



# Alabama Commission on Higher Education

*Accessibility. Affordability. Coordination.*

## New Program Proposal

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### Primary Contact Information

**Institution:** Jacksonville State University

**Contact:** Ms. Kimberly Presson

**Title:** Executive Director of Accreditation

**Email:** kpresson@jsu.edu

**Telephone:** 256-782-8152

### Program Information

**Date of Proposal Submission:** 12/12/2025

**Award Level:** Bachelor's Degree

**Award Nomenclature (e.g., BS, MBA):** BS

**Field of Study/Program Title:** Entrepreneurship

**CIP Code (6-digit)-** 52.0701

### Administration of the Program

**Name of Dean:** Dr. Brent Cunningham

**Name of College/School:** College of Business and Industry

**Name of Chairperson:** Dr. Celestino Valentin

**Name of Department/Division:** Management & Marketing

### Implementation Information

**Proposed Program Implementation Date:** 8/19/2026

**Anticipated Date of Approval from Institutional Governing Board:** 10/21/2025

**Anticipated Date of ACHE Meeting to Vote on Proposal:** 3/13/2026

**SACSCOC Sub Change Requirement (Notification, Approval, or NA):** NA

**Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review):**

None

## I. Program Description

### A. Concise Program Summary (one paragraph) to be included in ACHE Agenda:

Jacksonville State University proposes the creation of an Entrepreneurship major. Currently there is a demand for an entrepreneurship major as evidenced by the growing desire for courses in entrepreneurship classes at Jax State and interest from the regional high schools that are the target market. University-led entrepreneurship programs have a transformative impact on underserved and rural communities. JSU's program will serve as an anchor institution initiative, bridging gaps between economic development and social



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renewal. It will foster inclusive growth, support minority and women-owned businesses, and contribute to neighborhood revitalization through mentorship, funding, and experiential learning opportunities. Jax State is uniquely positioned to lead this transformation. The Entrepreneurship Program will integrate interdisciplinary coursework, mentorship, and experiential learning through initiatives like the Runway Program, which provides equity-based funding for student startups. The program also benefits from strong alumni and donor support and will operate under Jax State's AACSB accreditation.

### **B. Specific Rationale (Strengths) for the Program**

**List three (3) to five (5) strengths of the proposed program as specific rationale for recommending approval of this proposal.**

1. Student demand has been established with 12% of Freshman Business majors requesting to major in Entrepreneurship
2. \$350,000 of funding has been secured by a donor that recognizes the significance of the program to the economic environment of our region.
3. Jax State has a large percentage of first-generation students. First generation students are tasked with creating wealth. Entrepreneurship assists students in the creation of wealth.

### **C. External Support (Recommended)**

**List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.**

1. Regions Bank
2. Calhoun County Chamber of Commerce
3. Small Business Development Center

### **D. Student Learning Outcomes**

**List four (4) to seven (7) of the student learning outcomes of the program.**

1. Students will communicate effectively in entrepreneurial contexts, using clear written and oral communication.
2. Students will apply basic problem-solving and decision-making skills to identify and evaluate business opportunities.
3. Students will demonstrate professionalism in the development and consideration of new business ideas.
4. Students will recognize ethical issues that may arise in new venture creation and small business operations.
5. Students will understand core business disciplines as they relate to entrepreneurship and small business.



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### Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
52.0701	B.S. in Entrepreneurship	AL A&M	Different target market. Different program goals.
52.0701	B.S. in Entrepreneurship	UAB	Different target market. Different program outcomes. Jax State focuses on business launch vs. UAB entrepreneurship foundational understanding

### E. Relationship to Existing Programs within the Institution

Nearly all new programs have some relationship to existing offerings through shared courses, faculty, facilities, etc. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs?

Yes ☒ No ☐

If yes, please describe these relationships including whether or not the program will replace or compete with existing offerings: (Note: If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.)

The business core is foundational to all business degrees. In this way, the entrepreneurship program shares courses, faculty, and facilities with the other business majors of management, marketing, accounting, finance, and economics.

If *not*, please describe how the institution plans to support a program unrelated to existing offerings.

### F. Collaboration

Have any collaborations within your institution (i.e., research centers, across academic divisions, etc.) been explored? Yes ☒ No ☐

If yes, provide a brief explanation of the proposed collaboration plan(s) for the program:

The entrepreneurship program has already begun to foster collaboration across every college at Jax State and will continue to collaborate and encourage the partnership of the entrepreneurial program with all programs on the JSU campus.



