



Request for Substantial Changes to an Existing Program

Existing Program Information

- I. Name and Degree Type of Academic Program: Applied Humanities, Bachelor of Arts
 - a) Existing Emphases (if applicable): Business Administration, Consumer Market & Retail Studies; Engineering Approaches; Environmental Systems; Fashion Studies; Game Studies; Medicine; Plant Studies; Public Health; Rural Leadership and Renewal; Spatial Organization & Design Thinking
 - b) Academic Unit(s)/College(s): Department of Public and Applied Humanities/College of Humanities
 - c) Current CIP Code: 24.103 (Humanities/Humanistic Studies)
- II. Primary Contact and Email: Matthew Mars, Ph.D., Professor and Interim Head, Department of Public and Applied Humanities
- III. Planned start term for changes (fall only): Fall 2026

Program Changes

- IV. Describe the proposed changes to the program as well as the rationale for making the specific changes and include any relevant supporting data.

The 21st century economy turns on the rapid development and dissemination of new technologies, services, and, more generally, disruptive ideas. The acquisition of an entrepreneurial mindset is especially valuable when it comes to the workplace competitiveness of individual graduates. The preparation of graduates who are prepared to be entrepreneurial leaders and change agents in their chosen career paths and civic lives is equally valuable to local and regional enterprises, community ecosystems, and society.

Students seeking to develop an entrepreneurial mindset stand to benefit from the technical skills and acumen gained through formal entrepreneurship courses such as those offered by the McGuire Center for the Entrepreneurship in the Eller College of Management. These skills include the capacity to understanding the basic accounting and economic principles needed to make strategic, financially sound business decisions; integrate computing with professional approaches and models; lead organizations with double- and -triple bottom lines (e.g., social- and eco-ventures); market new and disruptive products and services; and initiate entrepreneurial endeavors within any community or professional environment.

The mission of the public and applied humanities (PAH) is to prepare students for lives centered on integrating the longstanding traditions of the humanities with specialized emphasis areas (e.g., entrepreneurship) to create, implement, and scale strategies for improving the human condition. Moreover, the PAH curricula is intentionally designed to enable students to develop a highly marketable transdisciplinary background that enhances the traditional hallmarks of the humanities by way of specialized emphases enabled through formal cross-campus partnerships. Said humanities hallmarks, which include creativity, critical thinking, empathy and compassion, community building, and strategic storytelling, are highly compatible with the entrepreneurial mindset and associated practices.

The College of Humanities Department of Public and Applied Humanities (PAH) and the Eller College of Management McGuire Center for Entrepreneurship are collaboratively proposing an undergraduate curriculum that capitalizes on and enhances the intersection between the applied humanities and entrepreneurship. The Entrepreneurship emphasis of the B.A. in Applied Humanities will combine the technical knowledge and practical skills inherent to entrepreneurship and the transformation of novel ideas into viable and scalable interventions into an endless array of humanistic challenges and opportunities with the cognitive, creative, international, interpersonal, and intercultural intelligences taught in the humanities. Students will gain fundamental entrepreneurship knowledge and skills through courses such as

“Entrepreneurship for Owner Operated Businesses” (ENTR 360) and “Principles of Entrepreneurship (ENTR 406), as well as a more nuanced understanding of variations in entrepreneurial endeavors and practices through courses such as “Social Innovation Organizations” (ENTR 380), “Healthcare Entrepreneurship” (ENTR 448), and “Global Social Entrepreneurship (ENTR 465). PAH courses, such as “Applied Humanities Practice: Techniques and Technologies for Public Enrichment” (PAH 201) and “Innovation and the Human Condition: Learning How to Improve Life in the Community and Beyond” (PAH 420), will prepare students to engage and lead entrepreneurial strategies for productive and positive change via public-facing, community-connected, and humanities-oriented projects.

The cultural and economic demand for an entrepreneurial workforce remains exceptionally high across all sectors and industries.¹ The multifaceted dimensions of said demand require equally multifaceted curricular approaches, such as the currently proposed BA in Applied Humanities - Entrepreneurship emphasis that rigorously combines the cultural, curricular, and pedagogical elements of entrepreneurship and applied humanities education in ways that will make entrepreneurship education more accessible to The University of Arizona undergraduate student body.

