

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		04-9a	Apr 11/23/04	Apr 21/05

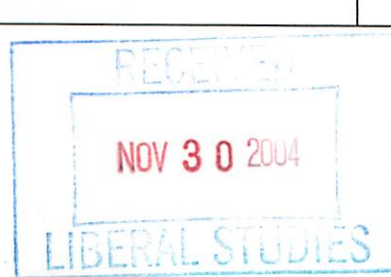
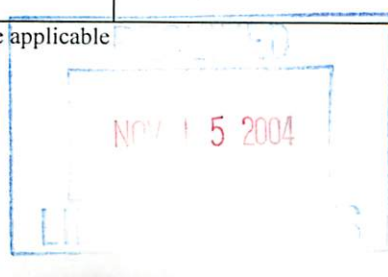
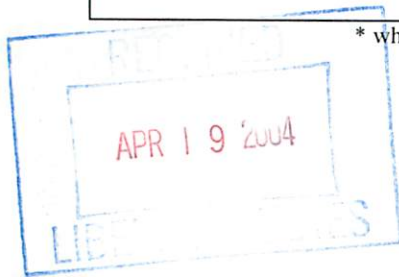
**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Joette Wisnieski	Email Address wisnie@iup.edu
Proposing Department/Unit Management	Phone 724-357-5912

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

<b>1. Course Proposals (check all that apply)</b>		
<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input checked="" type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change
MGMT 275 Introduction to Entrepreneurship		
<u>Current</u> Course prefix, number and full title		<u>Proposed</u> course prefix, number and full title, if changing
<b>2. Additional Course Designations: check if appropriate</b>		
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)	
<input type="checkbox"/> This course is also proposed as an Honors College Course.		
<b>3. Program Proposals</b>		
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> Program Revision
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track	<input type="checkbox"/> Other
<u>Current</u> program name		<u>Proposed</u> program name, if changing
<b>4. Approvals</b>		
		<b>Date</b>
Department Curriculum Committee Chair(s)	<i>Joette Wisnieski</i>	3-30-04
Department Chair(s)	<i>Pranata Bin</i>	3/30/04
College Curriculum Committee Chair	<i>Joette Wisnieski</i>	4-2-04
College Dean	<i>Renee C. Carr</i>	4/14/04
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
<b>Additional signatures as appropriate:</b>		
(include title)		
UWUCC Co-Chairs	<i>Gail Sechrest</i>	11-23-04

\* where applicable



## Part II. Description of the Curriculum Change

### 2. A summary of the proposed revisions.

The current prerequisites for this course read as follows:

**Prerequisites:** ACCT 201, ECON 121, sophomore status, only for nonmajors, permission by the department.

The department would like the prerequisites for this course to read as follows:

**Prerequisites:** sophomore status

The department also made a minor grammatical change in the objectives of the course.

### 3. Justification/rationale for the revision

This course has not been looked at for 10 years.

The faculty teaching this course feel that there is no need for the students to have taken ACCT 201 or ECON 121 before taking this course. All business majors will take these courses but given the content of the material covered in this course, they are not needed as prerequisites.

The change in the objectives was simply a grammatical change combining two sentences to help it read better.

Part III. Letters of support are included from economics and accounting.

## **Syllabus of Record**

### **I. Catalog Description**

MGMT 275 Introduction to Entrepreneurship	3 class hours 0 lab hours
Prerequisite: sophomore status	3 credit hours (3c-01-3cr)

Entrepreneurship is defined, common myths are discussed, and basic characteristics of entrepreneurs are identified and reviewed. Includes topics such as the psychology of entrepreneurship; economic and social aspects of entrepreneurship; history; techniques of purchasing a company; new venture initiation, and risk taking.

### **II. Course Objectives**

Students will be able to:

1. Understand important concepts of entrepreneurship and the environment in which entrepreneurs start new ventures.
2. Understand the development of creativity and innovation within the boundaries of an organization.
3. Understand the role marketing, strategy and finances play in new ventures.
4. Obtain the knowledge to assess the feasibility of new venture ideas and develop and prepare their own feasibility studies..
5. Explore contemporary issues in entrepreneurship including international startups, women entrepreneurs and ethical issues facing entrepreneurs.
6. Develop their written and oral communication skills and better their interpersonal skills.

