

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University  
Program Title: Entrepreneurship  
Degree/Certificate: Bachelor of Science in Business Administration  
Options: None  
Delivery Site(s): Cape Girardeau, MO  
CIP Classification: 52.0701

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

Implementation Date: Fall 2017  
Cooperative Partners: None

\*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Dr. Karl R. Kunkel, Provost  
Name/Title of Institutional Officer            3/1/2017  
Signature      Date

Dr. Judy Wiles, Chair, Dept. of Management & Marketing      573-651-2913  
Person to Contact for More Information      Telephone

## STUDENT ENROLLMENT PROJECTIONS

Year	1 (2017-18)	2 (2018-19)	3 (2019-20)	4 (2020-21)	5 (2021-22)
Full Time	20	25	30	40	55
Part Time	5	10	15	18	20
Total	25	35	45	58	75

**Please provide a rationale regarding how student enrollment projections were calculated:**

These enrollment projections are based on a history of Southeast's enrollments of students majoring in Management with an option in Entrepreneurship, the number of students minoring in entrepreneurship, and the enhanced entrepreneurial programming on campus. The unduplicated enrollment count for the Entrepreneurship option was 48 in fall 2015- spring 2016. This growth has been steady since fall 2008 when the option began with enrollments of 10 students. We also had 39 students enrolled in an Entrepreneurship minor during the fall 2015- spring 2016 period.

An average of 15 credit hours per student is projected as full-time and 6 credit hours per student is considered part-time.

**Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:**

Entrepreneurship is an emphasized academic theme at Southeast Missouri State University reflecting the historic role and growth of entrepreneurial programming across campus along with the substantial private support provided to grow, expand, and promote learning and student experiences in this area. By moving the current option in entrepreneurship from under the management major to a free standing program under the BSBA degree, we expect enrollments in entrepreneurship through the Harrison College of Business to grow because of the increased stature of the program of study. As noted above, Southeast's enrollment data for students in the Entrepreneurship option in the Management major and the minor in entrepreneurship and the growth of entrepreneurial programming across campus support moving the option to a major in Entrepreneurship under the BSBA degree. We believe the growth in enrollments in the option and the minor has been due to a strong interest on the part of entering freshmen, societal trends, and Southeast's consistent attention to entrepreneurship programming and co-curricular and extra-curricular entrepreneurial activities.

There is general agreement that new business formation drives job growth and job growth translates into growth in income. It is also understood that new business formation depends on

an entrepreneurial mindset that can be enhanced through an educated workforce and an ecosystem that encourages and rewards innovation. Signs indicate that entrepreneurship and new venture creation is and will continue to be a key driver of the U.S. economy, the state of Missouri, and southeast Missouri.

IN REGARD TO THE NATION: The U.S. Department of Labor, Bureau of Labor Statistics, reported that startups, new ventures less than a year old, created 60%, 1.7 million jobs, of total employment growth, while established firms 10 year or older created 29% of net employment growth (Groshen, 2016). In addition, these reports indicate that in the year ending March 2015 firms 0-4 years old represented 28% of the firms closing, while established firms 10 years or older represented 55% of the 788,000 establishments that closed during the same year (Groshen, 2016). This data provides evidence of the impact entrepreneurship has on the U.S. economy. According to the 2015 Kauffman Index of Startup Activity, over 500,000 adults in the U.S. start new businesses each month, which translates into roughly 0.31% of the population. In 2014 33% of these entrepreneurs were college graduates, a significant increase from the 1996 percentage of 23.7%. These figures indicate the attraction college students have in creating a new venture (Fairlie, Morelix, Reedy, & Russell, 2015). While it is difficult to get specific figures on salaries/compensation of entrepreneurs, the International Institute for the Study of Labor published a study in 2009 that indicated that the mean income for entrepreneurs is almost 50% greater than the income for traditional employees (Praag, Witteloostuijn, & Sluis, 2009). The impact of entrepreneurship on not only the U.S. economy but the global economy cannot be overstated. Providing academic programming that addresses (a) opportunity recognition, (b) market entry, (c) the legal requirements of new business and (d) navigating resource constraints is increasingly important to promoting innovation and commercialization; key economic drivers for economic development.

