



New Academic Degree Program Request to Establish

Institution Name: University of North Carolina at Charlotte

Degree Program Title (e.g., M.A. in Biology): M.S. in Entrepreneurship

Reviewed and Approved By

Provide Name and title only. No signature required in this section.

Review	Name	Title
Faculty Senate Chair (Or appropriate body)	Debra Smith	Associate Professor, Africana Studies
Graduate Council (If applicable)	Dace Brown	Professor, Epidemiology & Community Health
Graduate/Undergraduate Dean (If applicable)	William Tolone	Dean, Graduate School
Academic College/School Dean	Richard Buttimer	Dean, Belk College of Business
Department Head/Chair	n/a	
Program Director/Coordinator	Ethan Chiang	Associate Dean for Graduate Programs, Belk College of Business

New Academic Program Process

New academic programs are initiated and developed by faculty members. The Request to Establish a New Academic Degree Program must be reviewed and approved by the appropriate individuals listed above before submission to the UNC System Office for review.

Please provide a succinct, yet thorough, response to each section. Obtain signatures from the chancellor, provost, and chief financial officer, and submit the proposal via the PREP system to the UNC System vice president for academic program, faculty, and research, for review and approval by the UNC System Office. If the Request to Establish is approved by UNC System Office staff, the proposal will be submitted for review and approval by the University of North Carolina Board of Governors.

Institution Name	UNC Charlotte
Institutional Accreditor	SACSCOC
Joint Degree Program (Yes or No)? If so, list partner.	No

Degree Program Title (e.g., M.A. in Biology)	M.S. in Entrepreneurship
CIP Code and CIP Title (May be found at National Center for Education Statistics)	52.0701 Entrepreneurship/Entrepreneurial Studies
Requires UNC Teacher Licensure Specialty Area Code (Yes or No). If yes, list suggested UNC Specialty Area Code(s).	No
Proposed Delivery Mode (campus, online, or site-based). For online, what % is delivered online? For site-based, what % is delivered at the site?	Site-based
Will this program be offered by an outside provider such as an Online Program Manager (OPM) or Project Kitty Hawk (PKH)? If yes, list the provider.	No
If requesting site-based delivery, indicate address(es), city, county, state, and maximum % offered at site.	Dubois Center at UNC Charlotte 320 E 9th St, Charlotte, NC 28202 Mecklenburg County 100%
Does this program require completion of course credits related to diversity, equity, and inclusion, or any other topic identified in UNC Policy Manual Section 300.8.5 (VII)? (Answer: Yes or No)	No
Proposed Term to Enroll First Students (e.g., Fall 2026)	Fall 2026

Include a copy of the Request for Planning Authorization (RPA) form. Attach the RPA to this document so that the two documents form a single, combined document.

Do the following sections of your previously submitted and approved Request for Planning Authorization to develop a new academic degree program require any changes or updated information? If yes, note the items and, if applicable, provide an explanation.

Category	Yes or No	Explanation (if applicable)
Accreditor Liaison Statement	No	
Review Status (campus bodies that reviewed and commented on Request for Planning Authorization)	No	
Program Summary	No	

Student Demand	No	
Access and Affordability	No	
Societal and Labor Market Demand	No	
Doctoral Specific Questions	No	

I. Program Summary

Maximum 250 words.

- a. Describe the proposed program, including the overall rationale for its development. Include a discussion of how this program supports the specific mission of the institution and of the broader UNC System. Why is this program a necessary addition for the institution?

The MS in Entrepreneurship at UNC Charlotte will be a one-year cohort-based program designed for students who seek to launch a new business or product. During the program, students receive academic training and are expected to work with the University's Center for Entrepreneurship and Innovation to incubate and launch their new idea while in the program. This program combines an academic program with an incubator program so that students receive academic and practical training.

The UNC System mission is education, research, and public service for all North Carolinians. The UNC Charlotte mission is to be a leading urban research university with a significant local-to-global impact. The MS in Entrepreneurship program supports both missions as anyone with an undergraduate degree is eligible for admission. This boutique program will be relatively small but have a high impact on entrepreneurship in the Charlotte region and the state of North Carolina. Located at the Dubois Center with support from CO-LAB at UNC Charlotte Center City, UNC Charlotte's innovation and entrepreneurial hub, the MS program will directly support the growth of the entrepreneurial ecosystem in Charlotte, a goal of the City of Charlotte and the State. It also directly supports the City's goal of developing the North Tryon Tech Hub, an innovation district designed to foster entrepreneurship, corporate collaboration, and academic research in the heart of Uptown Charlotte.

- b. What are the key objectives of the program? What are the expected benefits for the student who graduates from the program? What are the expected public benefits (at the local, regional, state, or national level) of this program?

The key objective of the proposed program is to train and develop entrepreneurs to successfully launch a product or company. Students will benefit from academic and practical training on launching a product or company, as well as mentorship and networking with the entrepreneurial community. Public benefits include new companies that increase employment or new products that benefit other organizations or consumers.

