

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Jim Kucher	Phone: 410-837-5060
DEPARTMENT / DIVISION: <i>Marketing and Entrepreneurship</i>		
SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 below and program name OR course name, code, & number as applicable):		
6, 7, 20 <i>Revise description, prereqs, add lab fee: ENTR 450 Entrepreneurial Organization, Planning & Implementation BSBA</i>		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

Box 1: TYPE OF ACTION	ADD(NEW) <input type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION	Non-Credit <input type="checkbox"/>	Undergraduate <input checked="" type="checkbox"/>	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	N, O, P	a, c, e	AC
	2. Course Title	N, O		ACD
	3. Course Credits	N, O, (P)		ACD
	4. Course Number	N, O		ACD
	5. Course Level	N, O		ACD
X	6. Pre & Co-Requisite	N, O		ACD
X	7. Course Description	N, O, P		ABCDEF
	8. New Course	N, O, P		ABCDEF
	9. Deactivate a Course	N, O		ACDEF
	10. Program Requirements	N, O	(b, c, d, e)	ACDEF
	11a. UG Specialization (24 credits or less)	N, O	a, b, c, d, e	ACDEF
	11b. Masters Specialization (12 credits or less)	N, O	a, b, c, d, e	ACDEF
	11c. Doctoral Specialization (18 credits or less)	N, O	a, b, e	ACDEF
	12. Minor (add or delete)	N, O	a, b, c, d, e	ACDEF
	13. Closed Site Program	N, O	e	ACDEIL
	14. Program Suspension	N, O, S	a, e	ACDEFGIJL
	15. Program Reactivation	N, O		
	16a. Certificate Program (ug/g) exclusively within existing degree program	N, O	a, c, e	ACDEFJIM
	16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	N, O, Q, R, S	a, c, e	ACDEFIKM
	17. Off-Campus Delivery of Existing Program	N, O, S	a, b, c, e	ACDEJM
	18a. UG Concentration (exceeds 24 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18b. Masters Concentration (exceeds 12 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18c. Doctoral Concentration (exceeds 18 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	19. Program Title Change	N, O, S	a, c, d, e	ACDEFGIKM
	20. Program Termination ²	N, O, S	d, e	ACDEFGIKM
	21. New Degree Program ³	N, O, Q, R, S	a, c, d, e	ACDEFGIKM
X	22. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)			
X	N. This Cover Sheet	Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal	R. Financial Tables (MHEC)	
X	P. Course Definition Document	S. Other documents as may be required by MHEC/ USM. See http://www.ubalt.edu/downloads/program_approval_Grid_8-3-09.docx	

¹ Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.

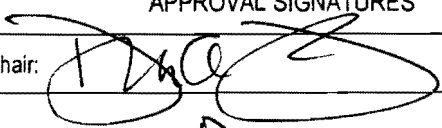
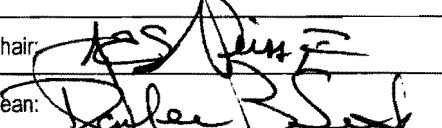
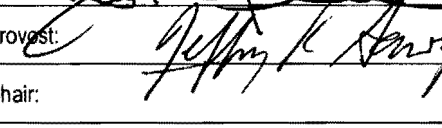
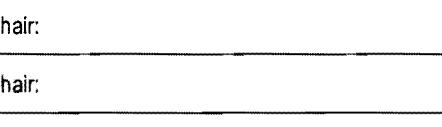
² See USM Policy on the Review and Abolition of Academic Programs (<http://www.usmd.edu/regents/bylaws/SectionIII/III702.html>) for list of information that must be provided for this action.

³ Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Jim Kucher	Phone: 410-837-5060
DEPARTMENT / DIVISION: <i>Marketing and Entrepreneurship</i>		
SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 and program name OR course name, code, & number as applicable):		
6, 7, 20 <i>Revise description, prereqs, add lab fee: ENTR 450 Entrepreneurial Organization, Planning & Implementation BSBA</i>		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	2/4/10
B. General Education (as required for #7, #8)		
C. Final faculty review body within each School	Chair: 	2/4/10.
D. College Dean	Dean: 	2/4/10
E. Provost and Senior Vice President for Academic Affairs	Provost: 	3/8/10
F. Curriculum Review Committee (UFS subcommittee)	Chair:	
G. University Faculty Senate (UFS option)	Chair:	
H. University Council ⁴	Chair:	
I. President	President:	
J. Board of Regents – notification only		
K. Board of Regents – approval		
L. MHEC – notification only		
M. MHEC – approval		
N. Middle States Association notification	Required only if the mission of the University is changed by the action	