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**Have collaborations with other institutions or external entities (i.e., local business, industries, etc.) been explored?** Yes ☒ No ☐

**If yes, provide a brief explanation of the proposed collaboration plan(s) for the program:**

Collaboration has taken place with the Small Business Development Center (SBDC), the Calhoun County Chamber of Commerce, and the Etowah Chamber of Commerce. Colleagues who teach entrepreneurship in other states and regions have also been consulted. Ongoing collaborations with businesses, chambers of commerce, the SBDC, and other universities will support regional pitch competitions, business plan competitions, financial literacy education opportunities, and related initiatives.

### G. Programmatic Accreditation

**Select the appropriate program accreditor from the drop-down menu below:**

Association to Advance Collegiate Schools of Business (AACSB)

**Provide a detailed timeline for gaining accreditation (i.e., when will full candidacy be reached?):**

This major will fall under the College's existing AACSB accreditation. AACSB accredits full business programs at the undergraduate and graduate levels, not individual majors. The entrepreneurship major will automatically be included under the existing AACSB-accredited undergraduate business program that was reaffirmed in 2024. The entrepreneurship major will be peer reviewed as part of the next AACSB visit. Our next scheduled Continuous Improvement Review visit is in Spring 2029.

### H. Professional Licensure

**Will the program be considered a Professional Licensure Program based on the following definition:** Yes ☐ No ☒

Professional Licensure Program: As defined in federal regulations, an instructional program that is designed to meet educational requirements for a specific professional license or certification that is required for employment in an occupation or is advertised as meeting such requirements.

If **yes**, please explain:

**Select the appropriate licensure body from the table below:**

Choose an item.

**Select the appropriate license from the table below:**

Choose an item.

### I. Professional Certification



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Will students earn industry certifications while completing the degree or be prepared for industry certifications upon graduation? Yes ☐ No ☒

If yes, please explain:

### J. Admissions

Provide any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level. Include prerequisites, prior degrees earned, etc.

No additional admission requirements beyond the institution's standard admissions process and policies will be needed for this degree.

### K. Mode of Delivery

Provide the planned delivery format(s) of the program as defined in policy (i.e., in-person, online, hybrid). Please also note whether any program requirements can be completed through competency-based assessment.

The planned delivery modes are in-person, online, and hybrid. Program requirements cannot be completed through competency-based assessment.

Can students complete the entire degree program through distance education (100% online) based on the following definition? Yes ☐ No ☒

**Distance Education:** An academic program for which required instructional activities can be completed entirely through distance education modalities. A distance education program may have in-person requirements that are non-instructional (e.g., orientation, practicum).

### L. Instructional Site(s)

Provide the planned location(s) where the program will be delivered (i.e., main campus, satellite campus, off-campus site.) If the program will be offered at an off-campus site, provide the existing site name or submit an *Off-Campus Site Request* if new.

The planned location for program delivery is the JSU Main Campus

Will more than 50% of this program be offered at an off-campus site(s) Yes ☐ No ☒

If yes, which sites?

### M. Industry Need

Using the federal Standard Occupational Code (SOC) System, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOC codes can be found at <https://www.onetcodeconnector.org/find/family/title#17>.



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SOC 1 (**required**): 11-1011.00 Chief Executive (Business Founder)

SOC 2 (optional): 11-9199.00 Manager (Other)

SOC 3 (optional): 11-2021.00 Marketing/Manager

**Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (<https://www.ache.edu/index.php/policy-guidance/>) or with emerging industries as identified by [Innovate Alabama](#) or the [Economic Development Partnership of Alabama](#) (EDPA).**

Students graduating with a B.S. in Entrepreneurship from JSU align with the Alabama Stateside and Regional Lists of In-Demand Occupation since many of these businesses are the target of future businesses graduates plan to launch and operate within the state of Alabama. The skillset and mindset developed within the program will best prepare them to launch and build a sustainable business to contribute to the overall health of the economic environment in the state of Alabama and the surrounding region. The graduates of Jax State's entrepreneurship program are aligned very well with the goals of Innovate Alabama to foster innovation, find investors, secure funding, and discover resources. The ability to collaborate and partner with the EDPA to support the resource generation and enhance the on-going economy of Alabama is central to the focus of the entrepreneurial program at Jax State.