There are several entrepreneurship programs currently available to UA undergraduate students to include a BSBA in Entrepreneurship, a minor in Entrepreneurship and Innovation, and a certificate in Entrepreneurship and New Venture Development. This suite of program options does not directly serve students with academic and professional interests that are specific to social entrepreneurship and innovation. By integrating upper-division ENTR courses specific to social entrepreneurship and innovation as core requirements with a rich foundation in the applied humanities, students pursuing the BA in Applied Humanities - Entrepreneurship emphasis will be rigorously and uniquely prepared for careers in social entrepreneurship, as well as to serve as entrepreneurial change agents in their communities and professions. The students will also be better prepared to lead and sustain new enterprises (social or for-profit), organizational initiatives, and community innovations through the lower division emphasis requirements and upper division ENTR electives (taken in addition to the two required upper division courses in social entrepreneurship and innovation) Lastly, the social- and -community-oriented elements of the BA in Applied Humanities – Entrepreneurship emphasis marks a distinction between the proposed emphasis and the existing Applied Humanities emphases in Business Administration and Retail, Consumer, and Market Studies, which are both heavily oriented toward conventional business/profit-making environments and practices.

We note that students who pursue a BA in Applied Humanities with an Entrepreneurship minor will not be eligible to complete the undergraduate Entrepreneurship or Business Administration minors due to significant overlap between the Entrepreneurship emphasis and minor curricula. However, these same students would be eligible to pursue the Entrepreneurship and New Venture Development certificate; there is no curricular overlap between the certificate and the proposed emphasis.

Overall, the BA in Applied Humanities–Entrepreneurship will be a distinct addition to the campus entrepreneurship education portfolio, addressing the need to holistically prepare students with an entrepreneurial skill set and mindset that transcends traditional business contexts and applications. Such accessibility will help fulfill the University’s strategic aims of “driving student success for rapidly changing world,” “tackling critical problems at the edges of human endeavor,” and “driving social cultural, and economic impact.”²

Evidence of demand for the BA in Applied Humanities – Entrepreneurship emphasis originates from two principal sources. First, the Department of Public and Applied Humanities has seen a growing interest among its students in gaining entrepreneurial experience by way of the internship requirement. Specifically, 22 students have completed an entrepreneurship experience over a more traditional internship since AY 2020-21 (noting no PAH students pursued this option in or before AY 2019-20). Second, 63% of respondents ($n = 27$) to a recent survey of students who completed either PAH 200 (Introduction to the Applied Humanities) or PAH 420 (Innovation and the Human Condition) during AY

¹ Schwarz, Gonzalo, and Alexander McCobin. 2025, February 4. “America’s Greatest Need: A Culture of Entrepreneurship.” *Archbridge Institute*. [Accessed May 21, 2025]. <https://www.archbridgeinstitute.org/americas-greatest-need-a-culture-of-entrepreneurship/>

² <https://strategicplan.arizona.edu/>

2024-25 indicate they would be interested in a BA in Applied Humanities – Entrepreneurship emphasis. PAH 200 and PAH 420, an introductory and more advanced core course respectively in the BA in Applied Humanities curriculum, together represent a wide span of the BA in Applied Humanities curriculum. Additionally, undergraduates from the College of Humanities have demonstrated consistent interest in gaining entrepreneurial training. Specifically, 14 students pursuing their primary degree in the College of Humanities have also enrolled in the Entrepreneurship minor since AY 2022-23.

The BA in Applied Humanities–Entrepreneurship is much more than a degree; it’s a platform for integrating creative, ethical, and cultural intelligence with real-world venture creation. By pairing the McGuire Center’s national leadership in experiential entrepreneurship with PAH’s humanistic approach to solving societal challenges, this degree offers a transformative educational experience that aligns perfectly with the University of Arizona’s mission to lead in innovation, impact, and inclusive excellence.

- V. Comparison Chart – complete the appropriate chart below (delete the unnecessary one) to compare your current requirements with the proposed modifications. *Only list modifications to requirements in the Proposed Requirements column, if there is no change, leave blank.*

