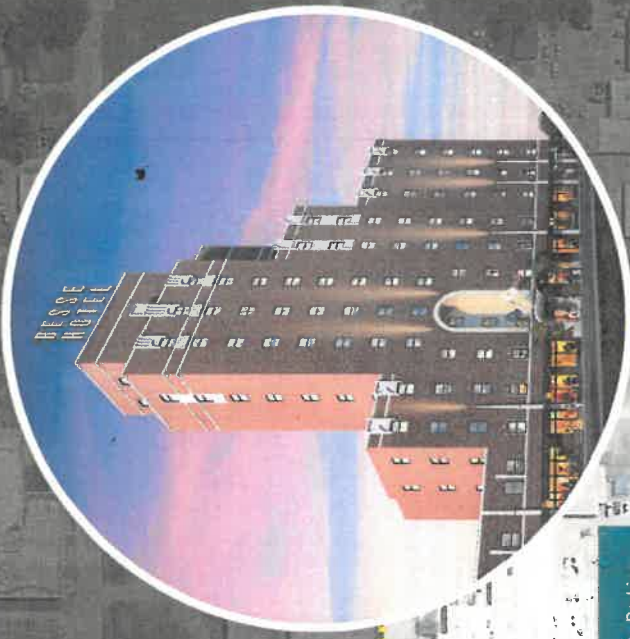
- IX. New Business – Chelsey had her baby on Friday morning, May 3rd - McLayne Faith Decker; mom and baby doing well!
- X. Adjournment – 4:10 p.m.

Mapping the Impact of the Expanded Block 22 Educational Enterprise District

1. Completes the existing historic district, which is listed on the National Registry and includes six of the most historically significant buildings in Pittsburg
2. Provides a clear focus and catalyst for redevelopment of several highly visible, but aged and blighted sections of the central downtown area
3. Includes multiple, conveniently located opportunities for future expansion within the district to add educational programming and/or parking



The Fully Completed District





**KELCE
COLLEGE OF BUSINESS**
Pittsburg State University

**Kelce College of Business Strategic Plan FY23 through FY26
As Incorporated into the Pittsburg State University Gorilla Plan**

Mission Statement:

Educating business leaders today to build stronger communities tomorrow.

Last Update: Q3 FY24

Initiatives for FY24 & FY25:

Initiative	Pitt State Goal / Strategy	College Lead	Responsible Parties	Notes on Progress to Date
<p>#1. Reaffirm AACSB Accreditation: Before the conclusion of the 23-24 academic year, secure extension of AACSB accreditation for all undergraduate and graduate degree programs offered by the Kelce College of Business.</p>	<p>#8: Continuous Improvement / 8.2</p>	<p>Dean</p>	<p>KLT, All College Faculty and Staff</p>	
<p>#2. Phase out of International Business BBA: Develop and implement a plan to maintain a globalized undergraduate business curriculum while phasing out the standalone BBA major in International Business.</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Dean</p>	<p>KLT, IB Program Coordinator</p>	

<p>#3. Develop Entrepreneurship Programs: Prior to the start of the 24-25 academic year, develop and begin implementation of a plan to offer new courses and curricular programs in the field of entrepreneurship (including a certificate, a minor, and ultimately a major).</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KUSB Associate Dean</p>	<p>KLT</p>	
<p>#4. Create a Micropolitan Institute: In collaboration with the Division of Economic Development and Community Engagement, develop and begin implementation of a plan to expand the work of the Business and Economic Research Center into an institute that provides research, economic forecasting, and outreach services to all micropolitan cities in the state of Kansas and their surrounding rural communities.</p>	<p>Goal 6: Economic Development / 6.1</p>	<p>Dean</p>	<p>Dean, BERCDirector</p>	
<p>#5. Explore Masters of Micropolitan Studies Degree: Conduct a feasibility study examining the opportunity to offer a multidisciplinary graduate program in rural and micropolitan economic development.</p>	<p>Goal 6: Economic Development / 6.1</p>	<p>Dean</p>	<p>Dean, VP for EDCE, Dean A&S</p>	
<p>#6. Enhance College Culture and Collegiality: Create a program of special events that bring faculty and staff together in social and academic settings to instill a greater sense of collegiality within the Kelce College and improve organizational culture.</p>	<p>Goal 4: Organizational Culture / 4.1</p>	<p>Faculty Chair, KUSB Associate Dean</p>	<p>KLT, All College Faculty and Staff</p>	