⁴ University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: J. Howard Kucher	Phone: 410-837-5060
DEPARTMENT / DIVISION: Department of Management and Marketing		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
6, 7, 20 <i>Revise description, prereqs, add lab fee: ENTR 450 Entrepreneurial Organization, Planning & Implementation BSBA</i>		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input type="checkbox"/> Spring <input checked="" type="checkbox"/> Year: 2010		

O-1: Briefly describe what is being requested:

ENTR 450 Entrepreneurial Organization, Planning & Implementation (3):

- Change Description and prerequisite:

ENTR 450 Entrepreneurial Organization, Planning & Implementation (3) The capstone course of the specialization in entrepreneurship. Students apply knowledge and experience gained in prior courses to develop and implement a new venture. Outside entrepreneurs bring real-world problems to class and students participate in field experiences. Emphasis is placed on creating and continuously enhancing an overall management system to guide the entrepreneurial venture as it grows. Prerequisite: ENTR 300 and ENTR 320.

- Add lab fee: \$50

For new courses or changes in existing courses (needed by Registrar)

OLD Title: <i>Entrepreneurial Organization, Planning & Implementation</i>	Course # / HEGIS Code: ENTR 450	Credits: 3
NEW Title: <i>Entrepreneurial Organization, Planning & Implementation</i>	Course # / HEGIS Code: : ENTR 450	Credits: 3

O-2: Set forth the rationale for the proposal:

The objective of this course is to teach students to apply the skills you have learned in the functional areas toward the goal of starting a new venture. Drawing on the required prerequisites, students learn to identify, conceptualize, plan, finance, launch, manage and harvest a new venture. In addition, the concept of intrapreneurship (the application of entrepreneurial methods of management to established organizations) will also be discussed. Class discussion, readings, case studies, guest speakers, interviews with entrepreneurs, and the course project and judges' evaluations are the learning tools. The project is developed throughout the course and involves the creation and defense of a formal business plan based on an opportunity selected and vetted by you with input from faculty and members of the business community. This is the capstone course of the entrepreneurship specialization.

A \$50 lab fee will be used to cover support of the Entrepreneurship Opportunity Center services provided for activities in the course.

University of Baltimore

DOCUMENT P: Required Format for Course Definition Document

See Course and Program Development Policy and Procedures for Instructions

Include items one through 17 or 18 in your course definition using as much space as needed.

1. Date Prepared: February 1, 2010
2. Prepared by: J. Howard Kucher
3. Department/Division: Marketing and Entrepreneurship
4. Course Number(s), including HEGIS code(s): ENTR 450
5. Course Title: Entrepreneurial Organization, Planning and Implementation
6. Credit Hours: 3
7. Catalog Description: The capstone course of the specialization in entrepreneurship. Students apply knowledge and experience gained in prior courses to develop and implement a new venture. Outside entrepreneurs bring real-world problems to class and students participate in field experiences. Emphasis is placed on creating and continuously enhancing an overall management system to guide the entrepreneurial venture as it grows.
8. Prerequisites: ENTR 300 and ENTR 320
9. Course Purpose: Required for Entrepreneurship Specialization BSBA, Elective others
10. General Education area: NA
11. Course Type / Component: Lecture
12. Faculty qualified to teach the course: Jim Kucher, Marketing faculty
13. Content Outline: (Syllabus Attached)
14. Learning Objectives (Syllabus Attached)
15. Assessment Strategies: (Syllabus Attached)
16. Suggested Text(s) and Materials: (Syllabus Attached)
17. Suggested class size: 20-25
18. Lab Fees: \$50

ENTR 450

Entrepreneurial Organization, Planning and Implementation

The capstone course of the specialization in entrepreneurship. Students apply knowledge and experience gained in prior courses to develop and implement a new venture. Outside entrepreneurs bring real-world problems to class and students participate in field experiences. Emphasis is placed on creating and continuously enhancing an overall management system to guide the entrepreneurial venture as it grows.

