

New Course Proposal Form

Directions:

- A. Complete this form.
- B. Attach a syllabus or course guidelines that includes
 - a. list of measurable student learning outcomes
 - b. information on how outcomes will be assessed including descriptions of reading and writing activities, projects, presentations, testing, etc
 - c. list of course requirements such as attendance, assignments, etc
- C. Have your proposal reviewed by the appropriate department and school/college committee.
- D. Submit your proposal to the University Curriculum Committee in care of the Office of Academic Affairs.

Form information:

1. Department/Program: Management Department
2. Course Information: MNGT / 4230 / Entrepreneurial Marketing
Prefix Number Title

3 / None
Credit Hours Prerequisites
3. Catalog Description for the catalog: (This description should briefly describe the basic content of the course as it will be offered.)

This course introduces students to the unique marketing issues faced by today's entrepreneurs when creating and growing their businesses. Students will learn the process of designing and implementing marketing concepts to address challenges facing entrepreneurial organization. This process, known as Entrepreneurial Marketing, takes into account the special challenges and opportunities involved in developing marketing strategies from the "start-up phase", through growth and maintenance phases. Students will develop a comprehensive entrepreneurial marketing plan over the course based on their own business concept.

4. May students repeat this course for credit? If so, are there limits? No
5. What is the rationale for adding this course?
 - a. How does it support the philosophy and enhance the curriculum of your department?

As part of the Certificate in Entrepreneurship, this course will complement the existing philosophy and curriculum by offering business education focused on entrepreneurship and small business along side the departments current offerings focused at large business. This course and Certificate will allow the department to bring "real-world" business education to students interested in business, regardless of the organizations size.

b. How does it relate to the overall University curriculum?

The course and Certificate in Entrepreneurship provides a vehicle to enhancing both business school and non-business school students' basic business skill set. The Certificate will enhance a student's business skill set by integrating liberal arts, professional, and business education.

6. Should this new course be considered for General Education coding? No
If yes, attach the Application for General Education Coding Form.

7. Staffing requirements:

- a. Qualifications necessary for instructor See Faculty Course Guide
- b. What staffing changes, if any, will be necessary to offer this additional course? None

8. When will this course be initiated? Summer or Fall 2006 How often will it be taught? 2 times per year. What sites are likely to offer this course? Initially the program will be offered in St. Louis. Other sites with Undergraduate students would be eligible for future roll out of Certificate.

9. Does this course affect degree requirements in your, or any other, department/program's major, emphasis, minor, or certificate. No
If yes, please attach corrected catalog copy for approval.

10. List any existing University course(s), undergraduate or graduate, which are similar in title and /or subject matter and explain how this course differs from them. N/A

11. Are University resources adequate to support this course? (library holdings, space, specialized, equipment, etc.) Yes If not, what additions are necessary?

12. What course(s), if any, will be dropped to make room for this course? None

13. What entities (department, college/school) have reviewed and approved this proposal?

Department of Management and School of Business and Technology Curriculum Committee

Signatures:

Jeff Haldeman | 10/26/05
Department/ Program Chairperson Date

Benjamin Ola Akande | 10/26/05
Dean of College/School Date

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