### **III. Detailed Course Outline**

1. The Nature and Importance of Entrepreneurs (2 hours)
2. The Entrepreneurial and Entrepreneurial Mind (2 hours)
3. Case Study (1 hour)
4. Creativity and the Business Idea (3 hours)
5. The Business Plan (3 hours)
6. Quiz 1 (1 hour)
7. The Marketing Plan (3 hours)

8.	Case study	(1 hour)
9.	The Financial plan	(3 hours)
10.	Case Study	(1 hour)
11.	The Organization Plan	(2 hours)
12.	Sources of Capital	(3 hours)
13.	Informal Risk Capital	(2 hours)
14.	Quiz	(1 hour)
15.	Case Study	(1 hour)
16.	Legal Issues	(2 hours)
17.	Going Public	(2 hours)
18.	Entrepreneurial Strategy: Generating New Entries	(2 hours)
19.	Implications of Growth	(2 hours)
20.	Quiz	(1 hour)
21.	Ending the Venture	(2 hours)
22.	Case study	(1 hour)
23.	Presentations	(3 hours)

#### **IV. Evaluation Methods**

1. 25% Homework and class work. This will be based on materials discussed in class.
2. 20% Entrepreneur Interview: Students will interview an entrepreneur and prepare a written and oral report for class.
3. 20% Quizzes will consist of multiple choice and short answer. Four quizzes will be administered throughout the semester.
4. 35% Group project: Students will prepare a feasibility study on a new venture of their choice.

Grading Scale: A=90% or above; B:80-89%; C:70-79%; D: 60-69%; F=below 60.

**V. Course Attendance Policy:**

In accordance with University policy, individual faculty will denote an attendance policy on specific course syllabi.

**VI. Required Textbook:**

Hisrich, Peters, and Shepherd, Entrepreneurship, McGraw-Hill.

**VII. Special Resource Requirements.**

No special resource requirements.

**VIII. Bibliography**

Burmeister, Paul, What to present to Venture Capitalists, *Strategic Finance*, 2003

Drucker, Peter, Innovation and Entrepreneurship, 1985

Entrepreneurship Theory and Practice, (all issues)

Goldenberg, Jacob; Horowitz, Roni; Levav, Amnon; and David Mazursky, Finding Your Innovations Sweet Spot, *Harvard Business Review*, 2003

Journal of Small Business Strategies, (all issues)

Journal of Business Venturing, (all issues)

SmartStart Your Pennsylvania Business, PsiResearch/Oasis Press, 1998.

Stutely, Richard, The Definitive Business Plan, Prentice Hall, 2002

COURSE SYLLABUS

I. Catalog Description

ES 275 Introduction to Entrepreneurship 3 credits  
3 lecture hrs.

now MG 275

PREREQUISITES: Sophomore Standing  
Accounting I  
Economics I

Entrepreneurship is defined, common myths are discussed and characteristics of entrepreneurs are identified. Basic characteristics of entrepreneurs are reviewed. This course includes topics such as the psychology of entrepreneurship; economic and social aspects of entrepreneurship; history, techniques of purchasing a company; new venture initiation, and risk taking.

II. Course Objectives

- 1. Students will know the importance of the entrepreneurial role to society.
- 2. Students will demonstrate an understanding of the entrepreneurial activity.
- 3. Students will understand concepts that will provide a basis for further study.

III. Course Outline

- A. Introduction and Orientation (3 lectures)  
Small Business and its Role in Society and the Economy
- B. Entrepreneurs (4 lectures)  
Entrepreneurial Characteristics  
Entrepreneurial Skills. Philosophies and Barriers
- C. Introduction New Venture Concepts (9 lectures)  
Information Sources for New Venture Formation  
Venture Plans and Planning Theory  
Venture Plans and Feasibility Studies  
Market and Product Feasibility Analysis  
Franchising as a New Venture  
Banking relations and the Entrepreneur
- D. Introduction to Location Analysis and Demand Determination (2 lectures)

- 11
- E. Business Form and Organization Procedure (2 lectures)
    - 1. Basic types of organizations
    - 2. Execution of required forms for USA and PA
  