### N. Additional Education/Training

**Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the SOC occupations selected above.**

No additional or further education/training will be required for graduates of the entrepreneurship program at JSU.

### O. Student Demand

**Please explain how you projected the student enrollment numbers in the Business Plan, Lines 24-27 and provide evidence to substantiate student demand (i.e., surveys, enrollments in related courses, etc.).**

Current faculty have interfaced with many of the high school business educators to make presentations and area high schools. Each time an informal survey was taken at the end of the presentation to determine interest in attending JSU to study entrepreneurship. Over the past year, Preview Day at Jax State was utilized to track interest in entrepreneurship. Nearly half of the students interested in business expressed interest in studying entrepreneurship. Additionally, using existing enrollment and admissions numbers for first time incoming freshman and transfer students we have conservatively estimated growth for the next six years. These numbers are challenging to address since previous years have utilized an undecided major for the first two years of the students' time at Jax State. Without historical data for other majors, incoming



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freshman declaration of numbers is the only current statistic we can use with any level of confidence. This number is currently 12.76% of all business majors.

### II. Program Resources and Expenses

#### A. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

The table below reflects personnel for the entrepreneurial courses.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	8	15	23
	Part-Time Faculty	1	1	2
	Administration	1	0	1
	Support Staff	1	0	1
**New To Be Hired	Full-Time Faculty	0	0	0
	Part-Time Faculty	0	0	0
	Administration	0	0	0
	Support Staff	0	0	0
Personnel Total				27

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review:

Currently one full-time faculty is adequately able to develop the courses proposed for the major and devote their entire teaching focus on entrepreneurship courses. The business core is sufficiently being taught by faculty with subject matter expertise in the discipline for each of the required courses. Courses recommended in applied engineering and communication are also being taught by faculty qualified to provide quality instruction with their subject matter expertise.

**Note: Include *any new funds* designated for compensation costs (faculty, administration, and/or support staff to be hired) in the Business Plan, Line 7 - Personnel Salaries and Benefits. Current personnel salary/benefits *should not be included* in the Business Plan.**

#### B. Proposed Faculty Roster\*





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**Complete the following Faculty Roster to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.**

**\*Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are not to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Albi Alikaj (F)	MGT 301, Principles of Management, 3 (UT)	PhD, International Business Administration, Management. Texas A&M International University, 2019.  MBA, Business Administration. Southern Arkansas University, 2011.  BBA, Accounting and Finance. Southern Arkansas University, 2008.	
Jianping Huang (F)	MKT 301, Principles of Marketing, 3 (UT)	PhD, Business Administration. Marketing, Marketing Strategy and Advertisement. University of Memphis, 2017.  MS, Finance. University of Memphis, 2012.  MBA, Marketing Strategy. Nanjing University, 2011.  BA, Business Administration. University of Science & Technology of China, 2005.	
Kihyun Kim (F)	CBA 210, Information Technology for Business Majors, 3 (UT)  MGT 375, Introduction to Management of Information Systems, 3 (UT)	PhD, Management of Information Systems/Management, Strategic Management, Statistics, and Computer Science. University of Nebraska at Lincoln, 2004.  MA, Management of Information Systems/Management. University of Nebraska at Lincoln, 1999.  MBA, Marketing/Business Administration. Korea University, 1992.	





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		BBA, Business Administration. Korea University, 1987.	
<b>Yajun Lu (F)</b>	CBA 390, Operations Management, 3 (UT)  CBA 210, Information Technology for Business Majors, 3 (UT)	PhD, Industrial Engineering & Management, Network Optimization, Data Analytics of Complex Networks with applications in Healthcare and Social Network Analysis. Oklahoma State University, 2019.  MS, Industrial Engineering. Huazhong University of Science and Technology, 2011.  BS, Industrial Engineering. Zhongyuan University of Technology, 2008.	
<b>Daniel Mertens (F)</b>	CBA 469, Business Policy, 3 (UT)	PhD, Management. University of Arizona, 2003.  MBA, Marketing, Entrepreneurship. University of Arizona, 1999.  BA, Economics. Colorado State University, 1993.	
<b>Amy Simon (F)</b>	CBA 330, Business Professionalism, 3 (UT)  CBA 115, Business Fundamentals/Orientation, 3 (UT)	MBA, Business Administration. Jacksonville State University, 2010.  BS, Finance. Jacksonville State University, 2008.	
<b>Michael Walker (P)</b>	CBA 350, Business Communications, 3 (UT)	MBA, Business Administration. Management, Communications. Jacksonville State University, 2022.  BT, Technology/Electronics. Jacksonville State University, 1990.	<b>Licensures and Certifications</b> Member of Project Management Institute (PMI) Member of Audio Engineering Society (AES) Member of Audiovisual and Integrated Experience (AVIXIA) Amateur radio (HAM) license Extron AV Associate Crestron Certified Audio Technician Crestron Fundamentals Commercial (CTI-CFC)



