



Memorandum

To: Chief Academic Officers and Provosts

From: Paula Compton, Associate Vice Chancellor, Articulation and Transfer

Date: November 16, 2015

Subject: New Career Technical Assurance Guide (CTAG): Entrepreneurship

I am pleased to announce a new Career-Technical Assurance Guide (CTAG) that facilitates transfer within Ohio's Public Colleges and Universities in the area of Entrepreneurship as it applies to the Associate of Applied Business Degree designation or like offerings (ex: Small Business Management).

This memorandum will discuss the Entrepreneurship CTAG.

Entrepreneurship

The Entrepreneurship CTAG was created through the Secondary Career-Technical Alignment Initiative (SCTAI), a collaborative effort between the Ohio Department of Higher Education (formerly, Ohio Board of Regents) and the Ohio Department of Education (ODE), which supports the legislative mandates in ORC 3333.162. Faculty experts from two-year and four-year institutions across the state, worked on the initiative to develop statewide learning outcomes and align those learning outcomes to secondary career-technical statewide standards. Statewide post-secondary learning outcomes were developed through extensive research on like courses throughout the state. Surveys on learning outcomes and alignment were sent to all of Ohio's Public Colleges and Universities member institutions for review, comment, and endorsement. Findings favored the creation of a statewide agreement in Entrepreneurship for statewide articulation. The attached Assurance Guide details the endorsed learning outcomes for the approved Career-Technical Articulation Number (CTAN). This letter addresses the need for post-secondary participation. A later announcement will address secondary alignment.

The Entrepreneurship CTAG includes the following course (one CTAN):

CTENTR001 – Introduction to Entrepreneurship (3 Credits). This course provides an overview of Entrepreneurship. It introduces students to a career as an entrepreneur and small business owner/operator. This course discusses innovative and contemporary approaches in addressing areas such as: starting and acquiring a business, succeeding in business, and franchising a small business venture. The course also provides the foundation for small business and an overview of business concepts, including topics such as: theories of entrepreneurship, types and characteristics of entrepreneurship, the business life cycle, entrepreneurial economics, accounting and financial management, legal issues, marketing research and planning, human resource management, ethics and social responsibility, product and service research development and acquisition, and the use of technology.

Please see the attached CTAG document for a course description and identified learning outcomes.

If your institution offers a course with similar content please submit the course for review. Providing a submission prior to January 11, 2016 will allow the course to be reviewed in the next review cycle. All institutions will need to make a submission for the aforementioned CTAN if they have comparable courses.

Please Note: There will be a statewide Entrepreneurship discipline-specific teleconference. The purpose of this teleconference is to familiarize institutions with the CTAG process, facilitate timely submissions, and provide an overview of what is required from institutions making submissions. The meeting will be held on Tuesday December 1, 2015 and will convene at 10:00 a.m. Faculty are encouraged to complete the registration for the teleconference, <https://www.surveymonkey.com/r/FXTMRTB>.

We ask that all institutions with an Entrepreneurship course for the Associate of Applied Business degree, or similar courses and programs, attend the teleconference as noted above.

If you are interested in providing a nomination to serve on the statewide faculty review panel, please send the nomination, with contact information, to Monique Menefee-Profitt, Associate Director of Career-Technical Transfer Initiatives, mmenefeeprofitt@highered.ohio.gov.

I would like to thank all of those involved in this process for their dedication and support. The names of the faculty participants are listed on page 3 of the Entrepreneurship CTAG. If you have any questions please feel to contact Monique Menefee-Profitt, Associate Director of Career-Technical Transfer Initiatives, mmenefeeprofitt@highered.ohio.gov or 614-387-1022. For technical assistance, please contact Ryan Cupp, Administrator Career-Technical Transfer Initiatives, rcupp@highered.ohio.gov or 614-752-9474.