II. Program Planning and Unnecessary Duplication

- a. List all other public and private four-year institutions of higher education in North Carolina currently operating programs similar to the proposed new degree program, including their mode of delivery (use the 4-digit CIP as a guide). Show a four-year history of applications, acceptances, enrollments, and degrees awarded in similar programs offered at other UNC System institutions (using the format below for each institution with a similar program). If data is not available, mark not available. Programs at UNC System institutions may be found on the UNC System [website](#).

There are no UNC System institutions that have a Master's program with a 52.07 CIP. There are only three institutions of higher education in North Carolina that have a Master's program (CIP 52.07) with completions listed in IPEDS since the 2019-20 academic year. Duke University has no completions since 2020-21, with only seven completions in 2020-21 and two completions in 2019-20. Lenoir-Rhyne University has no completions since 2020-21, with only one completion in 2020-21 and three completions in 2019-20. Meredith College has one completion in 2019-20, 2020-21, and 2023-24; zero completions in 2021-22; and two completions in 2022-23.

Institution	N/A			
Program Title				
Academic Year	Year	Year	Year	Year
Applications				
Acceptances				
New Enrollment				
Total Enrollment				
Total Degrees Awarded				

- b. Describe what was learned in consultation with other programs regarding their experience with student demand and job placement. Indicate how their experiences influenced your enrollment projections.

There are no other programs of any notable size being offered by public or private institutions in North Carolina. As such, we have not consulted with those institutions but rather consulted with several institutions in Florida (Florida State University, University of Florida, and University of South Florida) that have existing MS in Entrepreneurship programs. Consultation with these institutions revealed that key aspects for recruiting students include connections with a Center for Entrepreneurship to create an incubator program, the involvement of practitioners as well as academicians, existing entrepreneurs to serve as mentors, and continued marketing. One institution also indicated that establishing an endowed Center for Entrepreneurship would help

raise the profile of the program in the community.

We also worked to design a research report with Hanover (see Request for Planning Authorization) which recommends proceeding with development of the program. Hanover cites data from the business school accreditor, AACSB, which shows that applications for specialized Master's programs, which includes entrepreneurship, as a percentage of total graduate business programs has risen from 57 percent in 2019 to 64 percent in 2024. The Hanover report also states that demand growth for entrepreneurship-related positions is slightly above average across all geographic levels, with the highest growth in North Carolina. Further, data reported in the Request for Planning Authorization details an 11.64% increase in 2032 projected demand over 2022 workforce demand for the Standard Occupation Classification (SOC) crosswalk to the program CIP 52.0701. Median wage data provided in that same document shows an annual median wage of \$108,795 for the two SOC crosswalks to the CIP. While these data show that student demand for the program and labor market demand for the graduates should be strong, the size of the program is intentionally kept small at inception to ensure there are enough potential mentors from the entrepreneurial community for the students. If the program is successful, it is possible that enrollment could increase beyond the initial estimates through corresponding increases in our connections with the entrepreneurial community.

- c. Identify opportunities for collaboration with institutions offering related degrees and discuss what steps have been or will be taken to actively pursue those opportunities where appropriate and advantageous.

There are currently no other institutions offering Master's degrees in this area. However, after program inception, UNC Charlotte will explore collaboration with other institutions, particularly those that have an affiliated Small Business Technology Development Center.

- d. Present documentation that the establishment of this program would not create unnecessary program duplication. In cases where other UNC System institutions provided similar online, site-based distance education, or off-campus programs, directly address how the proposed program meets unmet need.

There are no other UNC System institutions with programs under the same CIP. This program meets an unmet need for both Charlotte and the UNC System by providing entrepreneurs with the academic and practical training, mentoring, and networking to launch successful products and businesses.

- e. **Admission.** List the following:
 - i. Admissions requirements for proposed programs (indicate minimum requirements and general requirements).

In addition to the general requirements for admission to the Graduate School, the following are required for graduate study in Entrepreneurship:

- A bachelor's degree, or its equivalent, from a college or university accredited by an accepted accrediting body with a GPA of at least 3.0 or equivalent.

- A statement of purpose describing your entrepreneurial aspirations and any steps you have taken thus far to realize those aspirations.
- Unofficial transcripts of all college course work attempted
- Official and satisfactory scores on the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS), if English is not the applicant's native language and the applicant has not earned a post-secondary degree from a U.S. institution

The GMAT/GRE is not required for this program. Transfer credit is not accepted for this program.

ii. Documents to be submitted for admission

- A statement of purpose describing your entrepreneurial aspirations and any steps you have taken thus far to realize those aspirations.
- Unofficial transcripts of all college course work attempted

f. **Degree requirements.** List the following:

- i. Total hours required. State requirements for Major, Minor, General Education, etc.

30 credit hours

- ii. Other requirements (e.g., residence, comprehensive exams, thesis, dissertation, clinical or field experience, "second major," etc.).

Cumulative GPA must be 3.0 or higher

- iii. Completion of course credits related to diversity, equity, and inclusion, or any other topic identified in UNC Policy Manual Section 300.8.5 (VII). **Courses that have diversity, equity, and inclusion elements must be approved by the institution's chancellor. Include the following information in this document and attach a signed request for the exception.**

There are no courses related to diversity, equity, and inclusion in this program.

