

New/Revised Course Proposal Form

Instructions:

- Prepare your proposal according to the following outline.
- Attach a proposed syllabus and/or course guidelines that include a list of measurable student learning outcomes and how they will be assessed.
- Have your proposal reviewed by the appropriate department and school/college committee.
- Submit the signed proposal to the Office of Academic Affairs. All forms must be completed in full with appropriate signatures. You will be contacted by the Curriculum Committee Coordinator with a date and time to present the proposal.

Form information:

1. Department: **Management**
2. Program: **Certificate In Entrepreneurship**
3. Course Information: New **Yes** Revised

MNGT / 3700 / Introduction to Entrepreneurship and Small Business Management

Prefix Number Title

3 / **None**
Credit Hours Prerequisites

4. Catalog Description for the catalog: (This description should briefly describe the basic content of the course as it will be offered.)

Introduces the concept of entrepreneurship and its relationship with small business. The course focuses on activities involved in planning, organizing, establishing, and controlling a small business. Includes procedures and problems in starting a business, managerial functions, marketing, and financing a new enterprise, as well as governmental regulations.

5. May students repeat this course for credit? Yes No
If there are limits, please explain? _____

6. What is the Rationale for the new/revised course?

The original course BUSN 3700 is being change to MNGT 3700, moving the course into the Department of Management. The reason for the move is to align the course with the Certificate in Entrepreneurship which is within the Department of management.

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

8. 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?

9. When will this course be initiated? Summer 2010 How often will it be taught? Every Term
What campus(es) are likely to offer this course? WEBG, DWTN, St. Louis, some International

10. Does this course affect degree requirements in your, or any other department/program's major, emphasis, minor or certificate? Yes No
If yes, please attach corrected catalog copy for approval, with the Deans of that School/College's approval.

See attached

11. List any existing University course(s), which are similar in title and/or subject matter and explain how this course differs. NONE

12. Are University resources adequate to support this course? (Library holdings, space, specialized, equipment, etc.) Yes No
If not, what additions are necessary? _____

13. Will any course be dropped as a result of this new course? Yes No
If so, please list what course(s).

The original course BUSN 3700 is being change to MNGT 3700, moving the course into the Department of Management. The reason for the move is to align the course with the Certificate in Entrepreneurship which is within the Department of management.

Endorsements and Approvals:



Petitioner

2-11-10

Date



Department/ Program Chairperson

2-11-10

Date



Dean of College/School

2/11/10

Date



Chair/Curriculum Committee

2-16-10

Date

Course Deletion Form

Directions:

After review by Department Chairperson and Dean submit this form to the University Curriculum Committee in care of the Office of Academic Affairs.

1 Department/Program: Business

2 Course Information: BUSN / 3700 / Introduction to Entrepreneurship & Small Business Management

Prefix Number Title

3 Effective date of deletion: Summer 2010 (Next catalog change)
i. Date of next catalog

4 Reason for request:

The course BUSN 3700 is being change to MNGT 3700, moving the course into the Department of Management. The reason for the move is to align the course with the Certificate in Entrepreneurship which is within the Department of management.

5 Does this course deletion affect degree requirements in your, or any other, department or program (include majors, minors, certificates, general education, BA/MA)? YES
If yes, please attach revised catalog copy.

Please see attached Certificate in Entrepreneurship Copy.

6 When and where was this course last taught? (Be sure to consider all Webster campus offerings, as well as online classes.) WEGB, DWTN, Spring 2010
Please check all sites.

7 Was this course coded for General Education? NO If so, which code(s)? _____

8 Was this a pre-requisite for another course? YES

MUSC 4360 – Survey of Music Business

MUSC 4370 – Marketing for Musicians

Approved by: , 2/12/10
Department/ Program Chairperson Date

Approved by: , 2/14/10
Dean of College/School Date

Approved by: , 2-16-10
Curriculum Committee Chairperson Date

Final Distribution List:

