


December 8, 2021

TO: Members of the Board of Trustees

FROM: Carl W. Lejuez, Ph.D. 
Provost and Executive Vice President for Academic Affairs

RE: Name Change from Department of Management (MGMT) to Department of Management and Entrepreneurship (MENT)

RECOMMENDATION:

That the Board of Trustees approve the name change from the Department of Management (MGMT) to Department of Management and Entrepreneurship (MENT).

BACKGROUND:

The request for the proposed name change, from Management to Management and Entrepreneurship, comes from a desire to better reflect the increasing emphasis on entrepreneurship in the research, teaching and outreach activities done by members of the department. The name change serves as an important signal to external stakeholders, including students, parents, the business community, the scholarly community, our alumni, and donors, that the department are emphasizing entrepreneurship at the high level that reflects their considerable interests. The department sits at the center of a growing ecosystem of entrepreneurship classes and related activities. The department offer minors in entrepreneurship (currently 26 students enrolled) and entrepreneurship and technology innovation (9 students have declared the ENT and tech innovation minor) to non-business students. During 2017-19, the department taught primarily entrepreneurship classes to approximately 95 non-business students per semester. In recent semesters, the department have increased this to between 152 to 197 per semester.

Department members currently serve as directors of the UConn-wide Werth Institute for Entrepreneurship and Innovation (David Noble), and the School-wide Connecticut Center for Entrepreneurship and Innovation (Tim Folta). The department faculty are leading experts in organizational behavior, human resource management, and strategic management. In each of these research domains, distinct opportunities to study both established and more entrepreneurially oriented firms are being pursued by scholars in the department and in the wider research communities. The department are not the first management department to recognize the growing importance of entrepreneurship via a name change. While “Management” is still the most common department name, many highly regarded departments have made the change in recent years.

Proposal for Department Name Change

Dr. Greg Reilly, Management Department Head, School of Business

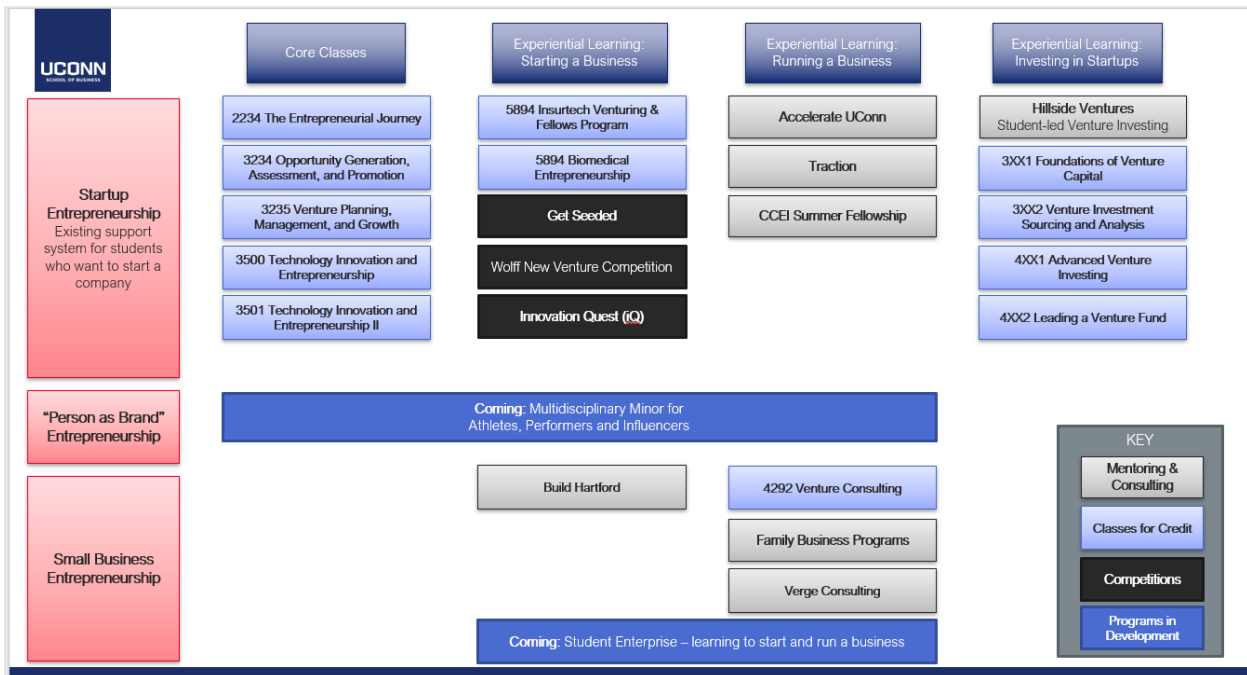
Proposed name: Management and Entrepreneurship Department

Proposed abbreviation: MENT

Justification

The request for the proposed name change, from Management to Management and Entrepreneurship, comes from a desire to better reflect the increasing emphasis on entrepreneurship in the research, teaching and outreach activities done by members of the department. The name change serves as an important signal to external stakeholders, including students, parents, the business community, the scholarly community, our alumni, and donors, that we are emphasizing entrepreneurship at the high level that reflects their considerable interests.

The department sits at the center of a growing ecosystem of entrepreneurship classes and related activities. We offer classes numerous classes on startup entrepreneurship and are developing new courses and extra-curricular activities aimed at both “Person as Brand” entrepreneurship (for athletes, performers, and social media) and small business entrepreneurship. In 2021, we created Hillside Ventures, a life transformative educational experience in which students learn to identify, analyze and invest in seed stage startup firms using \$1M in donations from our alumni and friends.



We offer minors in entrepreneurship (we currently have 26 enrolled) and entrepreneurship and technology innovation (9 have declared the ENT and tech innovation minor) to non-business students. During 2017-19, we taught primarily entrepreneurship classes to approximately 95 non-business students per semester. In recent semesters, we have increased this to between 152 to 197 per semester.

Department members currently serve as directors of the UConn-wide Werth Institute for Entrepreneurship and Innovation (David Noble), and the School-wide Connecticut Center for Entrepreneurship and Innovation (Tim Folta).

The department faculty are leading experts in organizational behavior, human resource management, and strategic management. In each of these research domains, distinct opportunities to study both established and more entrepreneurially oriented firms are being pursued by scholars in the department and in the wider research communities.

We are not the first management department to recognize the growing importance of entrepreneurship via a name change. While “Management” is still the most common department name, many highly regarded departments have made the change in recent years.

The proposed name change was approved by consensus of the department faculty on March 6, 2020.