1. If granting an exception for diversity, equity, and inclusion, or any other topic identified, provide a clear outline of the individual or program-specific requirements that are subject to the exception.
2. Provide a rationale for the exception, demonstrating how the requirement is substantially related to the specific program.
3. All exceptions must be approved and signed, in writing, by the institution's chancellor.
 - a. Attach the exception to this document so that the two documents form a single, combined document.

- g. **Enrollment.** Estimate the total number of students that would be enrolled in the program during year one, year three, and year five of operation and in each delivery mode (campus,

online, site, etc.).

	Campus	Online	Site	Full-Time	Part-Time
Year 1	10			10	
Year 3	20			20	
Year 5	20			20	

h. For graduate programs only, please also answer the following:

Grades required	Minimum cumulative 3.0 GPA
Amount of transfer credit accepted	No transfer credit
Language and/or research requirements	English
Any time limits for completion	UNC Charlotte Graduate School policy states a seven year time limit, with a potential for a one year extension in cases with rare, extenuating circumstances

i. For all programs, provide a degree plan showing the sequence of courses to be taken each year. List courses by title and number and indicate those that are required. Include an explanation of the numbering system. Indicate new courses proposed. A possible format is offered below as an example. If your institution uses a different format that provides the required information, it may be submitted instead.

Year 1	Course No.	Course Title	Required (Y/N)	New (Y/N)	Brief Description (If New Course)
Summer	ENTR 6401	Entrepreneurship Practicum I	Yes	Yes	In this course, students are paired with entrepreneur mentors who meet regularly to establish goals for students and evaluate progress on those goals. The focus is on solidifying a viable solution/opportunity and to begin establishing an entrepreneurial network.
Fall	MBAD 6191	Entrepreneurial Strategy	Yes	No	

Fall	MBAD 6279	Design Thinking and Innovation	Yes	No	
Fall	MBAD 6302	Evaluating Entrepreneurial Opportunities	Yes	No	
Fall	ENTR 6303	Entrepreneurial Mindset	Yes	Yes	This course is designed to help the student understand the entrepreneurial mindset.
Spring	MBAD 6304	Entrepreneurial Organizing	Yes	No	
Spring	MBAD 6309	Business Models and Business Plans	Yes	No	
Spring	ENTR 6307	Entrepreneurship and Law	Yes	Yes	This course is designed to help the student understand the legal environment in which the entrepreneur operates.
Spring	ENTR 3608	Venture Finance	Yes	Yes	This course is designed to help the student understand the financing options available to entrepreneurs.
Summer	ENTR 6411	Entrepreneurship Practicum II	Yes	Yes	In this course, students are paired with entrepreneur mentors who meet regularly to establish goals for students and evaluate progress on those goals. The focus is on a successful venture launch.

III. Faculty

- a. For undergraduate and master's programs: List the names, ranks and home department of faculty members who will be directly involved in the proposed program. The official roster forms approved by your accreditor may be submitted. For master's programs, state or attach the criteria that faculty must meet in order to be eligible to teach graduate level courses at your institution.

Faculty roster:

Justin Webb, Belk Distinguished Professor of Business Innovation, Dept. of Management
 Franz Kellermanns, Distinguished Professor and Addison H. & Gertrude C. Reese Endowed Chair, Dept. of Management
 Torsten Pieper, Professor, Dept. of Management
 Laura Stanley, Professor, Dept. of Management
 Kristal Saral, Associate Professor, Dept. of Economics
 Ethan Chiang, Associate Dean for Graduate Programs and Professor, Dept. of Finance

The main responsibilities of members of the Graduate Faculty are to effectively teach in the College's and University's graduate programs (including directing the research of graduate students), engage in high-quality scholarly research, and provide service contributions to these programs. Hence, the College's criteria for faculty appointment to the Graduate Faculty require faculty to meet appropriate standards in these areas, particularly in scholarship and teaching.

- b. For doctoral programs: List the names, ranks, and home department of each faculty member who will be directly involved in the proposed program. The official roster forms approved by your accreditor may be submitted. Provide complete information on each faculty member's education, teaching and research experience, research funding, publications, and experience directing student research including the number of theses and dissertations directed.

Not applicable

- c. Estimate the need for new faculty for the proposed program over the first four years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, explain how this will be done without weakening existing programs, and how the current teaching responsibilities of those faculty will be covered.

This program will require eight new course sections to be taught during the academic year, four in the fall and four in the spring, and two new course sections to be taught during the summer. The courses during the summer do not require additional faculty lines. As described in the Request for Planning Authorization, one non-tenure-track (at the clinical assistant professor, clinical associate professor, or clinical professor level) will be required. Non-tenure-track faculty in the Belk College of Business teach eight course sections per year; there will be no total loss in course sections with this addition. Also as indicated in the Request for Planning Authorization, if we did not receive an additional faculty line the Belk College of Business would reallocate existing faculty teaching responsibilities to the new program, fill some of the courses from the new program with qualified part-time faculty, and fill gaps created by the reallocation of existing faculty teaching responsibilities with part-time faculty. UNC Charlotte has access to a large pool of qualified professionals who hold the required academic credentials to teach courses as part-time faculty members due to our location in the metropolitan area of Charlotte.

- d. Explain how the program will affect faculty activity, including course load, public service activity, and scholarly research.