IN REGARD TO THE STATE: While Missouri has gained recent recognition for entrepreneurial activity, Missouri also is known as a slow growth state, reflecting a below average performance in entrepreneurial activity and small business creation. The Kauffman Index of Entrepreneurial Activity (KIEA) which is based on (1) the rate of new entrepreneurship, (2) opportunity share of new entrepreneurship and (3) startup density places Missouri in the bottom 50 percent of all states. Similarly, the State Entrepreneurship Index (SEI) which is based on (1) percentage growth in employer establishments, (2) percentage growth in employer establishments per person, (3) the business formation rate, (4) patents per thousand of persons, and (5) average income per non-farm proprietor also places Missouri in the bottom half of all states.

IN REGARD TO OUR REGION: Southeast Missouri fares no better in assessments of its entrepreneurial ecosystem. One study of the Cape Girardeau region (McDougall, 2014a) concluded that improving the local and regional entrepreneurship ecosystem depended on (1) developing a pipeline of educated and skilled entrepreneurs, (2) cultivation of innovation, (3) improving access to capital, (4) advancing market opportunities, (5) optimizing the regulatory

environment. A second study of the Mississippi Delta region (Stapleton, nd) that includes southeast Missouri found that establishments with less than ten employees accounted for 100 percent of the net gains in jobs and sales following the 2001 national recession. In 2011, establishments with nine or fewer employees provided one-third of the jobs in the Delta region. A third study (McDougall, 2014b) assessed the climate for innovation in the Bootheel region and found that southeast Missouri rates below national indices on (1) innovation, (2) human capital, (3) economics dynamics, (4) productivity and employment and (5) economic well-being. The proposed program change creating a major in Entrepreneurship is designed to prepare individuals to succeed in an environment that encourages and rewards individuals with an entrepreneurial mindset that drives innovation, commercialization and new business startups.

#### REFERENCES:

- (1) Goshen, E. L. (2016, April 28). Entrepreneurship facts: Announcing new research data on job creation and destruction by firm age and size. Retrieved from <http://beta.bls.gov/labs/blogs/2016/04/28entrepreneurship-facts-announcing-new-research-data-on-job-creation-and-destruction-by-firm-age-and-size>.
- (2) Fairlie, R.W., Morelix, A., Reedy, E.J., & Russell, J. (2015). The Kauffman Index Startup Activity: National Trends. Retrieved from [http://www.kauffman.org/~media/kauffman\\_org/research%20reports%20and%20covers/2015/05/kauffman\\_index\\_startup\\_activity\\_national\\_trends\\_2015.pdf](http://www.kauffman.org/~media/kauffman_org/research%20reports%20and%20covers/2015/05/kauffman_index_startup_activity_national_trends_2015.pdf).
- (3) Praag, M., Witteloostuijn, A. & Sluis, J. (2009). Returns for entrepreneurs vs. employees: The effect of education and personal control on the relative performance of entrepreneurs vs. wage employees. Institute for the Study of Labor discussion paper. Retrieved from <http://ftp.iza.org/dp4628.pdf>.
- (4) R. W. Hafer and Andrew Sullivan (2015), "Entrepreneurship in Missouri," Show-Me-institute.
- (5) Gerald McDougall, et. al. (2014a), "Cape Girardeau Area Chamber of Commerce Regional Entrepreneurship Assessment Strategy, Phase I," Institute for Regional Innovation and Entrepreneurship.
- (6) James Stapleton, "Business Dynamics in the Delta (Jobs and Sales 1990-2011), Delta Regional Authority in Missouri"
- (7) Gerald McDougall, et. al. (2014b), "Cape Girardeau Area Chamber of Commerce Regional Entrepreneurship Assessment Strategy, Phase I," Institute for Regional Innovation and Entrepreneurship.

## PROGRAM STRUCTURE

- A. Total credits required for graduation: 120  
 B. Residency requirements, if any: 30 cr.(general university guidelines); 50% of business hours counted toward business degree  
 C. General education: Total credits: 51 cr.