Registrar
Academic Advising
Academic Affairs
Extended Campus Administration

Department Chairperson
Curriculum Committee Chairperson
Academic Dean

Course	MNGT 3700 – Introduction to Entrepreneurship and Small Business Management
Term	Fall 2010
Instructor	Name: Dr. Barrett Baebler, Assistant Professor Phone: 314-246-7940 Email: baeblerb@webster.edu Office: Sverdrup 207 I
Catalog Description	This course introduces the concept of entrepreneurship and its relationship with small business. The course focuses on activities involved in planning, organizing, establishing, and controlling a small business. Includes procedures and problems in starting a business, managerial functions, marketing, and financing a new enterprise, as well as governmental regulations.
Prerequisites	NONE
Course Level Learning Outcomes	As the requisite for the Certificate in Entrepreneurship this introductory entrepreneurship and small business course intends to provide students, regardless of their undergraduate discipline, an understanding of entrepreneurship and business skills necessary to conceive, start and run their own business. Upon completion of this course, students should be able to: <ol style="list-style-type: none"> 1. Be able to explain the basic concept of entrepreneurship and articulate the entrepreneurial process as it relates to new venture development. 2. Articulate the purpose of, use of, and problems associated with the various financial competencies needed in the entrepreneurial process 3. Explain the both the feasibility assessment and business plan process as it relates to new and existing enterprises. 4. Develop and write a feasibility plan (mini-business plan) based on the student's own business concept 5. Provide a self-evaluation of their own entrepreneurial tendencies 6. Be able to describe the entrepreneurial processes required to creating and running a new venture as it relates to their individual business concept.
Materials	Zimmerer & Scarborough, <i>Essentials of Entrepreneurship and Small Business Management</i> , 6 th Edition (2010), Prentice Hall Publishers

<p>Grading</p>	<p>Students will be assessed using the following grading scale:</p> <table border="1" data-bbox="462 430 1372 756"> <thead> <tr> <th colspan="2">Weight</th> <th colspan="2">Grading</th> </tr> </thead> <tbody> <tr> <td>Exam 1</td> <td>20%</td> <td>A</td> <td>93%</td> </tr> <tr> <td>Exam 2</td> <td>20%</td> <td>A-</td> <td>90-92.9%</td> </tr> <tr> <td>Final Exam</td> <td>25%</td> <td>B+</td> <td>87-89.9%</td> </tr> <tr> <td>Course Project</td> <td>25%</td> <td>B</td> <td>83-86.9%</td> </tr> <tr> <td>Participation</td> <td>10%</td> <td>B-</td> <td>80-82.9%</td> </tr> <tr> <td>Total</td> <td>100%</td> <td>C+</td> <td>77-79.9%</td> </tr> <tr> <td></td> <td></td> <td>C</td> <td>70-76.9%</td> </tr> <tr> <td></td> <td></td> <td>D</td> <td>60%</td> </tr> <tr> <td></td> <td></td> <td>F</td> <td>Below 60%</td> </tr> </tbody> </table> <p>The UNDERGRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A, A- superior work in the opinion of the instructor • B+, B, B- good work in the opinion of the instructor • C+, C, C- satisfactory work in the opinion of the instructor • D+, D passing, but less than satisfactory work in the opinion of the instructor • I incomplete work in the opinion of the instructor • ZF An incomplete which was not completed within one year of the end of the course • F unsatisfactory work in the opinion of the instructor; no credit is granted • W withdrawn from the course • IP course in progress • NR not reported for the course • Z a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z. 	Weight		Grading		Exam 1	20%	A	93%	Exam 2	20%	A-	90-92.9%	Final Exam	25%	B+	87-89.9%	Course Project	25%	B	83-86.9%	Participation	10%	B-	80-82.9%	Total	100%	C+	77-79.9%			C	70-76.9%			D	60%			F	Below 60%
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<p>Activities</p>	<p>The following outlines the activities and provides an overview of the scope of work required in this course.</p> <p>Exams: There will be two exams and one final exam. Dates for the exams are noted below. Given the field of Entrepreneurship – course material builds on previous material covered in class; therefore exams will be cumulative in nature. Exams will be weighted as noted below.</p> <p>Participation: Your involvement in the education process is vital, therefore class participation will account for the balance of your grade. Participation includes active involvement in class discussions, completion of readings and case studies, attendance, and pop-quizzes that may be given at any time.</p> <p>Course Project: Each student will write a feasibility plan (mini-business plan) based on the student’s individual and innovative business concept. Specific information concerning the feasibility plan will be presented in class.</p> <p>Make-up Exams: No make-up exams will be given without prior consent of the instructor. It is the student’s responsibility to contact the instructor prior to scheduled exam for consent.</p>																																								

**Policy Statements:
University Policies**

University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:

Academic Honesty

The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.