The proposed program will not affect faculty course load, though some faculty will teach courses in this program instead of courses they are currently teaching. The program will have no negative effect on scholarly research; alternatively it is anticipated to have a positive effect due to faculty teaching in a program more related to their research interests (as opposed to a more general program such as an MBA). The program will not increase public service commitments of faculty; the structure of the program will require students to work with members of the entrepreneurial community as mentors. As a result, the program structure is intended to strengthen ties with the entrepreneurial community in Charlotte.

IV. Delivery Considerations

Provide assurances of the following (*not to exceed 250 words per lettered item*):

- a. **Access** (online, site-based distance education, and off-campus programs). Students have access to academic support services comparable to services provided to on-campus students and appropriate to support the program, including admissions, financial aid, academic advising, delivery of course materials, and placement and counseling.

Not applicable - on campus program

- b. **Curriculum delivery** (online and site-based distance education only). The distance education technology to be used is appropriate to the nature and objectives of the program. The content, methods and technology for each online course provide for adequate interaction between instructor and students and among students. What is the impact of online delivery on student access to the program, and what strategies are in place to support students who have internet limitations?

Not applicable - on campus program

- c. **Faculty development** (online and site-based distance education only). Faculty engaged in program delivery receive training appropriate to the distance education technologies and techniques used.

Not applicable – on campus program

- d. **Security** (online and site-based distance education only). The institution authenticates and verifies the identity of students and their work to assure academic honesty/integrity. The institution assures the security of personal/private information of students enrolled in online courses.

Not applicable – on campus program

V. Library

- a. Provide a statement as to the adequacy of present library holdings for the proposed program to support the instructional and research needs of this program (this should be developed in consultation with the university librarian).

Current library holdings are adequate to support student research for this program. Students have access to relevant databases, including Business Source Complete, Entrepreneurial Studies Source, ABI/INFORM, Mergent Market Atlas, Data Axle Reference Solutions, PrivCo, Business Insights, and many others. The library owns hundreds of thousands of e-books from Business Expert Press, Elgar Publishing, Springer, Wiley, and other publishers, mostly in the Business subject areas, in addition to a growing print collection.

- b. If applicable, state how the library will be improved to meet new program requirements for the next four years. The explanation should discuss the need for books, periodicals, reference

material, primary source material, etc. What additional library support must be added to areas supporting the proposed program?

The current library resources are adequate, and no additional resources are requested. Should such a need arise, faculty and students can contact the business librarian directly for options, including purchase. For ongoing subscriptions, the librarian will work with academic departments to prioritize and make requests of the library and university to support the new resource needs.

- c. Discuss the use of other institutional libraries (outside of your institution) in delivery of the program.

For items not owned or currently available at the university library, the Interlibrary Loan (ILL) services are available to faculty and students to borrow from other libraries for free or deliver electronic scans of book chapters and journal articles for their instructional and research needs.

- d. For doctoral programs, provide a systematic needs assessment of the current holdings to meet the needs of the program.

Not applicable – Master’s program.

VI. Facilities and Equipment

- a. Describe the effect of this new program on existing facilities and indicate whether they will be adequate, in year one, five, and ten of the program’s operation.
 - i. Will any new square footage be required at any point in the first ten years of the program’s operation? If so, please provide an overview of requirements, timeline, projected costs, and projected funding sources.
 - ii. Will any existing square footage require repair, renovation, or retrofit? If so, please provide an overview of requirements, timeline, projected costs, and projected funding sources.

No new square footage is required for this program.

- b. Describe the effect of this new program on existing technology, information technology, and services and indicate whether they will be adequate, in year one, five, and ten of the program’s operation.

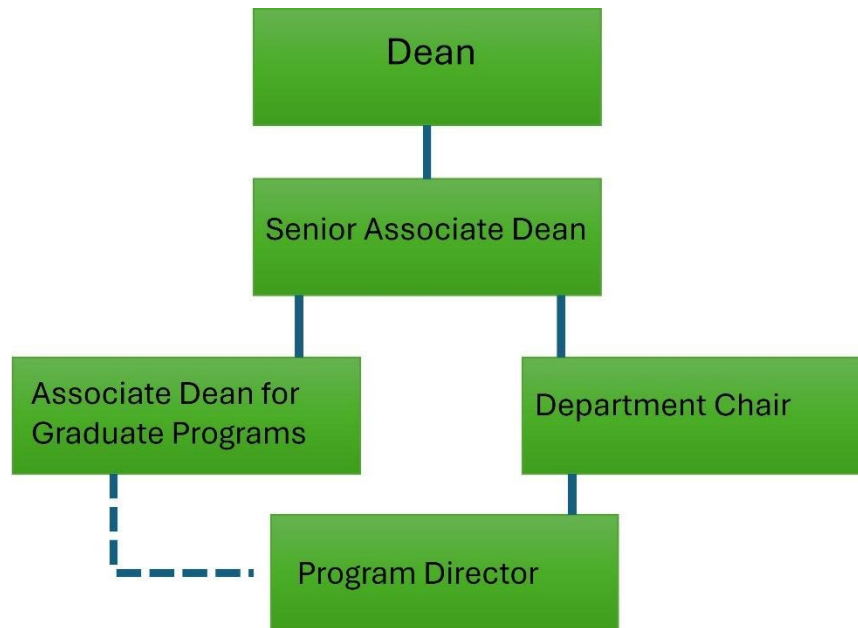
Existing technology, information technology, and services will be adequate at inception for the proposed enrollment. Given the program’s intended size, any long-term effects on existing technology, information technology, and services will be negligible.

