

## Curricular Affairs Committee of the Faculty Senate

### MEMO

**To:** The UVM Faculty Senate  
**From:** Curricular Affairs Committee of the Faculty Senate, Laura Almstead, Chair  
**Date:** April 6, 2017  
**Re:** Approval of a request submitted by the Graduate College to Change the Name of the Sustainable Entrepreneurship MBA

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At its meeting on April 6, 2017, the Curricular Affairs Committee unanimously approved the action recommended in the following memo.

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The Curricular Affairs Committee unanimously approved a request submitted by the Graduate College in conjunction with the Grossman School of Business (GSB) to change the name of the Sustainable Entrepreneurship MBA (SEMBA) to “The Sustainable Innovation MBA” (The SIMBA). No curricular changes are being made to the program.

The name change request is a result of experiences faculty in the program have had with prospective students, the program’s board of directors, and companies indicating that the word entrepreneurship carries with it the connotation of “start-ups,” which is not the focus of the program. Faculty believe that misperceptions of the program due to the presence of “entrepreneurship” in the name are a potential barrier to increasing the quality and quantity of applicants, and potentially a deterrent to perspective employers. The curriculum of the SEMBA is unique compared to similar programs at other institutions in that every course focuses on integrating sustainability and/or innovation throughout all functional areas and business disciplines covered in traditional MBA programs. It also includes a focus on providing frameworks and tools to achieve sustainable innovation that are not covered in these other programs. Thus, the faculty believe that “innovation” better describes the program’s focus and its place in the field of MBA education. The new name – The Sustainable Innovation MBA – directly reflects the mission of the program, which is to “develop the next generation of leaders who will transform, disrupt, innovate, and build sustainable businesses and enterprises in a world that demands it.”

Data obtained from alumni and prospective students, as well as the program’s faculty, Advisory Board, and Council of Mentors confirmed a need to change the current name, and indicated that the new name would be positively received. Support for the name change proposal was provided by the Dean of the Graduate College, the GSB Curriculum Committee and Dean, the Chair of Community Development and Applied Economics, and the Chair of the SEMBA Advisory Board.