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			Association for Business Communication (ABC) InfoComm22 International Tradeshow – June 2022
<b>Cole Woodard (F)</b>	MGT 385, Human Resource Management, 3 (UT)	Doctor of Business Administration, Jacksonville University, 2025.  Juris Doctor, Florida Coastal School of Law, 2018.  MBA, Marshall University, 2014.  BBA, Management, Marshall University, 2007.	
<b>Lucy, Carol (F)</b>	MGT 330, Entrepreneurship, 3 (UT)  MGT 340, Venture Creation and Innovation, 3 (UT)  ENT 350, Entrepreneurial Leadership, 3 (UT)  ENT 400, The Sustainable Enterprise: Growth and Strategy, 3 (UT)  ENT 450, Entrepreneurial Incubator/Accelerator Experience, 3 (UT)  ENT 470, Capstone: Business Startup and Mentorship, 3 (UT)	PhD, Business Administration, Southern Illinois University, 2017.  MBA, Saint Louis University, 1995.  B.S. in Computer Science, Southeast Missouri State University, 1984	
<b>Ronnie Clayton (F)</b>	FIN 310, Entrepreneurial Finance, 3 (UT)	PhD, Business Administration, (Econometrics, Economics, Real Estate). University of Georgia, 1982.  MA, Finance. University of Alabama, 1978.	



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		BS, Banking. University of Alabama, 1976.	
<b>Keith Lowe (F)</b>	ST 260, Stats Quant Methods I, 3 (UT)  ST 261, Stats Quant Methods II, 3 (UT)	PhD, Higher Education Administration, (Computer Systems & Software Design). The University of Alabama, 2007. BER 600 Quantitative Research Methods, 3cr. BER 540 Statistical Methods, 3cr. BER 545 Analysis of Variance, 3cr. BER 603 Survey of Research, 3cr. ST 560 Statistical Methods, 3cr. AHE 642 Inst Research & Assessment, 3cr.  MBA, (30 hours of business statistics). Jacksonville State University, 1996. ST 518 Quantitative Methods in BA, 3cr. BA 500 Stat & Quant Methods, 3cr. BA 540 Tech & Total Quality, 3cr. MBA 660 Business Statistics, 3cr.  BS, Management, Human resource Management. Jacksonville State University, 1994.	
<b>Falynn Turley (F)</b>	ST 260, Stats Quant Methods I, 3 (UT)  ST 261, Stats Quant Methods II, 3 (UT)  ST 345, Introduction to Business Analytics, 3 (UT)	PhD, Biostatistics, (Research Methods and Clinical Trials). University of Alabama at Birmingham, 2017.  MS, Mathematics, Statistics. Jacksonville State University, 2009.  BS, Mathematics, Business. Jacksonville State University, 2007.	