VII. Administration

- a. Describe how the proposed program will be administered, giving the responsibilities of each

department, division, school, or college. Explain any inter-departmental or inter-unit administrative plans. Include an organizational chart showing the "location" of the proposed new program.

The program will be fully housed in the Belk College of Business at UNC Charlotte. The program director will be a faculty member with a dotted line report to the Associate Dean for Graduate Programs in the Belk College of Business; for all other matters, the faculty member will report to the department chair of their home department.



- b. For joint programs only, include documentation that, at minimum, the fundamental elements of the following institutional processes have been agreed to by the partners:
- i. Admission process
 - ii. Registration and enrollment process for students
 - iii. Committee process for graduate students
 - iv. Plan for charging and distributing tuition and fees
 - v. Management of transcripts and permanent records
 - vi. Participation in graduation
 - vii. Design of diploma

Not applicable – not a joint program

VIII. Additional Program Support

- a. Will additional administrative staff, new master's program graduate student assistantships, etc. be required that were not previously identified in the Request for Planning Authorization? If so, please describe each item, state the estimated new dollars required at steady state after five years, and state the source of the new funding and resources required.

There are no new administrative staff required that were not previously identified in the Request for Planning Authorization.

IX. Accreditation and Licensure

- a. Where appropriate, describe how all licensure or professional accreditation standards will be met, including required practica, internships, and supervised clinical experiences.

There are no required licensures for this program or formal practica requirements. The practicum courses listed in the proposal are not required practica by any agency, but a way to denote that the students will receive training from members of the entrepreneurial community.

- b. Indicate the names of all accrediting agencies normally concerned with programs similar to the one proposed. Describe plans to request professional accreditation.

There are no specific entrepreneurship accrediting agencies with which we will seek accreditation. The Belk College of Business has professional accreditation from AACSB (Association to Advance Collegiate Schools of Business) which covers all its programs as well as business related programs on campus. The proposed program will be included in the scope of AACSB's accreditation.

- c. If the new degree program meets your accreditor's definition for a substantive change, what campus actions need to be completed by what date in order to ensure that the substantive change is reported to your accreditor on time?

The program proposal will be reviewed by the Belk College faculty with approval by August 19, 2025 followed by subsequent review and approval by the Graduate Council on September 2, 2025 and a two-week review period by the Faculty Council. Following the November 2025 Board of Governors meeting, a letter of notification will be submitted to SACSCOC by January 1st, 2026.

- d. If recipients of the proposed degree will require licensure to practice, explain how program curricula and title are aligned with requirements to "sit" for the licensure exam. List what state(s) the institution has determined the program meets professional licensure requirements for and how that information will be communicated to students and prospective students.

Licensure not required.

- e. If this is a proposed joint program, specify the accrediting agency associated with each participating institution. Describe plans for notifying the accrediting agency or agencies about the proposed joint program.

Not applicable – not a joint program

X. Evaluation Plans

- a. What student learning outcomes will be met by the proposed program and how will student proficiency be measured? These items may be updated as necessary to meet student and program needs.

Program Student Learning Outcomes	Measurement Instrument	Criteria for Proficiency (score, percentage, level of performance, etc.)
Students will know how to recognize and evaluate opportunities	Student performance for each of the effectiveness measures will be assessed using a portion of the business plan project.	80% of students assessed will meet or exceed expectations
Students will translate customer needs into effective solutions.	Student performance for each of the effectiveness measures will be assessed using a portion of the case study project related to feasibility.	80% of students assessed will meet or exceed expectations
Students will communicate their venture activities to various audiences (i.e., investors, employees, etc.)	Students are asked to answer two questions during presentations of their business plan as well as to identify opportunities and threats.	80% of students assessed will meet or exceed expectations
Students will know how to organize to appropriate value from their venture activities.	Students are asked to respond to a case study about alternative organizing decisions, perform an industry analysis, and answer questions on an exam.	80% of students assessed will meet or exceed expectations

- b. The plan and schedule to evaluate the proposed new degree program prior to the completion of its fourth year of operation (to include types of measurement, frequency, and scope of program review).

In the Belk College of Business, all programs are under the scope of accreditation provided by AACSB (Association to Advance Collegiate Schools of Business). Master's programs complete assurance of learning processes every two academic years (2025-26, 2027-28, etc.) The Belk College as a whole has a formal peer review team visit every six years (next visit is in Spring

2028) and a continuous improvement report due to AACSB in the middle of that cycle (last one completed this past year in Fall 2024). AACSB reviews faculty quality by discipline with a stricter standard (the current Belk College standard requires evidence of scholarly or practitioner within the prior five-year period) than the institutional accreditor. AACSB also requires evidence that assurance of learning is taking place and being used for continuous improvement.