Tools for course lookup: UA Course Catalog or UAnalytics (Catalog and Schedule Dashboard)

| UNDERGRADUATE <i>Only list modifications to requirements, if there is no change, leave blank.</i> | Existing Major Requirements | Requirements For Modified Major |
|--|---|---|
| Name and Degree Type (BA, BS, BSBA, etc.)* | | |
| CIP Code –lookup here | | |
| Total units required to complete the degree* (Note: this is for the entire degree, not just the major) | | |
| Upper division units required to complete the degree | | |
| Total CC transfer units that may apply to this degree* | | |
| Foundation courses | | |
| <u>Math</u> | | |
| <u>Second Language</u> | | |
| <u>General Education</u> | | |
| Introduction to General Education course (1 unit) | Introduction to General Education course (1 unit) | Introduction to General Education course (1 unit) |
| GE Exploring Perspectives: Choose one course from each domain. (12 units total) | GE Exploring Perspectives: Choose one course from each domain. (12 units total) | GE Exploring Perspectives: Choose one course from each domain. (12 units total) |
| GE Building Connections: Choose three courses (9 units) from two or more disciplines and/or perspectives. | GE Building Connections: Choose three courses (9 units) from two or more disciplines and/or perspectives. | GE Building Connections: Choose three courses (9 units) from two or more disciplines and/or perspectives. |
| GE Capstone course (1 unit) | GE Capstone course (1 unit) | GE Capstone course (1 unit) |
| List any special requirements to declare or gain admission to this major (completion of specific coursework, | | |

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| minimum GPA, interview, application, etc.) | | |
| Minimum # of units required in the major (units counting towards major units and major GPA) | | |
| Minimum # of upper-division units required in the major (upper division units counting towards major GPA) | | |
| <u>Minimum # of residency units to be completed in the major</u> | | |
| Required supporting coursework (courses that do not count towards major units and major GPA but are required for the major). Courses listed must include prefix, number, units, and title. Include any limits/restrictions in place/needed (house number limit, etc.). Provide <u>course use form</u> if adding courses not owned by your department. | | |
| Major requirements. List all major requirements including core and electives. Courses listed count towards major units and major GPA. Courses listed must include prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions (house number limit, etc.). Provide <u>course use form</u> if adding courses not owned by your department. Recommend ordering requirements in the same order as your advisement report. | | |
| Emphases. If making changes to emphases, or adding emphases for the first time, list those changes or new requirements here. | <p>For existing emphases list common core:</p> <p><u>Common Core (24 units):</u></p> <p>PAH 200: Introduction to Applied Humanities (3)</p> <p>PAH 201: Applied Humanities Practice: Techniques and Technologies for Public Enrichment (3)</p> <p>PAH 372: Intercultural Competence: Culture, Identity, Adaptation, and Intercultural Relations (3)</p> <p>PAH 420: Innovation and the Human Condition: Learning How to Improve</p> | <p>If adding additional emphases, add your proposed emphases requirements here:</p> <p><u>Emphasis Requirements:</u></p> <p><i>Lower Division Courses</i></p> <p>Two lower division foundational courses should be completed prior to enrolling in the upper division courses for the emphasis. Students must select courses from two of the three subject areas below:</p> <ul style="list-style-type: none"> ECON 200 Basic Economic Issues (3 units) |

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| | <p>Life in the Community and Beyond (3)</p> <p>Applied Humanities Elective (3) <i>Complete 1 course. Students should work with faculty and advisors to select a class that complements their professional core and/or foreign language studied.</i></p> <p>PAH 383: Pre-Internship: Building Career Readiness (3)</p> <p>Applied Humanities Internship: Complete 3 units. PAH 493: Internship (1 – 6) or PAH 493H Honors Internship (1 – 3)</p> <p>PAH 498: Senior Capstone (3)</p> | <ul style="list-style-type: none"> • MIS 111 Computers and Internetworked Society (3 units) • ACCT 250 Information for Business Decisions (3 units) – or – ACCT 200 Introduction to Financial Accounting (3 units) – PAH <i>Entrepreneurship emphasis students will be strongly encouraged to take ACCT 250 instead of ACCT 200 when possible.</i> <p><i>Upper Division Courses</i></p> <p>Students will complete the two courses listed below. Please note: all courses may not be offered every semester, there are currently no Summer/Winter Entrepreneurship courses offered.</p> <ul style="list-style-type: none"> • ENTR 380 Social Innovation Organizations (3 units) • ENTR 465 Global Social Entrepreneurship (3 units) <p>Students will select two additional courses from the offerings below. Please note: all courses may not be offered every semester, there are currently no Summer/Winter Entrepreneurship courses offered.</p> <ul style="list-style-type: none"> • ENTR 360 Entrepreneurship for Owner Operated Businesses (3 units) • ENTR 381 Management of Effective Nonprofit Organizations (3 units) • ENTR 400 Tech Ventures (3 units) • ENTR 406 Principles of Entrepreneurship (3 units) • ENTR 421R Corporate Entrepreneurship (3 units) • ENTR 448 Healthcare Entrepreneurship (3 units) • ENTR 455 Small Business Development and Consulting (3 units) |
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| | | <ul style="list-style-type: none"> • ENTR 468 Persuasion in Entrepreneurial Contexts (3 units) • ENTR 483 Entrepreneurial Management: Launching New Ventures (3 units) • ENTR 496 Special Topics in Entrepreneurship (3 units) |
| Internship, practicum, applied course requirements. (Yes/No). If yes, provide description. | | Yes, all students in the Applied Humanities major offered by the Department of Public & Applied Humanities (PAH), are required to complete a credit-bearing internship, regardless of their Emphasis area. The internship is an integral part of a tightly integrated three-course career readiness curriculum. This course sequence includes PAH 383 (Pre-Internship: Building Career Readiness, 3 units), PAH 493 (Internship, 3 units), and PAH 498 (Senior Capstone, 3 units). |
| Senior thesis or senior project required (Yes/No). If yes, provide description. | | NO |
| Additional requirements (provide description) | | No additional requirements |
| Minor (optional or required) | | Not required |