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CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
<b>Brent Heard (F)</b>	ST 260, Stats Quant Methods I, 3 (UT)  ST 261, Stats Quant Methods II, 3 (UT)	M.S. In Mathematics, Jacksonville State University, 1987.  B.S. in Mathematics with a minor in English, Jacksonville State University, 1984.	30 years of teaching experience at the College of William and Mary, Williamsburg, Virginia, where he taught courses in statistics, calculus, and mathematics of flight/navigation.
<b>Julie Staples (F)</b>	ACC 200, Principles of Accounting I, 3 (UT)  ACC 210, Principles of Accounting II, 3 (UT)	MS, Master of Accountancy. University of Alabama, 1987.  BS, Accounting. University of Alabama, 1986.	
<b>John Sudduth (F)</b>	ACC 200, Principles of Accounting I, 3 (UT)  ACC 210, Principles of Accounting II, 3 (UT)	MS, Master of Accounting. University of South Alabama, 2005.  BS, Psychology. Jacksonville State University, 2012.  BS, Accounting. Jacksonville State University, 2004.	
<b>Cassandra Ward (P)</b>	ACC 200, Principles of Accounting I, 3 (UT)  ACC 210, Principles of Accounting II, 3 (UT)	EDD, Educational Leadership. Jacksonville State University, in progress  MBA, Accounting. Jacksonville State University, 2016.  BS, Accounting. Jacksonville State University, 2012.	
<b>Taleah Collum (F)</b>	ACC 200, Principles of Accounting I, 3 (UT)  ACC 210, Principles of Accounting II, 3 (UT)	PhD, Administration/Health Services, (Accounting). University of Alabama at Birmingham, 2013.  MS, Accounting, Taxation. Florida State University, 2005.  BS, Accounting. Florida State University, 2003.	



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<b>Robert Landry (F)</b>	FIN 292, Legal and Social Environment, 3 (UT)	<p>PhD, Public Administration and Public Policy. Auburn University, 2005.</p> <p>Master of Laws (LLM), (Corporate and Commercial Law). London School of Economics and Political Science, 2022.</p> <p>MPA, Public Administration, Political Science. Jacksonville State University, 2000.</p> <p>JD, Law. University of Alabama School of Law, 1994.</p> <p>BS, Economics &amp; Political Science. University of North Alabama, 1991.</p>	
<b>Bill Schmidt (F)</b>	FIN 301, Business Finance, 3 (UT)	<p>DBA, Finance, (Economics, Quantitative Analysis). Louisiana Tech University, 1994.</p> <p>MBA, General MBA. Minnesota State University, Mankato, 1988.</p> <p>BS, Economics. South Dakota State University, 1985.</p>	
<b>William Hankins (F)</b>	<p>EC 303, Money &amp; Banking, 3 (UT)</p> <p>EC 321 Intermediate Microeconomics, 3 (UT)</p> <p>EC 322 Intermediate Macroeconomics, 3 (UT)</p>	<p>PhD, Economics. University of Alabama, 2014.</p> <p>BA, Economics, History. Auburn University, 2006.</p> <p>BA, Political Science. Auburn University, 2006.</p>	
<b>Kate Stewart (F)</b>	COM 345, Social Media Strategy, 3 (UT)	<p>PhD in Philosophy: Information &amp; Communication; University of South Carolina - Awarded, August 2024</p> <p>M.A. in Communication &amp; Journalism (Nonthesis); Auburn University - Awarded, May 2020</p>	



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		B.A. in Public Relations Communication; Auburn University - Awarded, May 2018	
<b>Teddi Joyce (F)</b>	COM 304, Intro to Advertising, 3 (UT)  COM 362, Public Relations/Advertising Workshop, 3 (UT)	PhD, Communication, Organizational Communication & Public Relations. Southern Illinois University, 2000.  MA, Communication. University of Dubuque, 1998.  BS, Public & Corporate Communication. Butler University, 1984.	
<b>Breann Murphy (F)</b>	COM 330, Intro to Public Relations, 3 (UT)	PhD, Communication and Information Science, Mass Communication. University of Alabama, 2018.  MA, Communication Management. UAB, 2014.  BA, History, Legal Affairs. UAB, 2012.	
<b>Dana Ingalsbe (F)</b>	AE 495, Additive Manufacturing for Entrepreneurs, 3 (UT)	PhD, Pulp and Paper Science. The Institute of Paper Science and Technology, 2001.  MS, Pulp and Paper Science. The Institute of Paper Science and Technology, 1997.  BS, Biochemistry. Roberts Wesleyan College, 1995.	
<b>Diana Wallace (F)</b>	AE 251, Computer-Aided Design, 3 (UN)	ME, Information Engineering Management. The University of Alabama at Birmingham, 2019.  BS, Mechanical Engineering. Auburn University, 1997.	<b>Certifications</b> Credentialed course instructor: School of Mechanical Engineering, The University of Alabama at Birmingham.



