



# CAS Academic Affairs Report

February 23, 2012



The Charge

**GIVE STUDENTS SKILLS TO  
FACILITATE SUCCESS IN BUSINESS**



Question:

**WHAT ARE THESE SKILLS?**



# Business-relevant Skills & Attributes

- Critical thinking
- Analytical
- Quantitative reasoning
- Communication
- Leadership
- Creativity
- Innovation



# Business-relevant Skills & Attributes in a Liberal Arts context

- Critical thinking
- Analytical
- Quantitative reasoning
- Communication

Intellectual

- 
- Leadership
  - Creativity
  - Innovation

Experiential



# Business-relevant Skills & Attributes in a Liberal Arts context

- Critical thinking
- Analytical
- Quantitative reasoning
- Communication

Curricular

- 
- Leadership
  - Creativity
  - Innovation

Co-curricular



Question

**HOW TO MORE EFFECTIVELY IMPART  
THESE SKILLS IN THE CONTEXT OF  
LIBERAL ARTS AND L&C?**

# Important Considerations



- Academic rigor
- Multidisciplinary  $\therefore$  by reflecting breadth of academic programs
- *Congruent with liberal arts mission and focus*
- Prepare for leadership and civic engagement
- Provide opportunity to translate innovation into practice





Enhanced Business Skills in the Liberal Arts Context

# **ENTREPRENEURSHIP**

# Certificate in Entrepreneurship

(short- term implementation  $\leq$  3 years)

- Intellectual
- Experiential



# Certificate in Entrepreneurship

(short- term implementation  $\leq$  3 years)



- Intellectual
  - Basic Business Principles (Law school)
  - Introduction to Entrepreneurship (currently Winterim)
  - Technologies of the Future (piloted this semester)
  - Public Discourse (CAS course)
- Experiential
  - Workshops: *e.g.*, Grant & Report Writing (*offered by 3CE*)
  - Innovation, Creativity and Leadership
    - Mini grants
    - Internships

# Faculty-focused Transitional Activities



- Workshop
  - understanding link between the liberal arts and entrepreneurship
- Internship
  - With an entrepreneur
- Stipend
  - For course development

# Minor in Entrepreneurship

(mid-term implementation:  $\leq 6$  years)

- Intellectual (beyond courses required for certificate)
  - Discipline-specific courses (2)
  - Launching a Venture
  - Independent Study or Practicum
- Experiential
  - Internship
  - Fellowship
    - Graduating seniors only
    - \$\$ to launch
    - Support network



# Immediate Plans: Piloting and Buy-in



- Pilots
  - Intellectual
    - Managing Consumer Decisions (available to ALL students – ECON198; Fall 2012)
  - Experiential
    - Internship matching student with alumnus entrepreneur (“PioKickStart”; available to a Winterim student; summer 2012)
- Buy-in
  - Faculty conversations (*essential*)

# Needs

(for short- and mid-term activities)



- Personnel
  - Entrepreneur Evangelist (faculty)
  - Experiential Learning Coordinator
  - Administrative support
  - Faculty for additional sections (2 FTE)
- Funds
  - Creativity mini grants
  - Internships (students and faculty)
  - Workshop facilitators
  - Speakers
  - Course development
  - Fellowships
- Networks
  - Entrepreneurs
  - Partners

# Needs

(for short- and mid-term activities)

- **Personnel**    **\$427K annual**
    - Entrepreneur Evangelist (faculty)
    - Experiential Learning Coordinator
    - Administrative support
    - Faculty for additional sections (2 FTE)
  - **Funds**    **\$282K annual**
    - Creativity mini grants
    - Internships (students and faculty)
    - Workshop facilitators
    - Speakers
    - Course development
    - Fellowships
  - **Networks**
    - Entrepreneurs
    - Partners
- \$709K annual;**  
**\$14,180K endowed**





# Potential Majors

(Long-term Possibilities)

- Entrepreneurship
- Management of Science