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
UI100	3	First Year Seminar
EN100	3	English Composition
Physical Systems	3	See Undergraduate Bulletin for list of courses
EC215	3	Principles of Microeconomics
Social Systems	3	See Undergraduate Bulletin for list of courses
Artistic Expression	3	See Undergraduate Bulletin for list of courses
Literary Expression	3	See Undergraduate Bulletin for list of courses
SC105	3	Fundamentals of Oral Communication
EN140	3	Rhetoric and Critical Thinking
Behavioral Systems	3	See Undergraduate Bulletin for list of courses
Living Systems	3	See Undergraduate Bulletin for list of courses
Political Systems	3	See Undergraduate Bulletin for list of courses
Major Civilization	3	See Undergraduate Bulletin for list of courses
MA134	3	College Algebra
IU305	3	Entrepreneurship
UI3XX	3	See Undergraduate Bulletin for list of courses
UI400	3	Business and Ethics

- D. Major requirements: Total credits: 66 cr.

1. Business Core and Support Courses (45 cr.)

Course Number	Credits	Course Title
AD101	3	Intro to Microcomputer Applications
BA452	1	Professionalism
EC225	3	Principles of Macroeconomics
MG252	2	Business Communication
QM257	3	Business Statistics
QM258	3	Business Statistics II
AC221	3	Principles of Accounting
AC222	3	Principles of Accounting II
BL255	3	Legal Environment of Business
FI361	3	Financial Management
MG301	3	Principles of Management
MK301	3	Principles of Marketing
MI375	3	Management Information Systems
QM352	3	Quantitative Analysis
BA490	3	Business Policy & Strategy
International Bus.	3	Select from AC540, BA560, EC580, FI540, MG560, MK560

2. Entrepreneurship Major

Course Number	Credits	Course Title
ER361 (was BA361)	3	Principles of Entrepreneurship
ER531 (was BA531)	3	Imagination, Creativity and Innovation
ER551 (was BA551)	3	Managing and Growing New Ventures
ER561 (was BA561)	3	Business Planning for New Ventures
ER581 (was BA581)	3	Entrepreneurship Practicum: Venture Creation
ER473	3	Internship in Entrepreneurship
Major elective	3	Choose from: FI363 Entrepreneurial Finance ER521 (was BA521) Topics in Entrepreneurship ER581 Entrepreneurship Practicum: Venture Creation

E. Free elective credits: (Sum of C, D, and E should equal A.) 3

F. Requirements for thesis, internship or other capstone experience: 3 cr. hour internship

G. Any unique features such as interdepartmental cooperation: Cooperation among all departments in the College of Business

## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      Southeast Missouri State University  
Program Name         BSBA in Entrepreneurship  
Date                     Fall 2017

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Students will be subject to existing requirements for admission to the Harrison College of Business; completion of required lower division support and core courses with a grade of C or better and an overall GPA of 2.50 or higher.

- Characteristics of a specific population to be served, if applicable.  
Not Applicable

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Professional experience or education in entrepreneurship will be required to fulfill the Association to Advance Collegiate Schools of Business (AACSB) accreditation standards. AACSB requires a doctorate to maintain academically qualified status. Because many of the classes will cover accredited programs, all faculty will need to meet the AACSB academic standards.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
Given current staffing (2.5 FTE), it is anticipated that a majority of the courses in the major (i.e. more than 90%) will be taught by full-time faculty.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Faculty will be expected to work with and mentor students during entrepreneurship projects and extra-curricular programming; e.g. Global Entrepreneurship Week. Faculty will also be expected to participate with Catapult Creative House in experiential learning about start-ups and entrepreneurial operations. Catapult is a Southeast student learning laboratory cultivating creativity, innovation, and entrepreneurship.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
55 full time and 20 part-time; 65 FTE
- Percent of full time and part time enrollment by the end of five years.  
73% FT, 27% PT

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
2 graduates at year 3; 15 at year 5
- Special skills specific to the program.  
None identified
- Proportion of students who will achieve licensing, certification, or registration.  
Not Applicable
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
Not Applicable
- Placement rates in related fields, in other fields, unemployed.  
Overall, Placement in related field 90%, in other fields 10%
- Transfer rates, continuous study.  
Not Applicable

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline.  
**If there are no plans to seek specialized accreditation, please provide a rationale.**  
The BSBA major will fall under AACSB accreditation. The next continuous improvement review (i.e., maintenance of accreditation review) is scheduled for 2020.

### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys.  
There will be an annual survey of alumni requesting input related to satisfaction with the quality of program. Employer input is gathered through surveys of internship sponsors and comments from members of the college's Corporate Advisory Committee. Methods will be developed to track entrepreneurial activities of the graduates from this program.



- Expected satisfaction rates for employers, including timing and method of surveys. We will continue to use surveys of internship sponsors to collect data related to satisfaction with quality of performance of graduates and the program. Surveys are distributed at the end of each regular academic term. Through surveys of graduates we will attempt to track business start-up activity.

#### **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Southeast is particularly well suited to support an entrepreneurship major given our 25-year history of offering entrepreneurial programming, location dominated by small businesses, current course offerings, its experience in seeking grants to promote innovation and small business startups in the Bootheel, and the private support that has been provided by successful entrepreneurs and others committed to enhancing the entrepreneurial mindset among young people through academic programming and co- and extra-curricular activities. Faculty resources are in place to support instruction, advising and mentoring (2.5 FTE). The university's location in Cape Girardeau, an economic hub between St. Louis and Memphis, provides a landscape where entrepreneurship students have access to a diverse base of potential customers for their new products or services. We currently offer courses focusing on all dimensions to the entrepreneurial process, including topics identified by the Kauffman foundation as essential to a successful program. The department is also integrally involved in promoting entrepreneurship across the university through the development of a variety of discipline- specific entrepreneurship minors and extra-curricular programming. Interdisciplinary and cross-disciplinary programming is supported by CATAPULT Creative House which falls under the Douglas C. Greene Center for Innovation and Entrepreneurship. CATAPULT provides an interdisciplinary environment that promotes creativity, innovation and commercialization and offers students, faculty and practicing entrepreneurs an environment conducive to mentoring and collaboration.

To: Dr. Judy Wiles, Chair, Management and Marketing

From: Claudia Ruediger, Professor, Harrison College of Business liaison, Kent Library  
Barbara Glackin, Dean, Kent Library

Date: November 30, 2016

RE: Library resources evaluation / Bachelor of Science in Business Administration (BSBA) in  
Entrepreneurship

CC: Dr. Karl Kunkel, Provost and Chair, University Academic Council  
Dr. Gerald McDougall, Dean, Harrison College of Business

**Conclusion:** Kent Library has the resources to support the new BSBA in Entrepreneurship. Kent Library appreciates the opportunity to serve the Harrison College of Business and to support entrepreneurship, one of six Pillar Programs for Southeast Missouri State University.

**Background:**

Identified as one of the six Pillar Programs for Southeast Missouri State University, entrepreneurial programming has grown across campus. Entrepreneurship has been an option under the management major, but is now poised to be offered as a major through the Harrison College of Business.

**Resource summary\*:**

- 1) Databases: Through Kent Library students and faculty have online access to business specific databases such as, ABI/Inform Collection, Business Source Premier, and Business Abstracts with Full Text, Business Insights: Essentials, and IBISWorld. Additionally, access to PsycINFO, a behavioral science database, complements business databases. These discipline-specific databases provide in-depth coverage of business journals, trade publications, industry, company, financial, and market reports, and business and general news sources.

Students and faculty have online access to ProQuest Central (including Research Library), JSTOR, and Academic Search Complete, all comprehensive, interdisciplinary databases. These databases index thousands of journals, books, and other resources, with both current and retrospective content for depth.

- 2) Journals: Kent Library has access to full text entrepreneurship journals available through the databases. Journals available include: *Academy of Entrepreneurship Journal*, *Entrepreneurship: Theory & Practice*, *Entrepreneurship and Regional Development*, *Entrepreneurship Research Journal*, *International Entrepreneurship and Management Journal*, *International Journal of Entrepreneurship*, *International Journal of Gender and Entrepreneurship*, *Journal of Applied*

*Management and Entrepreneurship, Journal of Business and Entrepreneurship, Journal of Developmental Entrepreneurship, Journal of Entrepreneurship and Public Policy, Journal of International Entrepreneurship, Small Business Economics, and World Journal of Entrepreneurship and Sustainable Development*

- 3) Books & eBooks: Kent Library's book and ebook titles are discoverable through the online catalog or the EBSCO eBook Collection platform. A search of eBook Collection finds 2,685 relevant titles published since the year 2000.