<p>#7. Reinvigorate Undergraduate Recruiting: Explore the feasibility of creating recruiting scholarships for visiting prospective KCOB students and reviving an on-campus Business Day event for high school students.</p>	<p>Goal 2: Student Achievement / 2.4, 2.5</p>	<p>Faculty Chair, KUSB Associate Dean</p>	<p>KLT</p>	
<p>#8. Modernize Undergraduate Quantitative Courses: Review and modify the math-based undergraduate courses in the Kelce Core to align with employer expectations and the curricula of peer business schools.</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Faculty Chair, Faculty Task Force</p>	<p>KLT, College Faculty</p>	
<p>#9. Strengthen Professional Sales Center: Acquire membership in the University Sales Center Alliance and expand the number of certificates offered to enhance the academic and outreach services of the Professional Sales Center.</p>	<p>Goal 1: Valuable Education Experience / 1.1 Goal 6: Economic Development / 6.1 Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>KUSB Associate Dean</p>	<p>KLT, Marketing Faculty</p>	
<p>#10. Grow MBA Programs: Expand curricular offerings in the MBA programs to grow recruitment opportunities and increase enrollment.</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KGSB Associate Dean, Director of Graduate Programs</p>	<p>KLT, Graduate Faculty</p>	
<p>#11. Move Masters of Professional Accountancy Program Online: Develop a plan to convert the MPAcc to an online program and drop the 4+1-only admissions criteria to grow enrollments and meet market demand.</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KGSB Associate Dean</p>	<p>KLT, Director of Graduate Programs, Accounting Faculty,</p>	

<p>#12. Build a Strong Internship Program: <i>Increase the number and quality of internship opportunities for KCOB students and create a more structured and rewarding process for students pursuing experiential learning opportunities.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1 Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>Internships Coordinator, Director of Student Engagement</p>	<p>KLT, Program Coordinators, Faculty</p>	
<p>#13. Develop Supply Chain and Logistics Program: <i>Develop a roadmap and timeline to offer new courses and curricular programs in the field of supply chain management and logistics. Explore opportunities to partner with the College of Technology.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Dean, KUSB Associate Dean, Management Program Coordinator</p>	<p>KLT, Faculty</p>	
<p>#14. Develop an Entrepreneurship and Small Business for Artists Academic Program: <i>Prior to opening our downtown location, develop a roadmap and timeline to create an Artist in Residence faculty position and to offer new courses and curricular programs (including a certificate and a minor) to support the entrepreneurial and small business careers of local artists.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1, 1.2</p>	<p>Dean, KUSB Associate Dean</p>	<p>KLT, Faculty</p>	

Initiatives for FY25 & FY26:

<p>#15. Design and occupy the New Downtown Building: <i>Realign the architectural building program with the uniqueness of the Gorilla Rising downtown location to reflect the needs of our current and foreseen curricular offerings and projected levels of enrollment and staffing.</i></p>	<p>Goal 6: Economic Development / 6.3, 6.5</p>	<p>Dean, KLT</p>	<p>All College Faculty and Staff</p>	
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<p>#16. Create a College Handbook: Develop and maintain a "KCOB Operations Handbook" for faculty and staff that archives the organizational and operational guidelines that govern the responsibilities of the administration, faculty, staff, and students of the college.</p>	<p>Goal 4: Organizational Culture / 4.2</p>	<p>Dean</p>	<p>KLT, All College Faculty and Staff</p>	
<p>#17. Restructure College Salaries: Conduct a comparative analysis of the KCOB faculty and staff salary structure with our "AACSB Small School Peer Group." Based on the results, determine a benchmark target level of compensation and a plan to meet the target prior to the conclusion of the next accreditation cycle.</p>	<p>Goal 4: Organizational Culture / 4.1 Goal 10: Health, Wellness and Safety / 10.2</p>	<p>Dean</p>	<p>KLT</p>	
<p>#18. Incentivize Academic Research Productivity: Modify the Youngman Notable Scholars program to establish financial rewards for faculty members who publish research articles in academic journals ranked by the ABDC and ABS.</p>	<p>Goal 5: Scholarship, Research, and Creative Activity / 5.5, 5.6</p>	<p>Dean</p>	<p>KLT</p>	
<p>#19. Create a Student Service Corps: Develop and institute a Kelce Student Envoys program to assist in student recruiting and college-wide outreach functions.</p>	<p>Goal 2: Student Achievement / 2.4 Goal 1: Valuable Educational Experience / 1.4</p>	<p>KUSB Associate Dean, Director of Student Engagement</p>	<p>KLT</p>	

<p>#20. Professionalize Surveys of External Constituents: <i>Formalize and implement a survey strategy of key external stakeholder groups to support the Assurance of Learning program and to maintain the relevance of our curriculum.</i></p>	<p>Goal 8: Continuous Improvement / 8.2, 8.4</p>	<p>Director of Student Engagement, Accreditation Coordinator</p>	<p>KLT, Program Coordinators</p>	
<p>#21. Institute a Program to Deliver Professional Development to Students: <i>Create and implement a formal program for student professional development to strengthen career readiness across all undergraduate business disciplines.</i></p>	<p>Goal 1: Valuable Educational Experience / 1.3 Goal 2: Student Achievement / 2.1 Goal 8: Continuous Improvement / 8.2</p>	<p>Director of Student Engagement</p>	<p>KUSB Associate Dean, Faculty Chair, Program Coordinators</p>	
<p>#22. Foster Stronger Ties with External Stakeholders: <i>Generate new and deeper relationships with employers and outside constituents to support student success.</i></p>	<p>Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>Director of Student Engagement, KLT</p>	<p>KUSB Associate Dean, Faculty Chair, Program Coordinators</p>	



Vision Statement:

The Gladys A. Kelce College of Business will be *the* premier regional public business college in Pittsburg State University's primary service area.

Mission Statement:

~~The Kelce College of Business prepares future business professionals within a student-focused environment by empowering students from diverse backgrounds to succeed within the global business community. We provide a foundation for life-long learning and a spirit of engagement by delivering affordable, high-value undergraduate and graduate business education programs. We accomplish this through small classes, committed faculty, scholarship, and community outreach.~~

Guiding Values:

We believe in the pursuit of learning, teaching, scholarship, and public service activities conducted with honesty and high ethical standards.

We believe in fostering a college environment that enables people to succeed.

We believe in working together as a learning community based on mutual respect, trust, and academic freedom.

We believe in continuous improvement and innovation in teaching, scholarship, and community engagement.

We believe in cultivating a diverse and multicultural learning environment.

We believe in responsibility, accountability, and transparency in all of our academic and operational procedures.



Research Mission:

Kelce College of Business faculty members conduct and publish high-quality research that contributes primarily to the practice and teaching of their respective disciplines and furthers the mission of Pittsburg State University.

Guiding Values:

1. We conduct research and scholarly activities in support of our teaching and public service responsibilities. The creation and dissemination of new knowledge defines us as a public university.
2. We honor and adhere to the concept of academic freedom and do not place limits or restrictions on the scope of scientific inquiry.
3. We conduct scholarship with respect for individuals, groups, and organizations by following the accepted practices of protecting the rights and privacy of human subjects.
4. We pursue financial integrity and maintain ethical standards in the conduct of our sponsored research and scholarship activities.
5. We seek to share and disseminate our scholarship through academically and professionally peer reviewed avenues including journals, books, and conferences.
6. We value the integrity and accountability of rigorous and thorough peer review and avoid disseminating our research through predatory journals and exploitative publishers.
7. We measure the quality of our scholarship through its impact on the practice and instruction of our disciplines as well as its influence on other scholars.