VI. Emphases – if adding emphases for the first time, please complete the following.

- Total number of students that have completed the major in the past 3 years (include double majors and dual degree majors): 161 BA in Applied Humanities graduates – AY 2022-23: 53; AY 2023-24: 62; AY 2024-25: 46
- Total number of students currently enrolled in the program: 388 (April 25, 2025)
- Special Conditions for Admission/Declaration –
There are no special conditions for admission to/declaration of this emphasis.
- Transcript – Should the emphasis name appear on the transcript? Yes.
- Diploma – Should the emphasis name appear on the diploma? Yes.
- Description and Learning Outcome(s) – at least one new learning outcome is required per emphasis requested. Add rows and tables as needed. Visit the [University Center for Assessment, Teaching and Technology \(UCATT\)](#) for resources and consultation. UCATT review and approval is required.

Emphasis 1: Entrepreneurship

(Learning outcomes and curriculum map reviewed and approved by UCATT on July 23, 2025)

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| Learning Outcome #1: Apply entrepreneurial thinking to public-facing, community-connected, and humanities-oriented projects and initiatives. |
| Concepts: Theories and models of design and system thinking; creative disruption; and innovation. |
| Competencies: Collaboration, Critical thinking, Empathy, Innovation |

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| Learning Outcome #2: Evaluative data pertaining to entrepreneurial opportunities and challenges in the public sphere and integrate the resulting analytical insights to public-facing, community-connected, and humanities-oriented projects and initiatives. |
| Concepts: Frameworks for analyzing and conveying economic and socio-cultural and socio-political value propositions, Models for using qualitative and quantitative data to generate empirical insights into entrepreneurial opportunities and the strategic development and positioning of humanistic innovations and enterprises. |
| Competencies: Critical thinking, Data-informed decision making, Financial analysis, Innovation, Strategic planning |

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| Learning Outcome #3: Develop and implement entrepreneurial strategies for leading innovation and change within public-facing, community-connected, and humanities-oriented projects and initiatives. |
| Concepts: Innovation diffusion models, strategic communication and storytelling approach and frameworks. |
| Competencies: Critical thinking, Entrepreneurial storytelling/Strategic communication, Innovation |

Curriculum Map: Which courses in the emphasis connect to these learning outcomes? Use the table below to provide the information, Key: “I” = Introduced; “R”= reinforced and opportunity to practice; “M”= mastery at the senior or exit level; “A”= assessment evidence collected for program-level decision making

| Courses | Emphasis 1 Student Learning Outcomes |
|--------------------------|--------------------------------------|
| ECON 200 | LO2: I |
| MIS 111 | LO2: I |
| ACCT 250 - or – ACCT 200 | LO2: I, R |
| ENTR 360 | LO3: I, R, M |
| ENTR 380 | LO1: I, R, M, A |
| ENTR 381 | LO3: I, R, M, A |
| ENTR 400 | LO3: M, A |
| ENTR 406 | LO1: M, A |
| ENTR 421R | LO3: IM, A |
| ENTR 448 | LO1: M, A |
| ENTR 455 | LO2: I, R, M, A |
| ENTR 465 | LO1 M, A; LO3: M, A |
| ENTR 468 | LO1: M, A |
| ENTR 483 | LO3: M, A |