Prerequisites: ENTR 300 and 320

Course Objectives

The objective of this course is to teach you to apply the skills you have learned in the functional areas toward the goal of starting a new venture. Drawing on the required prerequisites, you will learn to identify, conceptualize, plan, finance, launch, manage and harvest a new venture. In addition, the concept of intrapreneurship (the application of entrepreneurial methods of management to established organizations) will also be discussed. Class discussion, readings, case studies, guest speakers, interviews with entrepreneurs, and the course project and judges' evaluations are the learning tools. Your project is developed throughout this course and involves the creation and defense of a formal business plan based on an opportunity selected and vetted by you with input from faculty and members of the business community.

Your venture can be: 1) a startup based upon your own idea; 2) a corporate "new venture" project or product within an existing corporation; 3) a buy-out of an existing business; 4) a spin-off from an existing corporation; 5) a business and operational plan for a non-profit organization or public services agency; or 6) a strategic plan for an existing family business you plan to join.

This should be a *practical* experience for you. Students will be provided with guidance on contacting and developing mentor relationships with individuals with the proper expertise, e.g., to determine the cost of capital and collateral requirements for a loan, speak to a venture capital firm or a bank; to determine the cost of a specific piece of equipment, speak to an equipment supplier; to determine the feasibility of market entry, visit competing businesses, etc. Students will collect, analyze and apply both primary and secondary sources of data, particularly for the marketing section of your business plan.

ENTR 450

Entrepreneurial Organization, Planning and Implementation

Text

Timmons, Jeffrey A. - *New Venture Creation: Entrepreneurship for the 21st Century* 8th ed., McGraw Hill Higher Education; ISBN-10: 0071276327

Course Requirements & Grading

This course contains one project and one grade only. Each student will develop and defend a business plan in front of a panel of investors, entrepreneurs and business leaders.

THIS PLAN CONSISTS OF 100% OF YOUR GRADE AND IS PASS/FAIL ONLY.

Each student will give a 2-3 minute “elevator pitch” of their project on the first day of class. Faculty and business coaches will evaluate the projects and confirm the validation of the market opportunity and the appropriateness of the proposed solution. Students with approved projects will be allowed to move forward into the course. Students with projects which are not approved will continue to work on alternate concepts and models, resolve issues in the proposed project, devise an alternate project or withdraw from the course.

Sections of the plan will be developed and presented throughout the semester. Students will also receive several opportunities to practice their presentation.

Each student will be given the names of two to three industry experts who have agreed to serve as advisors. These experts will be successful builders of new ventures in the industry in which the student is working. **IT IS THE STUDENT’S RESPONSIBILITY TO CONTACT THE INDUSTRY EXPERT AND SECURE THEIR WRITTEN COMMITMENT TO COACH THE STUDENT.** Treat these experts with every professional courtesy; they are your first investors – investing their time, commitment, and expertise to the success of your venture. They will work with you on all aspects of your business plan development throughout the semester, but it will be up to you to effectively integrate these elements into your specific business plan, as well as to identify and resolve concerns, questions, and suggestions for further research. Please make every effort to avail yourself of their expertise and input.

ENTR 450

Entrepreneurial Organization, Planning and Implementation

Course Outline & Schedule

Week #	Topic	Assignments	Activities
1	The Mind of the Entrepreneur	Timmons ch 1 & 2	Initial Pitch
2	Entrepreneurship as a process	Timmons ch 3	
3	Screening Opportunities	Timmons Chs 4-6	
4	Opportunity Validation		Opportunity Analysis due – 2 nd pitch
5	The Plan	Timmons ch 8	Industry Expert Commitment letters due.
6	The Team	Timmons ch 9 & 10	
7	Resource requirements	Timmons Ch 11	
8	Financing	Timmons ch 12 -14	Capitalization plan dues – 3 rd pitch
9	Term sheets and loan documents	Timmons ch 15-16	
10	Agility and Adaptation	Timmons ch 17	
11	Unique Situations – Family Business and Social Entrepreneurship	Timmons ch 7 & 18	
12	Exit Strategies	Timmons ch 19	Growth and Harvest plan due – 4 th pitch
13	Dress rehearsal 1		Full Plan draft due
14	Dress rehearsal 2		Revised Plan due
15	Venture Pitch		