XI. Supporting Fields

- a. Discuss the number and quality of lower-level and cognate programs in operation at the institution for supporting the proposed degree program.

There is no specific lower level or cognate program from which the proposed MS Entrepreneurship will need to draw. Students from all Bachelor's degree or higher programs are eligible for admission to the program as entrepreneurship can be found in all disciplines.

- b. Are other subject-matter fields at the proposing institution necessary or valuable in support of the proposed program? Is there needed improvement or expansion of these fields? To what extent will such improvement or expansion be necessary for the proposed program?

Other subject-matter fields are not necessary to support the proposed program. The proposed program is open to any individual who has an undergraduate degree because entrepreneurship can be valuable in any discipline. There is no needed improvement or expansion of other programs.

XII. Costs, Funding, and Budget

Adding a new degree program will cost the institution some amount of money and will potentially generate new revenues. Calculating the costs and identifying the funding sources associated with implementation of a new program requires several institutional offices (e.g., academic affairs, finance, institutional research, enrollment management) to collaborate to present an accurate estimate.

- a. Complete and attach the *UNC System Academic Program Planning Financial Worksheet* showing all costs required, [including approved current tuition and fees](#), and revenues generated for each of the first five years of the program. Provide a budget narrative for each year addressing the following:

- i. **UNC Academic Program Costs**

Faculty costs include all faculty assigned to the proposed program, including faculty serving as program directors, coordinators, department chairs, etc., funded in the 101 instructional budget code. If an existing faculty member is reassigned to the program, the salary is reflected as a reallocated cost. New faculty salaries need to be competitive for the discipline, and figures should include all applicable fringe (e.g., retirement, medical). If the proposed program will hire new faculty, it is a new cost.

Graduate assistant costs are identified either as new or reallocated, as appropriate, and should include all stipends, tuition remission, and benefits, as applicable.

All non-faculty personnel costs, whether EHRA or SHRA, should reflect the full range of non-instructional academic support costs directly associated with running the program, including amounts associated with the Dean's office, research support, etc. These costs include salaries and all applicable fringe benefits. Positions may encompass non-instructional academic support roles such as those within the Dean's office, research administration, application processing, program preparation, and general administration of the proposed program. Staffing and equipment purchases should be appropriately scaled to support the stated goals and enrollment targets of the new program. All projected program costs should be reasonable and clearly aligned with the needs identified in the proposal.

The proposed MS Entrepreneurship program will require the addition of eight course sections during the academic year and two course sections during the summer. A single non-tenure-track full-time faculty hire, budgeted at the highest cost non-tenure-track rank of Clinical Professor rank for the Department of Management in the Academic Program Planning Worksheet, would be enough to offset the increase in course sections during the academic year. The estimated maximum salary and fringe is \$150,000 beginning in Fall 2026. While this new faculty position would teach courses in the new program, additional faculty would be shifted from existing courses to teach the remainder of courses in the new program. Additionally, the new faculty hire could backfill courses taught by existing faculty, meaning that the net increase in cost would only be the cost of the new faculty member. The two course sections in the summer would be taught on overload with a salary of \$10,000 per course in accordance with UNC Charlotte policy. Master's program directors in the Belk College of Business receive a stipend of \$12,500 and one course release, for which a part-time faculty member would be needed at a cost of \$4,500. Total faculty costs for the proposed program therefore would total \$187,000.

No graduate assistants are needed for this program. The Belk College of Business has allocated one staff line to the program to assist the program director with recruiting, advising, community outreach, and other administrative tasks. That position is budgeted as \$101,000, including fringe, and is consistent with current Belk College graduate programs assistant directors and academic advisors with an annual base salary between \$65,000-\$75,000. Other expenses listed in the Academic Program Planning Worksheet at \$40,000 include marketing materials, recruitment functions, and maintenance of space.

ii. UNC Academic Program Revenues

Funding sources may include enrollment growth formula funding, other state appropriation, regular tuition, tuition differential, general fees, special fees, reallocation of existing resources, federal funding, and other funding (such as awarded grants or gifts). The total projected revenue from the above categories should allow the proposed program to become self-sufficient within five years.

When estimating funding for new programs, institutions should take into account that students switching programs do not generate additional enrollment growth formula funds. For example, if a program projects enrollment of 20 students, by 12 of them switched into the program from an existing program at the institution, then only 8 of

the students would generate additional formula funding.

Reallocation of Existing Resources includes the salary of faculty reassigned who may be partially or wholly reallocated to the new program. Explain how the current teaching obligations of those faculty are reallocated and include any faculty replacement costs as program costs in the budget. If substantial funds are reallocated, explain how existing undergraduate and graduate programs will be affected.

Federal funding (in-hand only) refers to federal monies from grants or other sources currently in hand. Do not include federal funding sought but not secured. If anticipated federal funding is obtained, at that time it can be substituted for funds designated in other funding categories. Make note within the text of the proposal of any anticipated federal funding. Provide evidence of sustainability after federal funds have been exhausted.