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Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
NONE			

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment  
Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site

### C. Equipment

Will any special equipment be needed specifically for this program? Yes ☐ No ☒

If yes, list the special equipment and include all special equipment costs in the *Business Plan, Line 8*:

### D. Facilities

Will new facilities or renovations to existing infrastructure be required specifically for the program? Yes ☐ No ☒

If yes, describe the new facilities or renovations and include all *new* facilities and/or *renovation* costs in the *Business Plan, Line 9*:

### E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? Yes ☐ No ☒

If yes, provide the number of assistantships to be offered and include all *new* costs for assistantships in the *Business Plan, Line 10*.





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Explain the function of the Assistantships (i.e., teaching, research, etc.)?:

### F. Library

Will any additional library resources be purchased to support the program? Yes ☐ No ☒

If yes, briefly describe new resources to be purchased and include the cost of new library resources in the *Business Plan, Line 11*:

### G. Accreditation Expenses

If programmatic accreditation was indicated above, please include all accreditation costs in the *Business Plan, Line 12* and itemize and explain below:

No additional accreditation costs will be incurred.

### H. Other Costs

Please include all other costs incurred with program implementation, such as marketing or recruitment, in the *Business Plan, Line 13* and explain below:

No additional program implementation costs are anticipated.

## III. Program Revenue and Funding

**A. Tuition Revenue:** Please describe how you calculated the tuition revenue that appears in the *Business Plan, Line 17*. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates? *Note:* Tuition Revenue should be proportional to total enrollment.

The tuition and fee structure for the B.S. in Entrepreneurship was determined based on the existing undergraduate tuition rates at Jacksonville State University to ensure alignment with programs in related fields.

Jax State block rate for two semesters multiplied by projected number of full-time students.

Jax State in-state credit hour rate multiplied by projected number of part-time students.

**B. External Funding:** Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)? Yes ☒ No ☐

If **yes**, please include all external funding in the *Business Plan, Line 18* and explain specific sources and funding below:

External funding has already been secured through National Regions Bank for \$325,000. These resources will be used for student scholarships and Entrepreneurial Pitch Competition awards.



# Alabama Commission on Higher Education

*Accessibility. Affordability. Coordination.*

## New Program Proposal

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C. Reallocations: For each year will tuition revenue and/or external funding cover projected expenses?      Yes ☒ No ☐

If *not*, budget reallocation may be required. Please include all reallocations in the *Business Plan, Line 19* and describe below how your institution will cover any shortfalls in any given year.

1	ACADEMIC DEGREE PROGRAM BUSINESS PLAN								
2	INSTITUTION:	Jacksonville State University							
3	PROGRAM NAME:	Entrepreneurship					CIP CODE:	52.0701	
4	SELECT LEVEL:	UNDERGRADUATE (BACHELOR'S)							
5	ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM								
6		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
7	PERSONNEL SALARIES & BENEFITS								\$0
8	EQUIPMENT								\$0
9	FACILITIES								\$0
10	ASSISTANTSHIPS/FELLOWSHIPS								\$0
11	LIBRARY								\$0
12	ACCREDITATION								\$0
13	OTHER COSTS								\$0
14	TOTAL EXPENSES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
15	*NEW* REVENUES AVAILABLE FOR PROGRAM SUPPORT								
16		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
17	TUITION + FEES	\$82,602	\$131,316	\$158,850	\$195,915	\$254,160	\$291,225	\$329,349	\$1,443,417
18	EXTERNAL FUNDING	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$350,000
19	REALLOCATIONS								\$0
20	TOTAL REVENUES	\$132,602	\$181,316	\$208,850	\$245,915	\$304,160	\$341,225	\$379,349	\$1,793,417
21	ENROLLMENT PROJECTIONS								
22									
23		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
24	FULL-TIME ENROLLMENT HEADCOUNT	No data reporting	10	12	14	18	20	23	16.17
25	PART-TIME ENROLLMENT HEADCOUNT		8	10	15	20	25	27	17.50
26	TOTAL ENROLLMENT HEADCOUNT		18	22	29	38	45	50	33.67
27	NEW ENROLLMENT HEADCOUNT		10	8	15	17	23	20	15.50
28	Validation of Enrollment			YES	YES	YES	YES	YES	
29	DEGREE COMPLETION PROJECTIONS								
30	Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.								
31		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
32	DEGREE COMPLETION PROJECTIONS	No data reporting	0	8	8	15	15	15	12.20

## Undergraduate Curriculum Plan

### Undergraduate Curriculum Checklist:

1. Overview
2. Components
3. Options (as required)



### 1. Undergraduate Overview

Enter the credit hour value for all applicable components (N/A if not applicable).  
The credit hours **MUST** match the credit hours in the Curriculum Components table.

