

PROPOSAL: Delete the Major in Entrepreneurship (ENTJ)

Background

The Undergraduate Studies Council of the Faculty Senate has approved the deletion of the Major in Entrepreneurship offered by the Department of Marketing in the Haworth College of Business. In a letter dated January 23, 2014, Provost Tim Greene outlined the requirement that the Entrepreneurship major will award 20 degrees per year after a transition period and if it failed to maintain 20 degrees awarded, it would be placed on a two-year probationary status. If the number of degrees awarded did not increase to 20, the program would be deleted unless the provost decides otherwise. The program did not maintain 20 degrees awarded and was placed on probation on July 1, 2020. The probationary period ended on July 1, 2022 and failed to meet the criteria. Furthermore, anecdotal evidence and informal market research revealed that there is not a sufficient demand for an Entrepreneurship major. Also, with the recent departure of the only tenured Entrepreneurship faculty member, the program could not be sustained without significant investment. It is simply not worth the investment to maintain this major.

Recommended Action

It is recommended the WMU Board of Trustees delete the Major in Entrepreneurship.