The proposed program is intended to be small, approximately 20 students, due to the hands-on curriculum. We anticipate that most students will be North Carolina residents, particularly at the program's inception, and others may come from South Carolina given Charlotte's proximity to the state border. Given the program's focus on identifying individuals with a product or company idea as potential students, all enrollment should be incremental as these individuals are unlikely to be seeking a traditional Master's degree. At maturity, the combination of tuition (not including fees) and appropriation should generate about \$348,558 at current levels. As mentioned above, while there will be some reallocation of existing faculty duties to teach in the MS Entrepreneurship program, the addition of one new full-time non-tenure-track faculty line will cover the total amount of new course sections not covered by existing faculty, as well as those sections in other programs that would need to be reallocated from current faculty to teach in the new program.

There is currently no federal funding for the program nor will the program rely on federal funding. However, given the intention to immerse students in the Charlotte entrepreneurial community, there is significant opportunity for private funding to support the program. The Center for Entrepreneurship and Innovation at UNC Charlotte, which is the institution's primary engagement arm with the entrepreneurial community in Charlotte, has a goal of raising \$2.5 million for a Founder's Circle to support the Center. While these funds are not directly tied to the academic program, some contributors strongly support the creation of an academic program to build a stronger bond between scholars and practitioners.

- b. Based on the institutions' estimate of available existing resources or expected non-state financial resources that will support the proposed program (e.g., federal support, private sources, tuition revenue, etc.), please describe the following:
 - i. How does the institution budget and allocate enrollment growth revenues? Is this program expected to generate new enrollment growth for the institution? If so, how will funds be allocated to the proposed program or be used to further other institutional priorities?

The program is expected to generate a small amount of enrollment growth by targeting a population of individuals as potential students who are unlikely to be seeking a traditional

Master's degree. Increases in enrollment as well as Student Credit Hours (SCH) are reviewed by the Dean's office and examined within the context of the UNC System Office funding formula and University priorities when determining allocation of enrollment growth funds and general tuition and fees. Funds received at the department level will be used to support teaching, student services, and recruiting and outreach in proportion to the enrollment growth.

- ii. Will the institution seek other additional state appropriations (both one-time and recurring) to implement and sustain the proposed program? If so, please elaborate.

There is currently a request with the UNC General Assembly that includes data science and entrepreneurship funding at UNC Charlotte. If approved, a portion of that funding may be dedicated to this program. The institution will not seek additional state appropriations beyond enrollment growth funding.

- iii. Differential tuition refers to the difference between the program-specific tuition rate and the university's regular tuition rate. Will the institution require differential tuition supplements or program-specific fees? If so, please elaborate.
 1. State the amount of tuition differential or program-specific fees that will be requested.

A tuition increment of \$420 per credit hour, capped at \$3,780 per academic semester, is requested. All Master's programs in the Belk College of Business have the same tuition increment, reflecting the value of such programs to the students and the community.

2. Describe specifically how the campus will spend the revenues generated.

The revenue from the tuition increment is returned to the Belk College of Business to support graduate program activities which may include salary for the requested faculty and staff member, stipend for the program director, part-time faculty cost for the program director course release, and other expenses related to maintenance of the program (marketing, recruiting events, maintenance of facilities) as needed. Specifically, we will spend a portion of the tuition increment in the early years of the program on faculty and staff salaries until the program has matured to intended enrollment, at which point tuition and appropriations will cover program costs.

3. Describe the anticipated impact of the tuition differential or program-specific fee are expected to impact student access.

All Master's programs in the Belk College of Business include the same tuition increment, reflecting the value of such programs to the students and the community. The proposed program is intended to be small due to the experiential learning opportunities with entrepreneurs from the Charlotte community. As described in the Request for Planning Authorization, Hanover Research provided tuition comparisons with other existing comparable programs across the U.S., and our proposed program would be the lowest or second lowest cost program (depending upon fees paid at one competitor) among that group.

- c. Provide a description of how the program can be implemented and sustained If enrollment increase funding, differential tuition, or other state appropriations noted in the budget templates are not forthcoming.

As the program is intended to be small, if enrollment increase funding, differential tuition, or other state appropriations are not forthcoming, we would continue to seek private sources of funding for the program. In addition, rather than hiring a new full-time faculty member, we could reallocate existing faculty to teach in the MS Entrepreneurship program and backfill the courses they were teaching with part-time faculty to ensure existing students have access to courses. We could also use part-time faculty to staff some courses in the new program if needed. The cost of using part-time faculty to staff eight course sections in the academic year would range from \$36,000 (undergraduate) to \$64,000 (graduate).

XIII. Additional Information

Include any additional information deemed pertinent to the review of this new degree program proposal.

Not applicable


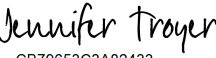
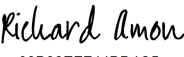
XIV. Attachments

Attach *the UNC System Academic Program Planning Worksheet* as the first attachment following this document, the final approved Request for Preliminary Authorization as the second attachment, followed by any other relevant documents.

Appendix A: UNC System Academic Program Planning Worksheet
Appendix B: Request for Planning Authorization

XV. Signatures

This proposal to establish a new program has been reviewed and approved by the appropriate campus committees and authorities and has my support.

