

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: J. Howard Kucher	Phone: 410-837-5060
DEPARTMENT / DIVISION: Management and Marketing		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): Change Course Title – Principles of Entrepreneurship - ENTR 300 – B.S. in Business Administration		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input type="checkbox"/> Spring <input checked="" type="checkbox"/> Year: 2007		

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)
<input type="checkbox"/>	1. Experimental Course ¹	NOP	a, c, e	AC
<input type="checkbox"/>	2. Course Title	NO		ABCD
<input checked="" type="checkbox"/>	3. Course Credits	NO		ABCD
<input type="checkbox"/>	4. Course Number	NO		ABCD
<input type="checkbox"/>	5. Course Level	NO		ABCD
<input type="checkbox"/>	6. Pre & Co-Requisite	NO		ABCD
<input checked="" type="checkbox"/>	7. Course Description	NOP		ABCDE F
<input type="checkbox"/>	8. New Course	NOP		ABCDEF
<input type="checkbox"/>	9. Deactivate a Course	NO		ABCDEF
<input type="checkbox"/>	10. Program Requirements	NO	b, c, d, e	ABCDEF
<input type="checkbox"/>	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
<input type="checkbox"/>	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
<input type="checkbox"/>	12. Closed Site Program	NOT	e	ABCDHIK
<input type="checkbox"/>	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
<input type="checkbox"/>	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
<input type="checkbox"/>	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
<input type="checkbox"/>	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDEFHIL
<input type="checkbox"/>	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
<input type="checkbox"/>	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
<input type="checkbox"/>	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
<input type="checkbox"/>	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFGHJL
<input type="checkbox"/>	18. Program Termination	NO, 10	d, e	ABCDEFGHIK
<input type="checkbox"/>	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFGHJL
<input type="checkbox"/>	20. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)					
<input checked="" type="checkbox"/>	N. This Cover Sheet	<input type="checkbox"/>	Q. Full 5-page MHEC Proposal	<input type="checkbox"/>	T. Other
<input checked="" type="checkbox"/>	O. Summary Proposal	<input type="checkbox"/>	R. Financial Tables (MHEC)	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	P. Course Definition Document	<input type="checkbox"/>	S. Contract	<input type="checkbox"/>	

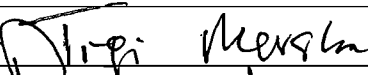

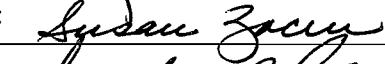

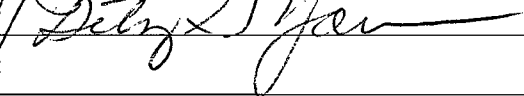
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before 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.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

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"/>
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):
Change Course Title and Course Number – Principles of Entrepreneurship - ENTR 300 – B.S. in Business Administration

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. 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.

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: 	12/6/07
B. Final faculty review body within each School	Chair: 	12/7/07
C. College Dean	Dean: 	12/10/07
D. Provost and Senior Vice President for Academic Affairs	Provost: 	1/9/08
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	1/8/08
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

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: Management and Marketing		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
Change Course Title – Principles of Entrepreneurship - ENTR 300 – B.S. in Business Administration		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input type="checkbox"/> Spring <input checked="" type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:
 Change Course Title from Principles of Entrepreneurship to The Entrepreneurial Experience

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

OLD Title: Principles of Entrepreneurship	Course # / HEGIS Code: no change	Credits: 3
NEW Title: The Entrepreneurial Experience	Course # / HEGIS Code:	Credits: 3

O-2: Set forth the rationale for the proposal:
 The change in course title is proposed to better reflect the survey nature of the course. It is also intended to appeal to students who may be looking for interdisciplinary opportunities.

The course description and syllabus are substantially unchanged.

The proposed syllabus is attached as document P.

Document P: Required Format for Course Definition Document

1. Date Prepared 10/1/07
2. Prepared by J. H. Kucher
3. Department - Management and Marketing
4. Course Number(s), including HEGIS code(s) ENTR 300
5. Course Title The Entrepreneurial Experience
6. Credit Hours 3
7. Catalog Description - The entrepreneurial process considered as a paradigm, tracing the process and highlighting its practical applications. Special emphasis on the creation and initial growth phases of new ventures, with discussion of related ethical, international and legal issues. Local entrepreneurs serve as guest speakers. Open to all students, this course functions as a survey course as well as the first in the specialization in entrepreneurship sequence.
8. Prerequisites - None
9. Faculty qualified to teach course – Mersha, Milbourn , Randolph, Zacur, Laric, Lynagh, Pitta, Smith, Sriram, Kucher, Weiss
10. Course Type / Component (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, seminar, supervision, thesis research, workshop) This course will utilize a combination of teaching components including lecture, discussion, field study, laboratory and workshop.
11. Suggested approximate class size 25-30
12. Content Outline
 - The course will use the development of a business plan as the focal point.
 - The class will self select into groups of no more than 5 and no less than 3. Groups will develop a business plan, piece by piece.
 - Each group will choose a business concept. Text and other resources are used to confirm that the idea is viable. The business plan should not only talk about why the idea is worthy, but also illustrate what methods were used to validate the idea and the business model. In other words, the student must provide documented proof of the existence of a market, the competitive advantage, and other support for the idea.
 - Each group will make three (3) ‘presentations’ and write three (3) papers that will serve as the building blocks for a final paper:
 - The Industry & the Idea
 - Marketing & Organizational Plan
 - Assessment of Risk & Financial Plan
 - Each team will also provide a short written evaluation of the plans presented by the other teams in the class.

13. Learning Goals -By the end of the class the student should be able to:
- Evaluate the necessary qualities and characteristics of the successful entrepreneurial profile.
 - Recognize and determine the steps necessary to open and operate a small business enterprise.
 - Critique the basic forms of small business ownership.
 - Identify the marketing, financial, leadership and other competencies needed by an entrepreneur.
 - Use information, projections, logic and critical thinking to recognize an opportunity and solve small business problems in a multicultural, ethical and legal environment.
 - Develop a Rudimentary Business Plan.
 - Plan for Management Succession

14. Assessment Strategies
- | | |
|---|-----|
| a. Business Plan (three papers) and revisions | 60% |
| b. Three (3) comments papers | 30% |
| c. Weekly participation | 10% |

15. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc.)

Start Your Own Business (3rd edition), Rieva Lesonsky
ISBN: 1-891984-21-7, Entrepreneur Press

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It, Michael E. Gerber, ISBN: 0887307280, Collins; Updated edition (April 12, 1995)