Drops and Withdrawals

Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.

Special Services

If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.

Disturbances

Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.

Student Assignments Retained

From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.

	<p>Contact Hours for this Course</p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student.</p>
<p>Weekly Schedule</p>	<p>Pre-Assignment for Week 1</p> <ul style="list-style-type: none"> • Read Chapter 1 & 2 <hr/> <p>Week 1</p> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 1 – The Foundations of Entrepreneurship • Chapter 2 – Inside the Entrepreneurial Mind: From Ideas to Reality <p>Assignment for Week 2:</p> <ul style="list-style-type: none"> • Read Chapter 3, Homework TBA <hr/> <p>Week 2</p> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 3 – Designing a Competitive Business Model and Building a Solid Strategic Plan <p>Assignment for Week 3:</p> <ul style="list-style-type: none"> • Read Chapter 3 & 4, Homework TBA <hr/> <p>Week 3</p> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 3 – Designing a Competitive Business Model and Building a Solid Strategic Plan • Chapter 4 – Conducting a Feasibility Analysis and Crafting a Winning Business Plan <p>Assignment for Week 4:</p> <ul style="list-style-type: none"> • Read Chapter 4, Homework TBA <hr/> <p>Week 4</p> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 4 – Conducting a Feasibility Analysis and Crafting a Winning Business Plan <p>Assignment for Week 5:</p> <ul style="list-style-type: none"> • Read Chapter 5 & 6, Homework TBA <hr/> <p>Week 5</p> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 5 – Forms of Ownership • Chapter 6 – Franchising and the Entrepreneur <p>Assignment for Week 6:</p> <ul style="list-style-type: none"> • Read Chapter 7 • Homework TBA <hr/> <p>Week 6</p> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 7 – Buying an Existing Business <p>Assignment for Week 7:</p> <ul style="list-style-type: none"> • Prepare for Exam 1, Read Chapter 8, Homework TBA <hr/> <p>Week 7</p> <p>Topics:</p> <ul style="list-style-type: none"> • Exam 1 – Chapters 1 – 7 • Chapter 8 – Building a Powerful Marketing Plan <p>Assignment for Week 8:</p> <ul style="list-style-type: none"> • Read Chapter 9, Homework TBA

	<p>Week 8</p> <p>Week 9</p> <p>Week 10</p> <p>Week 11</p> <p>Week 12</p> <p>Week 13</p> <p>Week 14</p> <p>Week 15</p> <p>Week 16</p>	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 8 – Building a Powerful Marketing Plan <p>Assignment for Week 9:</p> <ul style="list-style-type: none"> • Read Chapter 9, Homework TBA <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 8 – Building a Powerful Marketing Plan • Chapter 9 – E-Commerce and the Entrepreneur <p>Assignment for Week 10:</p> <ul style="list-style-type: none"> • Read Chapter 10, Homework TBA <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 10 – Pricing Strategies <p>Assignment for Week 11:</p> <ul style="list-style-type: none"> • Prepare presentation, Prepare for Exam, Homework TBA <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 10 – Pricing Strategies • Exam 2 – Chapters 6-10 <p>Assignment for Week 12:</p> <ul style="list-style-type: none"> • Read Chapter 11, Homework TBA <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 11 – Creating a Successful Financial Plan <p>Assignment for Week 13:</p> <ul style="list-style-type: none"> • Read Chapter 11 & 12, Homework TBA <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 11 – Creating a Successful Financial Plan • Chapter 12 – Managing Cash Flow <p>Assignment for Week 14:</p> <ul style="list-style-type: none"> • Read Chapter 12, Homework TBA <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Chapter 12 – Managing Cash Flow • Oral Presentations <p>Assignment for Week 15:</p> <ul style="list-style-type: none"> • Prepare presentation <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Oral Presentations • Review for final exam <p>Assignment for Week 16:</p> <ul style="list-style-type: none"> • Complete project, prepare for Final Exam <hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Final Exam • Course Project due
<p>Additional Information</p>	<p>This course serves as the initial and required course for all Certificate in Entrepreneurship courses. Students from all disciplines are welcome into the course since the course has been designed to meet the needs of all students, regardless of their field of study, or their knowledge of business.</p>	