Position Title	Signature	Date
Chancellor	<div>DocuSigned by:  2FF1496738C7414...</div>	09/03/2025 10:04 AM EDT
Provost	<div>DocuSigned by:  6B79653C3A82423...</div>	09/02/2025 5:16 PM EDT
Chief Financial Officer	<div>Signed by:  03B88EFF44BD4C5...</div>	09/03/2025 8:09 AM EDT

(Only complete below for partner institution if this is a joint degree program proposal)

Position Title	Signature	Date
Chancellor		
Provost		
Chief Financial Officer		

		Year 0							TOTALS
Current Program Sources (if applicable)		Rate	(Start Up)	1st Year	2nd year	3rd Year	4th Year	5th Year	
1	State Appropriations (Excluding NC Promise)								\$ -
2	State Appropriations (NC Promise Buydown)								\$ -
3	Resident Enrollment (FTE)								
4	Regular Resident Tuition (Annual Rate)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
5	Nonresident Enrollment (FTE)								
6	Regular Nonresident Tuition (Annual Rate)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
7	Tuition Differential (Annual Rate)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
8	Special Fees		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9	External Funding (In-Hand Only)								\$ -
10	Other Funding (Identify)								\$ -
11	Total Current Sources		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Proposed New Program Sources									
12	Incremental Resident SCH			240	390	540	540	540	
13	Enrollment Funding Appropriation	\$ 340	\$ -	\$ -	\$ 40,800	\$ 107,100	\$ 158,100	\$ 183,600	\$ 489,600
14	Resident Enrollment (FTE)			8	13	18	18	18	
15	Regular Resident Tuition (Annual Rate)	\$ 6,379	\$ -	\$ 51,032	\$ 82,927	\$ 114,822	\$ 114,822	\$ 114,822	\$ 478,425
16	NC Promise Appropriation (Resident)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
17	Nonresident Enrollment (FTE)			2	2	2	2	2	
18	Regular Nonresident Tuition (Annual Rate)	\$ 25,068	\$ -	\$ 50,136	\$ 50,136	\$ 50,136	\$ 50,136	\$ 50,136	\$ 250,680
19	NC Promise Appropriation (Nonresident)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
20	Tuition Differential (Annual Rate)	\$ 10,080	\$ -	\$ 100,800	\$ 151,200	\$ 201,600	\$ 201,600	\$ 201,600	\$ 856,800
21	Special Fees	\$ 3,913	\$ -	\$ 39,130	\$ 58,695	\$ 78,260	\$ 78,260	\$ 78,260	\$ 332,605
22	External Funding (In-Hand Only)								\$ -
23	Other Funding (Identify)								\$ -
24	Total New Sources		\$ -	\$ 241,098	\$ 383,758	\$ 551,918	\$ 602,918	\$ 628,418	\$ 2,408,110
25	Total Proposed Program Sources		\$ -	\$ 241,098	\$ 383,758	\$ 551,918	\$ 602,918	\$ 628,418	\$ 2,408,110

Comments

Tuition includes three credit hours in two different summer semesters
Special fees are mandatory university fees and include fees for summer
Tuition differential includes two courses in the summer

Chief Financial Officer

Name Richard Amon

Date 09/03/2025 | 8:09 AM EDT

Signature

Signed by:
X Richard Amon
03B88EFF44BD4C5...

	(Start Up)	1st Year	2nd year	3rd Year	4th Year	5th Year	TOTALS
Current Program Uses (if applicable)							
1 Tenure/Tenure-Track Faculty							\$ -
2 Non Tenure-Track Faculty							\$ -
4 Non-Faculty Positions							\$ -
3 Graduate Student Positions							\$ -
5 Services, Supplies, Materials, & Equip.							
6 Scholarships & Fellowships							\$ -
7 Other (Identify)							\$ -
8 Total Current Uses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Proposed New Program Uses							
9 Tenure/Tenure-Track Faculty	-						\$ -
10 Non Tenure-Track Faculty	-	150,000	150,000	150,000	150,000	150,000	\$ 750,000
11 Non-Faculty Positions	-	101,000	101,000	101,000	101,000	101,000	\$ 505,000
12 Graduate Student Positions	-						\$ -
13 Services, Supplies, Materials, & Equip.		40,000	40,000	40,000	40,000	40,000	
14 Scholarships & Fellowships	-						\$ -
15 Facility Repair and Renovation	-						\$ -
16 Facility New Construction or Expansion	-						\$ -
17 Other (Instruction Related)		37,000	37,000	37,000	37,000	37,000	\$ 185,000
18 Total New Uses	\$ -	\$ 328,000	\$ 328,000	\$ 328,000	\$ 328,000	\$ 328,000	\$ 1,640,000
19 Total Proposed Program Uses	\$ -	\$ 328,000	\$ 328,000	\$ 328,000	\$ 328,000	\$ 328,000	\$ 1,640,000

Comments

Services, supplies, materials:
Expenses for marketing, recruiting events, basic maintenance
Other uses:
\$12,500 for a program director stipend
\$4,500 for a part-time faculty member to cover a course release for the program director
\$10,000 each for two summer courses that will need to be taught on overload

Chief Financial Officer

NameRichard Amon
Date09/03/2025 | 8:09 AM EDT
Signature

Signed by:
X Richard Amon
03B88EFF44BD4C5...