The Library print book collection includes 488 relevant titles published since the year 2000.

Kent Library is a member of the MOBIUS library consortium, with a union catalog of more 27 million items. A courier service delivers materials to member libraries every week day. A search finds 6,837 relevant print titles available via MOBIUS. The Library also participates in the Iliad Interlibrary Loan program where more than 10,000 libraries internationally share their resources. Both services are free to enrolled students. The Kent Library document delivery service provides electronic copies of journal articles to enrolled students.

- 4) Streaming Videos: The Library provides access to educational and documentary films through online platforms. The two largest platforms are Kanopy and Films On Demand. For Kanopy subject/keyword searches find: 29 videos on entrepreneurs and 257 on entrepreneurship. For Films On Demand subject/keyword searches find: 616 videos on entrepreneurs and 731 videos on entrepreneurship. The platforms support unlimited, simultaneous access, are device agnostic, and easily allow flipping the classroom, with Southeast Missouri State University students individually viewing videos followed by online group discussion.

Kent Library provides research and reference assistance to students. In person assistance, appointments, email, phone, and chat are all easy ways for students to obtain research assistance. Consultations can occur in-person, by telephone, or virtually. Chat reference assistance is also available 24x7.

If, as the curriculum evolves, the Management and Marketing Department identifies library resources or collections weaknesses, we respectfully request to be informed so resolutions may be made.

\*Full Kent Library resources review is provided.

## Support Letters

**DOUGLAS C. GREENE**

705 INVERNESS DRIVE RANCHO MIRAGE, CA 92270 PHONE/FAX: 760-202-9189

December 9, 2016

Dr. Gerry McDougall  
Dean, Harrison College of Business  
Southeast Missouri State University  
One University Plaza, MS 5800  
Cape Girardeau, MO 63701

Dear Gerry,

I was most happy to receive your call asking me to articulate my feelings about the importance of entrepreneurial studies for students, whether they are in hi-school or in a college or university environment.

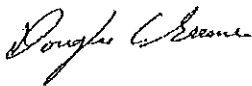
My success as an entrepreneur convinces me that it is important to develop an entrepreneurial mindset among all university students if the United States is going to continue to be competitive in an increasingly complex global economy. A variety of strategies is required to meet this goal, including the development of appropriate academic programs linked to real-world experiences involving creativity, innovation and commercialization.

I support the proposed major in entrepreneurship by the Harrison College of Business because it is an example of the type of academic programming I have in mind. The proposed major will complement academic programming already in place that is designed to engage students outside of the Harrison College of Business with the entrepreneurial process. I am hopeful that the students completing this major will be prepared to accept the risks and challenges necessary to nurture the new business start-ups that are essential to the health of our local, state and national economies.

While the intent of this letter of support is not to call attention to my entrepreneurial successes, I am compelled to mention that the depth of my support and commitment can be measured by the time, talent and treasures that I have contributed to Southeast Missouri State University and the Donald L. Harrison College of Business to promote entrepreneurship programming and related activities.

My support of entrepreneurial studies at Southeast is legend, with the Center for Innovation and Entrepreneurship being named after me in 2011, and well over 180 students have benefitted from Heather and my largess in funding numerous entrepreneurial scholarships for Southeast students.

Best Personal Regards,



Douglas C. Greene



**JOHN DEERE**

Deere & Company World Headquarters  
One John Deere Place, Moline, IL 61266 USA  
Phone: 309.766.4223  
E-mail: stampcharlie@JohnDeere.com

**Charles R. Stamp, Jr**  
Vice-President  
**Corporate Strategy & Business Development**

December 14, 2016

Gerry McDougall  
Dean, Harrison College of Business  
Southeast Missouri State University  
One University Plaza, MS 6800  
Cape Girardeau, MO 63701

Dear Gerry:

I salute the University's proposal to establish a major field of study in entrepreneurship.

My personal experience as a student entrepreneur while attending Southeast Missouri State University (many years ago) and then as a founder of a successful business that was acquired by, what is now, a multi-billion dollar company with a very competitive global footprint explains why I support the proposed major in entrepreneurship from the Donald L. Harrison College of Business.