Curriculum Overview of Proposed Program	
Credit hours required in <b>General Education</b>	41
Credit hours required in <b>Program Courses &amp; Required Electives</b>	75
Credit hours in <b>Program Options (concentrations/specializations/tracks)</b>	0
Credit hours in <b>Free Electives</b>	4
Credit hours in required <b>Capstone/Internship/Practicum</b>	
<b>Total Credit Hours Required for Completion:</b>	<b>120</b>

Maximum number of credits that can be transferred in from another institution and applied to the program:

Intended program duration in semesters for full-time students:

8

Intended program duration in semesters for part-time students:

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured work-based learning with an employer partner, or alignment with nationally recognized industry standards?:

YES

NO

X

If **yes**, please explain (i.e., number of hours required, etc.):

YES

NO

Does the program include any concentrations/ tracks/ options?

X

## 2. Undergraduate Components

Please provide all course information as indicated in the following table. Indicate new courses with “Y” in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a “Y” in the WBL column.

Insert Additional Rows as Needed				
<b>Institution:</b>	Jacksonville State University			
<b>Program Name:</b>	Entrepreneurship			
<b>Program Level:</b>	UNDERGRADUATE (BACHELOR'S)			
Curriculum Components of Proposed Program				
Course Number	Course Name	Credit Hours	New? (Y)	WBL? (Y)
<b>General Education Courses</b>		<b>41</b>		
EH 101/103/105	Jax MIX Communication: Composition Sequence	3		
	Jax MIX Inquiry: Science	4		
MS 112	Precalculus Algebra or Higher Excluding MS 204 ( Jax Mix Communication)	3		
	Jax MIX Experience: History	3		
EH 102/104/106	Jax MIX Communication: Composition Sequence	3		
	Jax MIX Expression Fine Arts	3		
	Jax MIX Inquiry: Science	4		
	Jax MIX Expression: Literature sequence	3		
EC 221	Principles of Microeconomics ( Jax Mix: Experience	3		
EH	Jax MIX Expression: Literature sequence	3		
EC 222	Principles of Macroeconomics ( Jax Mix : Experience)	3		
	Jax Mix : Experience ** ( PSY 201, SY 221 or AN 224)	3		
EH 141	Jax MIX Communication : Speech	3		
<b>Program Courses and Required Electives</b>		<b>75</b>		
MGT 330	Entrepreneurship	3		
FIN 310	Entrepreneurial Finance	3		
MGT 340	Venture Creation & Innovation	3		
ENT 350	Entrepreneurial Leadership	3	Y	
ENT 400	The Sustainable Enterprise: Growth & Strategy	3	Y	
ENT 450	Entrepreneurial Incubator/Accelerator Experience	3	Y	Y
ENT 470	Capstone: Business Startup and Mentorship	3	Y	
COM 345	Social Media Strategy	3		
CBA 115	Business Fundamentals/Orientation	3		
ST 260	Statistics/Quantitative Methods 1	3		
ACC 200	Principles of Accounting I	3		
ST 261	Statistics/Quantitative Methods II	3		
ACC 210	Principles of Accounting II	3		
CBA 210	Information Technology for Business Majors ***	3		
FIN 292	Legal & Social Environment	3		
MGT 301	Principles of Management	3		
MKT 301	Principles of Marketing	3		
FIN 301	Business Finance	3		

CBA 330	Business Professionalism	3		
CBA 350	Business Communications	3		
ST 345	Introduction to Business Analytics	3		
CBA 390	Operations & Supply Change Management	3		
EC 303	Money and Banking (or EC 321 or EC 322)	3		
MGT 375	Introduction to Management of Information Systems	3		
CBA 469	Business Policy & Strategy	3		
<b>Program Options (enter total credit hours from all options below)</b>		<b>116</b>		
<b>Free Electives</b>		<b>4</b>		
AE 495	Additive Manufacturing for Entrepreneurs	3		
MGT 385	Human Resource Management	3		
COM 304	Introduction to Advertising	3		
COM 362	Public Relations/Advertising Workshop	1		
AE 251	Computer-Aided Design	3		
COM 330	Introduction to Public Relations	3		
<b>Total Credit Hours Required for Completion:</b>		<b>120</b>		



October 6, 2025

**To Whom It May Concern,**

Regions Bank is proud to support Jacksonville State University's initiative to develop a curriculum major in Entrepreneurship. We recently committed **\$250,000** to help fund the creation and growth of the **Entrepreneurship and Innovation Center**, a key step in preparing the next generation of business leaders and innovators.