  - F. Introduction to Financial Requirements (8 lectures)
    - Developing Financial Requirement Estimates
    - Sources of New Venture Financing
    - Venture Capital Financing and Philosophy
    - Structuring the Financial Deal
  
  - G. Introduction to Taxation Planning (4 lectures)
    - Business Taxation and Tax Planning
    - Financial Control and Record Keeping
  
  - H. Role of Risk Management and Strategy (6 lectures)
    - Risk Management and Insurance
    - Pricing Strategy
    - Managerial Succession
  
  - I. Case Studies (4 lectures)

#### IV. EVALUATION METHODS

The final grade for this course will be determined as follows

50% Tests, Two objective tests (mid-term and final) consisting of multiple choice.

25% Case Studies, Three case studies as directed by the instructor.

25% Research paper. Each student will prepare a 8-10 page paper on a topic approved by the instructor. Paper will be due finals week and will be graded on content and mechanics.

#### V. Required Textbooks and Supplemental Material

Text:

Basic Small Business Management; Clifford M. Baumbach; Prentice Hall, 1983.

Supplemental Materials:

Small Business Administration printed materials

Guest Speakers:

Successful Small Business Owners

## COURSE ANALYSIS QUESTIONNAIRE

Section A: Details of the Course

- A1 This course will be required for those on the Entrepreneurship track within the Management major. This course will be an elective for all others. It is not intended for the liberal studies program.
- A2 No change is required by this course.
- A3 Traditional approach along with cases and guest lectures.
- A4 Yes. Students rated it highly.
- A5 No
- A6 No
- A7 Other national and regional institutions of higher learning offer similar courses.
- A8 Entrepreneurial activity and theory has developed into a major area of study. It is recommended by the Small Business Administration. It is not required by an accrediting agency.

Section B: Interdisciplinary Implications

- B1 One instructor
- B2 Subsequent in depth courses will be provided, however, this course can stand alone.
- B3 There is no overlap with courses offered by other departments. There should be no conflicts to resolve.
- B4 This course could be used in the School of Continuing Education or seats reserved for them.

## Section C:

- C1 Resources are presently adequate.
- C2 This course is not intended to be supported by a grant although such support may be available.
- C3 This course will be offered every semester.
- C4 One or two sections.
- C5 Each course will accommodate 15-25 students.
- C6 No.



C7 This course will be a curriculum requirement for all Entrepreneurship/  
Small Business majors. This will not affect free electives nor the  
typical 124 credit program.

Section D: Miscellaneous

**Joette Wisneski**

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**From:** Jerry Kline [gpkline@iup.edu]  
**Sent:** Wednesday, March 31, 2004 12:55 PM  
**To:** Joette Wisneski  
**Subject:** Letter of Approval

Joette,

After a review of the course revision for MGMT 275 and subsequent discussion regarding the rationale and as chair of the Accounting Department, I want to provide this email in support of the request to remove ACCT 201 as a prerequisite.

Jerry Kline  
Chair, Accounting Department  
421 Eberly

4/2/2004

**Joette Wisneski**

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**From:** Nicholas Karatjas [karatjas@iup.edu]  
**Sent:** Friday, March 26, 2004 2:45 PM  
**To:** Joette Wisneski  
**Subject:** Re:

The Department of Economics supports your intention to drop ECON 121 as a prerequisite for MGMT 275.

Nicholas Karatjas  
Chair, Department of Economics  
Indiana University of Pennsylvania

----- Original Message -----

**From:** Joette Wisneski  
**To:** Karatjas@iup.edu  
**Cc:** wisnie@iup.edu  
**Sent:** Friday, March 26, 2004 10:10 AM

I am the chair of the curriculum committee for the management department. The department has been reviewing some of our courses, in particular, MGMT 275. This currently has a prerequisite of ACCT 201 and ECON 121 along with sophomore status. After considerable discussion, it was decided by the department that sophomore status should be sufficient as the courses mentioned are required anyway, therefore this is to inform you that we are dropping ECON 121 as a prerequisite. We believe the stringent control the college of business has put in place makes this course as a prerequisite superfluous. If you could send me an email supporting this, I would appreciate it.

Joette Wisneski