The Wall Street Journal recently published an article lamenting the fact that as a nation we are not generating the kind of *big ideas* that fueled the enviable economic growth our national economy experienced over the second half of the 20<sup>th</sup> century. My transition from a small business environment to the international corporate world suggests that our current economic sluggishness is related to a reduced number of *big and small ideas*; i.e., generally less innovation leading to successful commercialization.

Academic programs like the proposed major in entrepreneurship can address this deficiency by introducing students early in life to experiences that mimic the risks, challenges and rewards connected with the entrepreneurial endeavors that are crucial to reestablishing economic growth rates and prosperity to their historic levels.

I look forward to supporting your curriculum and the student body as a visiting alum and hope your efforts bring success.

Very truly yours,

Charles Stamp, Jr.  
Southeast Missouri State University  
Class of 1971



**Cape Girardeau Area  
Chamber of Commerce**

1207 North Mount Auburn Road • Cape Girardeau, Missouri 63701 • (573) 335-3312 • FAX (573) 335-1000 • [www.capechamber.com](http://www.capechamber.com)

Coordinating Board of Higher Education  
Missouri Department of Higher Education  
205 Jefferson Street  
P.O. Box 1469  
Jefferson City, Missouri 65102-1469

Members, Coordinating Board of Higher Education:

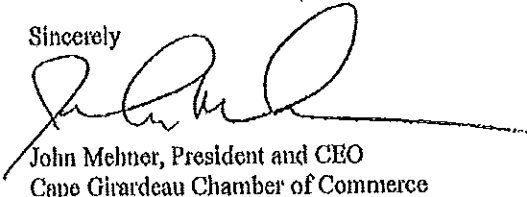
The Cape Girardeau Area Chamber of Commerce strongly supports the program in entrepreneurship proposed by the Donald L. Harrison College of Business at Southeast Missouri State University.

The city of Cape Girardeau is transforming its entrepreneurial ecosystem to better promote creativity, innovation and new business start-ups that will accelerate the growth and development of the economies of Cape Girardeau city and county. The Cape Girardeau Area Chamber of Commerce is an active and committed partner in this endeavor, as is the university with its recent investments in innovative learning facilities along the Broadway Corridor (CATAPULT-Creative House and the Rust Center for Media) and the private sector through its investment creating the Marquette Center; a high-tech hub for startup technology companies.

The undergraduate major in Entrepreneurship proposed by the Donald L. Harrison College of Business at Southeast Missouri State University is another critical component to this public-private initiative. Success depends on having a pipeline of individuals who possess an entrepreneurial mindset and benefit from a knowledge base that increases the number of new business startups and the likelihood those business start-ups survive as sustainable business enterprises. Sustainability creates jobs and income that flows into our local economy, creating additional opportunities for those prepared to invest in our business community.

I encourage you to support this proposed addition to the academic programming offered by Southeast Missouri State University. From the Chamber's perspective this proposal is aligned with community needs and the university's mission to contribute to the economic development and quality of life in southeast Missouri.

Sincerely



John Mehner, President and CEO  
Cape Girardeau Chamber of Commerce



SOUTHEAST MISSOURI  
STATE UNIVERSITY • 1873

December 2, 2016

Coordinating Board of Higher Education  
Missouri Department of Higher Education  
205 Jefferson Street  
P.O. Box 1469  
Jefferson City, Missouri 65102-1469

Members, Coordinating Board of Higher Education:

Please accept this communication as documentation of my support for the addition of an entrepreneurship major under the Bachelor of Science in Business Administration degree program at Southeast Missouri State University. An entrepreneurship major would greatly supplement the work being done in my office to stimulate the creation of entrepreneurial ecosystems in rural communities across southeast Missouri.

An entrepreneurship major would not only encourage creativity, innovation and new business formation in southeast Missouri, it would also help develop individuals with an entrepreneurial mindset and business skills critical to the startup and growth of small businesses into sustainable entities. As small business development is crucial to the regional economy in rural Missouri, this program is much needed to continue to support the economic vitality of the University's service area and beyond.

Thank you for your consideration of this important academic endeavor.

Sincerely,

A handwritten signature in cursive script that reads "Crystal Jones".

Crystal Jones  
Director  
Economic and Business Engagement Center