

November 20, 2018

Jack Brittain, PhD  
Pierre Lassonde Presidential Chair  
David Eccles School of Business  
Pierre Lassonde Entrepreneur Center  
105 Fort Douglas Blvd  
Salt Lake City, UT 84113

Dear Professor Brittain,

The J. Willard Marriott Library appreciates your request to comment on our ability to support a new Master of Business Creation program within the David Eccles School of Business.

The Marriott Library has fairly extensive holdings to support study in business creation. The Library has been supporting undergraduate and graduate study within the School of Business for many years, including support for other masters degree programs and the doctorate in business administration. We are also serving the undergraduate certificate in entrepreneurship program.

Within the past year, the Library started new subscriptions to GuideStar and PitchBook; however, business is one field where the Library with its current budget is not able to provide all resources requested by faculty and students. For example, within the past few months, the Library has received requests for PatSnap, IP.com InnovationQ+, Mergent Annual Reports and Key Business Ratio digital archives, a site license to the British Standards Institution (BSI), better demographics resources, IBISWorld's US Risk Ratings Reports, and several other expensive resources. The Library needed to cancel its subscription to Business Monitor International to acquire PitchBook. We encourage faculty and students to continue to work with librarians to most effectively structure Marriott Library subscriptions supporting the School of Business and its programs.

The Library regularly acquires scholarly books in business and other and relevant disciplines. For example over the past ten years, the Marriott Library has purchased over 300 monographs on starting a business and small business administration. We are able to purchase specific books upon request to support this program.

The Library currently maintains subscriptions to many high-impact journals that would support this degree, including: *Journal of Product Innovation Management*, *International Small Business Journal*, *Strategic Entrepreneurship Journal*, *Journal of Business Venturing*, *Journal of Small Business Management*, *Entrepreneurship Theory and Practice*, *Entrepreneurship and Regional Development* and many other similar journals.

Students in this program will have access to an adequate collection of supporting databases including: *Academic Search Ultimate*; *Academic One File*; *PubMed*; *Scopus*; *Web of Science*; *Dissertations & Theses Global*; the *Environmental Issues & Policy Collection*; *EconLit*; *Factiva*; *Business Source*; the *National Bureau of Economic Research databases*; the *Global Economic Monitor*; *BizMiner*; *Bloomberg*; *Factiva*; *FedBizOpps*; *IBISWorld*; *MarketResearch.com*; *Mergent Intellect*; *PrivCo*; the *Small Business Reference Center*; *Standard and Poor's NetAdvantage*; *PitchBook* and other similar databases. Students will also have access to a wealth of U.S. federal government statistical, historical and legal resources, for example *Proquest Regulatory Insight*; *Social Explorer*; *American Factfinder* and other resources.

Professional library staff offer class presentations, training workshops, online tutorials, and one-on-one consultations to University of Utah students and faculty. Librarians can suggest appropriate research strategies and help students to locate relevant resources for their course-related and independent research projects.

The Marriott Library is looking forward to engagement with the faculty and students in this new program.

Sincerely,

*Mark England*

Mark England  
Head, Collection Management  
J. Willard Marriott Library

November 19, 2018

Graduate Council

Dear Graduate Council:

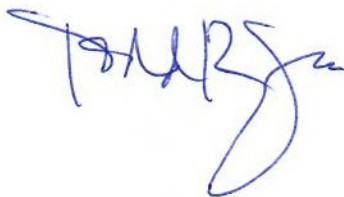
As the department chair for the Department of Entrepreneurship and Strategy, I fully endorse the proposed Master of Business Creation.

The newly proposed master's program is unique relative to all related master of entrepreneurship programs of which I am aware. The program equips students with the tools and education required to found a business and supports and mentors them during the early stages of this process. The proposed Master of Business Creation (MBC) is a mix of courses, workshops, and practicums designed to accelerate students through the start-up process. Thus, while an MBA degree focuses on providing the tools required to *administer* existing businesses, the MBC targets providing the tools required to successfully *create* one. The program is designed as a day-time, in-residence offering—targeting students committed to pursuing their education and their new venture full time. The innovative curriculum will challenge students to both learn new concepts and techniques and apply them in the context of creating their new business.

The Department of Entrepreneurship and Strategy has unanimously voted to support this new program and will be responsible for administering staffing a large portion of the courses. Course descriptions and syllabus outlines have been developed by individual faculty members, and all courses staffed within the department have been approved by department. The same is true of courses taught by other departments. I am fully confident that the department has the resources to deliver the program.

Admission to the MBC will be determined based on two criteria: the academic qualifications of applications and the perceived merits of the venture that applicants wish to incubate. We are confident of demand for this program coming from several sources. First, we have a strong set of new ventures percolating in and around Lasonde Studies. We see founders or founding teams connected to the best of these ventures as potential applicants. Second, many large corporations are interested in launching new ventures unsaddled from the bureaucracy of their larger businesses. We see individuals within these corporations with new venture ideas sponsored by their employers as another robust target. Third, we target new ventures ideas and their founders that emerge through University of Utah technology transfer efforts. Finally, we target other individuals with strong qualifications and great ideas with no current connection to the University. We have vetted this new program with these audiences and are confident we can build demand as described in the proposal.

Sincerely,



Todd R. Zenger  
Department Chair  
Presidential Professor

Department of Entrepreneurship and Strategy



Graduate Council

The Graduate School

201 S. Presidents Circle, Room 302

Salt Lake City, Utah 84112

November 19, 2018

Subject: Letter of Support for Proposed Master of Business Creation

Dear Members of Graduate Council:

I am writing to express support for the new degree, Master of Business Creation. This new degree will provide an opportunity and serve the needs of the Entrepreneur community in Utah. It aligns with the entrepreneurial mission of the David S. Eccles School of Business.

We have received robust support from both students and potential scholarship donors while visiting in the community. I anticipate strong demand from prospective students and a great deal of interest with current students. The degree will build upon existing programs of the David Eccles School of Business while providing a niche opportunity for those students desiring a one year graduate degree.

Should you have any questions or concerns please feel free to contact me.

Sincerely,

Taylor Randall, PhD  
Dean