

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: Economics, Finance and Management Science		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
New Course: ENTR 460 Social Enterprise 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 checked="" type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input 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	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCD
X	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	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
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDEFHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
	20. 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. Contract	

- 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)

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New Course: ENTR 460 Social Enterprise 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: <i>Deborah Ford</i>	<i>10/31/06</i>
B. Final faculty review body within each School	Chair: <i>Auty for Joel Morse</i>	<i>10/31/06</i>
C. College Dean	Dean: <i>Susan Zaccu</i>	<i>10/31/06</i>
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Linda Randall</i>	<i>11/1/06</i>
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Michele Gilligan</i>	<i>11/7/06</i>
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

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DEPARTMENT / DIVISION: Economics, Finance and Management Science		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
New Course: ENTR 460 Social Enterprise 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:		
<p>Approval of a new course, ENTR 460 Social Enterprise, for the B.S. in Business Administration.</p> <p>This is a conversion of a course that has been offered multiple times as an ENTR 497 Special Topics in Entrepreneurship course.</p>		
For new courses or changes in existing courses (needed by Registrar)		
OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Social Enterprise	Course # / HEGIS Code: ENTR 460	Credits: 3

O-2: Set forth the rationale for the proposal:
<p>This course has been taught for two years as an experimental course as a Special Topics course, ENTR 497. The experiment has been successful and MSB is now developing plans to further integrate this program into the fabric of the university. Sufficient demand for a regular offering of this course exists, and it is requested that it be moved into the permanent course catalogue. This course would serve as an elective in the entrepreneurship specialization.</p>

Document P: Required Format for Course Definition Document

1. Date Prepared
 - a. 10/11/06
2. Prepared by
 - a. J. Howard Kucher
3. Department
 - a. Economics, Finance and Management Science
4. Course Number(s), including HEGIS code(s)
 - a. ENTR 460
5. Course Title
 - a. Social Enterprise
6. Credit Hours
 - a. 3
7. Catalog Description
 - a. Successful nonprofit organizations are constantly challenged to expand their impact, be socially responsible, fiscally accountable, and find new sources of revenue. In response, more and more organizations are discovering innovative ways to generate both financial and social returns on their investments. Over this semester, students and selected nonprofits will learn about successful ventures and engage in lectures and hands-on work to: determine the feasibility of entrepreneurial ideas; recognize and overcome financial obstacles; convert social venture ideas into reality
8. Prerequisites
 - a. ENTR 320 & ENTR 430
9. Faculty qualified to teach course
 - a. John C. Weiss, III
10. Course Type / Component
 - a. discussion, field studies, laboratory & seminar
11. Suggested approximate class size
 - a. 20
12. Content Outline
 - a. Background: In a 2002 study commissioned by the Forbes Funds of Pittsburg, several promising practices for successful enterprises were identified, including:
 - i. Committed and entrepreneurial leadership and supporters
 - ii. Pre-assessment of existing infrastructure and organizational culture
 - iii. An organized process for assessing and selecting venture opportunities
 - iv. Wide-ranging effort to investigate an idea's potential, including preliminary feasibility study, financial assessment, and market analysis
 - v. A comprehensive planning effort, including the creation of a working business plan

- b. This course will guide the students and nonprofit organizations through this rigorous process. The curriculum is designed to help teams explore ways to diversify revenue sources, improve efficiency, and add capacity. We will investigate and assess each organization's own innovative ideas in the area of social enterprise. The class will focus on various facets of research, evaluation, and analysis and will culminate with the presentation of a skeleton business plan by each organization's team.
- c. The University's commitment to Baltimore, specifically its role as an actively engaged urban university, is articulated in its recently adopted strategic plan which sets a goal of: "Developing cooperative programs and community-focused education that take advantage of Baltimore's potential as an educational incubator." It further states that the University will "Contribute to the Baltimore renaissance by becoming a valuable resource for urban research and education ..."
- d. Schedule by class session:
 - i. Introduction, overview, team assignments
 - ii. Introduction of nonprofit organizations; Venture Development
 - iii. Market Research at UB's Langsdale Library, Venture Forth, Chp. 2
 - iv. Team site visits, no class at UB
 - v. Venture Forth, Chp. 3, Testing Feasibility, idea audit
 - vi. Team business plan "idea" presentations (3 minutes); business plans
 - vii. Tipping Point report due; Financial Analysis
 - viii. Team site visits
 - ix. Market Assessment: Who Buys, Why Do They Buy, How Much Will They Pay?
 - x. Team business plan "progress" presentations (5 minutes); building proformas
 - xi. The Cathedral Within report due;
 - xii. Writing a business plan: organization, structure, etc.
 - xiii. Team site visits
 - xiv. Dress rehearsals
 - xv. Final presentations (12 minutes)

13. Learning Goals

- a. Course Objective: Profits for Nonprofits: An Oxymoron? Successful nonprofit organizations are constantly challenged to expand their impact, be socially responsible, fiscally accountable, and find new sources of revenue. In response, more and more organizations are discovering innovative ways to generate both financial and social returns on their investments. Over this semester, students and selected nonprofits will learn about successful ventures and engage in lectures and hands-on work to:
 - i. Determine the feasibility of entrepreneurial ideas
 - ii. Recognize and overcome financial obstacles
 - iii. Covert social venture ideas into reality

14. Assessment Strategies
 - a. Grading:
 - i. Presentations (all participate) - 10%
 - ii. Business plan - 25%
 - iii. Write-ups of reading assignments - 35%
 - iv. Write-ups of guest lecturers - 10%
 - v. Class participation and attendance - 10%
 - vi. Peer evaluation (mandatory) - 5%
 - vii. Nonprofit's evaluation - 5%
15. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc.)
 - a. Texts and Readings:
 - i. The Tipping Point by Malcolm Gladwell
 - ii. The Cathedral Within by Bill Shore
 - iii. Venture Forth! by Rolfe Larson
 - iv. Other: Selected readings and handouts, news media, business press, websites, etc.