Regions Bank believes that entrepreneurship plays a vital role in the strength and sustainability of our economy.

- **Fosters Innovation:** Entrepreneurs bring new ideas, products, and services to life, driving creativity and competition across industries.
- **Creates Jobs:** Small businesses and startups provide essential employment opportunities and help reduce unemployment rates.
- **Drives Economic Growth:** Entrepreneurial ventures increase productivity and stimulate wealth creation within local and national economies.
- **Identifies Market Gaps:** Entrepreneurs recognize unmet needs and develop innovative solutions to address them.
- **Enhances Community Development:** Successful entrepreneurs often reinvest in their local communities, fueling growth and improving overall quality of life.

Regions Bank is honored to support Jacksonville State University's vision for fostering entrepreneurial thinking and innovation among students. We believe this program will inspire future leaders to not only build successful businesses but also strengthen the economic fabric of our communities.

Sincerely,

A handwritten signature in black ink that reads "Corey R. McWhorter". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Corey R. McWhorter  
Senior Vice President & Commercial Relationship Manager  
Regions Bank





# CALHOUN COUNTY AREA CHAMBER AND VISITORS CENTER

October 6, 2025

Office of the Provost  
Jacksonville State University  
700 Pelham Road North  
Jacksonville, AL 36265

Subject: Letter of Support for the Proposed Major in Entrepreneurship

Dear Dr. Shelton,

On behalf of the Calhoun County Area Chamber & Visitors Center, I am honored to provide this letter of support for the proposed Bachelor of Science in Entrepreneurship within the College of Business and Industry at Jacksonville State University.

At the Chamber, we work closely with business owners, start-up small businesses, and regional partners that form the backbone of our regional economy. Across Calhoun County and the surrounding area, one of the most consistent needs is the cultivation of entrepreneurial talent and individuals who are innovative thinkers and prepared with the practical knowledge to start, manage, and expand successful businesses. This proposed degree program directly and strategically addresses that need.

Entrepreneurship plays a pivotal role in our community's economic vitality. Small businesses and new ventures generate jobs, foster innovation, and help keep wealth and opportunity within our region. By focusing on innovation, small business development, and experiential learning, the proposed Entrepreneurship major aligns seamlessly with our shared goals for sustainable economic growth, workforce readiness, and community prosperity.

Jacksonville State University has long been a cornerstone partner in advancing workforce development and business growth in Calhoun County. The addition of this major would further solidify that partnership by creating a clear pathway for students who aspire to become the next generation of business leaders and job creators, while also providing a direct benefit to the businesses and communities they will one day serve.

The Chamber & Visitors Center strongly and enthusiastically supports this initiative. We are prepared to collaborate actively with JSU's College of Business and Industry to provide networking opportunities, mentorship connections, and real-world project engagement for students in the program.

Sincerely,

Linda Hearn  
Executive Director  
Calhoun County Area Chamber & Visitors Center

To Whom It May Concern:

I would like to voice my wholehearted support for the efforts to launch a new Major for the Jax State College of Business (CBI). This new Major will be for the studies of Entrepreneurship and will be spearheaded by Dr. Carol Lucy.

The CBI supports the efforts of Dr. Lucy and our other professors to prepare our students for the “real world” they will soon be entering. A concentration of studies related to sufficiently satisfy the demands of recognition as a Major will help prepare our graduates for that real world awaiting them.

My role as the Executive Director of both the Center for Economic Development and Research and the Small Business Development Center allow me to see the skill set required to be successful in the business arena. I truly believe this initiative will better prepare our graduates to live up to the standard of excellence required to be successful in the business world.

Thank you for your consideration of this initiative and please feel free to reach out to me at my direct number 256 782 5342 with any concerns or additional questions.

Respectfully,

Ken Grissom

Executive Director,

Center for Economic Development

Small Business Development Center

Jacksonville State University