Approved by the Kelce General Faculty
November 22, 2013

Revision History:

Guiding Value #6 Added – August 12, 2021

Draft MBA Learner Goals and Competencies

- **Responsible Citizenship:** Our graduates can analyze the effects of business decisions on communities.
- **Problem Solving:** Our graduates can apply critical thinking skills to analyze and solve a business problem.
- **Ethical Decision-Making:** Our graduates will be able to apply and integrate ethical standards and behaviors to a business situation.
- **Leadership:** Our graduates will be able to apply and integrate leadership theories, methods, and behaviors to a business situation.



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

23-24 KELCE STUDENT ORGANIZATIONS

YEAR END REVIEW

DATA SCIENCE CLUB

Advisors: Dr. David Sikolia and Dr. Wei Sha *President: Saatvik Sabarwal*

- The club has hosted two meetings, including one with a guest speaker

ECONOMICS CLUB

Advisor: Dr. Alex Binder *President: Johnny Harris*

- Derek Yuza and Adam Kahnk represented PSU at this year's APEE Conference in Las Vegas, NV. Their team tied for first place in the PPE (Politics, Philosophy, and Economics) League Competition.
- Johnny Harris, Trip Baker III and Derek Yuza took third overall and first in the Game Theory competition at the PPE League Competition in Ottawa, KS.

FINANCE CLUB

Advisor: Dr. Connie Shum *President: Tyler Thompson*

- Guest Speakers from Finance Industries
- Fundraising: worked concessions at PSU football home games
- Traveled to New York City in April

INSTITUTE OF INTERNAL AUDITORS (IIA) STUDENT CHAPTER

Advisor: Dr. Gail Yarick *President: Emma Dunn*

- 18 new students joined the IIA Student Chapter
- 10 new students completed the application to earn the IAEP certificate and 8 students will complete the IAEP certificate requirements and earn their IAEP certificate at the end of SP24 semester
- 6 students and Dr. Yarick traveled to KC for in-person event
- 5 students and Dr. Yarick traveled to Orlando, FL for 4 days for the Global Student Conference. All students participated in a group case competition and presented on stage in front of 100+ peers, educators, and professionals. Out of 13 teams, Kayley Hartman's team won 2nd place and Shakira Agunbiade's team won 3rd place. They both won cash prizes and free Gleim CIA review materials for 1 part.
- Dr. Yarick applied for and received a \$6,000 grant from the IIA Foundation for student and educator support
- Specific IIA scholarship donations were received and awarded to students involved in the IAEP certificate program (\$14,750)

INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA) STUDENT CHAPTER

Advisors: Dr. Gail Yarick and Mr. David Weaver *President: Emma Dunn*

- IMA hosted or attended 7 meetings/events this year including a plant tour of EaglePicher and a meet & greet with the IMA Joplin Tri-State Chapter
- Two IMA students have received the CMA scholarship so far this year

MARKETING ASSOCIATION

Advisor: Dr. Phillip Frank

President: Grant Goltra

- Students have worked to re-establish the Marketing Association as a University recognized student organization
- New officers were voted on: they include Grant Goltra, Makenna Wingfield and Ethan Gordon
- Guest speakers included Limelight Marketing from Pittsburg, KS as well as a panel from the American Marketing Association in KC. They spoke with students about professional development in the marketing industry.
- Executive team is planning a trip to tour VMLY&R in Kansas City for the fall semester