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| ENTR 496 | LO1: M, A; LO2: M, A; LO3: M, A |
|----------|---------------------------------|

| Year | Fall | Spring |
|------|--|--|
| 1 | | PAH 200 MIS 111 |
| 2 | PAH 201 Econ 200 or ACCT 200 or ACCT 250 | PAH 372 Entrepreneurship elective |
| 3 | PAH 383 Entrepreneurship elective | PAH 493 Entrepreneurship elective |
| 4 | PAH 420 Humanities elective or Entrepreneurship elective | PAH 498 Humanities elective or Entrepreneurship elective |

| Year | Fall | Spring |
|------|---|--|
| 1 | PAH 200 PAH 372 | PAH 201 MIS 111 Econ 200 or ACCT 200 or ACCT 250 |
| 2 | PAH 383 Entrepreneurship elective | PAH 493 Entrepreneurship elective |
| 3 | PAH 420 Humanities elective Entrepreneurship elective | PAH 498 Entrepreneurship elective |

| Year | Fall | Spring |
|------|---|--|
| 1 | PAH 200 PAH 372 PAH 383 Humanities elective | MIS 111 PAH 201 PAH 372 PAH 493 Econ 200 or ACCT 200 or ACCT 250 |
| 2 | PAH 420 Entrepreneurship elective Entrepreneurship elective | PAH 498 Entrepreneurship elective Entrepreneurship |

Budgetary Considerations

VII. Faculty impact – will new faculty hires be required to deliver the new, proposed curriculum? Note: New hires will require funding directly from the college and/or department. Proposal approval does not denote approval for institutional funding.

The proposal BA in Applied Humanities with an Entrepreneurship emphasis packages existing, routinely offered courses. Thus, no new faculty hires will be required to deliver the proposed emphasis.

- VIII. Budgetary impact – indicate new resources needed at the department/college and institutional level to implement proposed changes. If reallocating resources, indicate where resources will be taken from and the impact this will have on students/faculty/program/unit.
- Given the proposed Entrepreneurship emphasis in the BA in Applied Humanities consists of existing, routinely offered courses that are already part of faculty members' regular instruction rotation, no new resources will be required for implementation.

Additional Details

- IX. Accreditation/Board Approval - Specific fields of study requiring accreditation must independently seek accreditation via professional, state and/or federal accrediting bodies and provide verification to the Office of Curricular Affairs within 6 months of internal approval (i.e. College of Nursing new programs and sub-plans must seek State Board of Nursing approval through submitting application AND submit accreditation documents through CCNE and specialty accreditation organizations.)
- X. Transfer Student Consideration (undergrad only) – Please explain how you have planned and evaluated the changes you requested in the context of:
- Mitigating the complexity of the transfer pathway/curriculum
 - Supporting transfer student success
 - Ensuring transferability of course work from Arizona community colleges

All the PAH core courses are offered each semester on Main campus and all ENTR courses are routinely offered in the academic year, whether in the fall or spring semesters – thus transfer students will have relatively consistent access to the core and emphasis courses. There are no prerequisites for any of the core courses save PAH 498: Senior Capstone, which requires senior status. The otherwise all the core and emphasis courses may thus be taken in any sequence as needed. The major may be completed in as few as 4 semesters (see the sample major map below), providing a reasonable time-to-degree for transfer students. Lastly, there is excellent communication and collaboration between the PAH academic advisor and her counterpart in the partner college, meaning course substitutions and the like will be easily handled. The same is true for course scheduling, transferability, and student success, mitigating a great deal of the complexity often associated with transfer students.


XI. Required signatures

Program Director/Main Proposer (print name and title): **Matthew Mars, Professor and Interim Head**

Program Director/Main Proposer signature: 

Date: Sep 11, 2025

Department Head (print name and title): **Matthew Mars, Professor and Interim Head**

Department Head's signature: 

Date: Sep 11, 2025

Associate/Assistant Dean (print name): **Chantelle Warner**

Associate/Assistant Dean's signature: 

Date: Sep 11, 2025

Dean (print name):

Dean's signature:

Date:









PAH UG Entrepreneurship emphasis proposal-final

Final Audit Report

2025-09-11

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