MBA ASSOCIATION

Advisors: Dr. Bienvenido Cortes and Ms. Chelsey Decker

President: Carmen Kent

- MBA Association was the recipient of the "New and Revised Organization Grant" from PSU's SGA
- Implemented and hosted three "Kelce Coffees" and the "Souper Bowl" nurturing the spirit of collegiality among graduate assistants and Kelce faculty & staff
- Hosted workshops on several topics including Outlook, Resume's, Total Compensation, Professional Headshots
- Volunteer Hours: Pittsburg Artwalk & the Lord's Diner
- Kelce student activities included: Valentine's Day event, Kelce Easter Egg Hunt
- Social Events for GAs: Thanksgiving Potluck, Happy Hour at Guadalajara, D-arty

FUTURE BUSINESS LEADERS OF AMERICA (FBLA-COLLEGIATE)

Advisor: Melissa Weed

President: Olivia Mitchell

- Melissa Weed took over as the new FBLA advisor
- Hosted the State FBLA conference on campus
 - 14 PSU FBLA students competed in various events and had 11 first place and 10 second place finishes
- Jonah Sanford will represent PSU at FBLA Collegiate Nationals in June
- Hosted: Internship Panel, Entering the Job Market After College, and a Resume Workshop
- 24-25 Officers will be President Matthew Schmidt, Vice President Jonah Sanford, and Secretary Trip Baker

WOMEN@WORK

Advisors: Dr. Lynn Murray and Holly Kent

President: Olivia Goebel

- Recognized as the 2024 PSU Student Organization of the Year Award
- Members attended the Kansas Chamber of Commerce Women in Business Conference in Topeka, KS
- Hosted the 3rd Annual Women@Work Luncheon. Keynote: Lindsay Young. "Katie Bakel Awards" for support and service were presented to Lisa Paterni and Carmen Kent.
- Sponsored Events: Coffee & Conversation, Women Entrepreneurship Week, Headshots, Women's Health, Self-Defense & Situational Awareness, Soccer 101 with the new PSU Women's Soccer Team
- Socials: Feliz Navi-Guad Holiday Party, Pickleball Social

Entrepreneurship Certificate Program

Total: 12 credit hours

BUS 2xx Foundations of Entrepreneurship (3 credit hours): Provides insights into the various facets of entrepreneurship including opportunity recognition, idea generation, business planning and strategy, innovation and creativity, along with other general insights to the entrepreneurial ecosystem.

Learning Objectives

- Define entrepreneurship and what entrepreneurs do and define small business.
- Identify primary business plan contents and be able to use them to create a business plan.
- Explain marketing mix and be able to figure out the pricing for your business.
- Assess the costs of starting a business.
- Explain what shows up on each of the 4 financial documents used to assess business health.
- Understand the importance of cash flow management.
- Analyze the different types of financing for a business.
- Define the different types of legal structures for a business.
- Explain the types of licenses, permits, and certificates required to start your business.
- Examine options for harvesting and exiting a business.

MKTG 3xx Entrepreneurial Marketing (3 credit hours): Explores the process of pursuing opportunities and launching and growing ventures that create perceived customer value. Particular focus is paid to innovativeness, creativity, selling, market immersion, networking, especially in circumstances of limited resources. Prerequisite: Bus 2xx Foundations of Entrepreneurship.

Learning Objectives

- Deploy appropriate customer discovery tools to identify customer and market needs, problems, and entrepreneurial opportunities.
- Define customer profiles and create personas to align customer outreach methods and messaging with identified behaviors, interests, and attitudes.
- Identify evolving unmet customer needs.
- Develop, manage, and measure the success of an omnichannel marketing campaign that creates traction and engagement for entrepreneurial organizations.
- Develop content that directly addresses consumer needs and creates brand engagement.
- Analyze various market opportunities and assess risks with the focus on meeting customer needs.
- Develop (and adjust when necessary) key performance indicators (KPIs), metrics, and milestones for their campaign and evaluate their success based on achieving these metrics.
- Effectively allocate limited resources and budgets

FIN 3xx Entrepreneurial Finance (3 credit hours): Provides an overview of the financial concepts, tools and principles utilized by the entrepreneur to initiate, build, and develop a successful entrepreneurial venture. This course distinguishes entrepreneurial finance from corporate finance in terms of the sources of financing available to initiate and develop the venture. Additional topics include, but are not limited to, pro forma financial statement development; business valuation models; cash flow analysis; monitoring of key metrics; the use of incubators or accelerators; provisioning for taxes, and raising capital from private investors, venture capitalists, crowd funding, and banks. Prerequisite: Bus 2xx Foundations of Entrepreneurship.

Learning Objectives:

- Describe the typical life cycle that a successful venture goes through.
- Identify the various avenues of fund raising for a new, young, or private venture.
- Formulate or evaluate a business plan as an entrepreneur or an investor.
- Explain the requirements, investment terms and conditions of a typical professional venture capital fund. 5. Illustrate how private ventures may be valued by the professional venture capital funds.
- Calculate the shareholding of various shareholders after different rounds of funding received by a venture.
- Negotiate the investment terms with the entrepreneur or with the professional venture capital fund.
- Employ different risk-mitigating investment terms to formulate an Investment Terms Sheet for the purpose of discussion and negotiation (between the entrepreneur and the professional venture capital fund).
- Demonstrate the importance of group work as co-founders of young ventures, and as members of the investment team in a professional venture capital firm.

Experiential Component

BUS 5xx Internship in Entrepreneurship (1-3 credit hours): An approved, supervised professional work experience in an appropriate field. May be completed at for-profit companies, non-profit organizations, government agencies, and schools. One credit hour is earned for every forty work-hours completed. Students must enroll in the course during the same semester in which the internship occurs. The internship must have an entrepreneurial focus for the internship. Prerequisites: Bus 2xx Foundations of Entrepreneurship and Permission of instructor required.

AND/OR

BUS 5xx Gorilla Consulting (1 credit hour, may be repeated up to three times): Working with the area Small Business Development Center, students will provide consulting services to area small businesses. Prerequisites: Bus 2xx Foundations of Entrepreneurship and permission of instructor required.

Learning Objectives (for Internship & Gorilla Consulting):

- Gain insights into the challenges and risks of starting a business.
- Experience the startup environment
- Enhance entrepreneurial skills
- Explore entrepreneurial resources
- Develop leadership and management skills

Entrepreneurship Minor Program
Total 18 Credit Hours

BUS 2xx Foundations of Entrepreneurship (3 credit hours)

MKTG 3xx Entrepreneurial Marketing (3 credit hours);

FIN 3xx Entrepreneurial Finance (3 credit hours)

MGT 4xx Entrepreneurial Leadership/Management (3 credit hours) – explores the challenges and complexities of leadership in an entrepreneurial environment, specifically startups, family businesses, traditional small-to-mid-sized businesses and franchises. Prerequisite Bus 2xx Foundations of Entrepreneurship.

BUS 620 Internship in Entrepreneurship (1-3 credit hours) *AND/OR* BUS 6xx Gorilla Consulting (1 credit hour – three required)

BUS 6xx Business Generation (3 credit hours). This capstone course ties earlier coursework together. An experiential course that explores and uses various frameworks of new venture development. The provides a step-by-step guide to launching new ventures or new products and will culminate in a pitch competition.

Learning Objectives

- Understand the entrepreneurial process:
 - Learn about ideation, market research, business planning, and launching a new venture.
 - Gain insights into the challenges and risks of starting a business.
- Develop business acumen:
 - Learn how to identify market opportunities and assess business ideas.
 - Understand financial management, budgeting, and fundraising for startups.
 - Explore different business models and revenue streams.
- Experience the startup environment:
 - Work in a fast-paced, dynamic, and often resource-constrained environment.
 - Develop adaptability, problem-solving, and critical thinking skills.
 - Understand the importance of teamwork, collaboration, and communication.
- Enhance entrepreneurial skills:
 - Practice pitching ideas and communicating value propositions effectively.
 - Develop negotiation, networking, and relationship-building abilities.
- Cultivate creativity, innovation, and an entrepreneurial mindset.