

Curriculum Proposal Signature Sheet

BUAD 382: Business Foundations for Entrepreneurs

TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Management + Marketing
SPONSORING DEPARTMENT(S)

Review and Approval Nov. 2, 2010
DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Sunsell Nov. 2, 2010

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review

- Proposal: Complete
 Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Additional preliminary comments below

Dean's Signature/Date

[Signature]

CAS CPS SOM GRAD DHC

Preliminary FSCC Disposition:

- Committee recommends approval (*new program proposals require a Recommendation from the full Senate*)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

<u>WPC Chair</u> Department	<u>[Signature]</u> Signature	<u>2 Nov 2010</u> Date
<u>Minor Coordinator</u> Department	<u>[Signature]</u> Signature	<u>11/2/2010</u> Date
_____ Department	_____ Signature	_____ Date

New Course (The Companion Course for Business Majors is Included at End)

Course Title: Business Foundations for Entrepreneurs

Course Number: BUAD 382

Date Of Initial Offering: Spring 2012

	<i>Semester</i>	<i>year</i>
Rationale for Course level	This course prepares the non-business major with basic business concepts needed to successfully complete the balance of the entrepreneurship minor. The student will take this course during the Spring Semester of the Junior Year.	

Credit Hours: **3 credits** Format: Other - Varied: Lecture; Computer-based assignments, Case studies

Frequency: **ANNUALLY**

Prerequisites: **MGT 380 (this course is for Non-Business Majors only)**

Rationale for Pre-requisites (if pre-requisites are listed)	The student must have a basic knowledge of entrepreneurial concepts from MGT 380. This course builds upon those concepts.
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Catalog Description (50 word maximum)	The non-business major will learn and apply basic business concepts needed by the entrepreneur. This will include concepts in financial accounting, managerial accounting, finance, management, and business law.
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Similar Courses being offered at the University	None
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Discuss Extent of overlap with existing courses	BUAD 382 for non-business major and the companion BUAD 383 for business majors were designed so that there would be no overlap with several foundation courses that business majors take.
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Proposed Course Syllabus

BUAD 382 – Business Foundations for Entrepreneurs (3 credits)

Time: Three times per week (mandatory)

Instructors: To Be Determined

Prerequisite: MGT 380; For Non-Business Majors Only

Course Description:

This course will cover basic business and legal concepts that entrepreneurs must understand. Basic concepts in financial and managerial accounting, as well as in finance and management will be addressed and applied. The course will also include a business law module. This course has been designed for students who are not majoring in business.

Text: Customized Course Pack of Various Topical Chapters including Financial Accounting, Managerial Accounting, Finance, Management, Business Law chapter(s) and related assigned Cases

Software: Peachtree or Quickbooks Accounting Software

Course Objectives and Related Goals:

Objective 1: To understand the basic business theories and skills needed by an entrepreneur. (Kania School of Management Learning Goal 5: Each student will be able to apply functional area concepts and theories appropriately.)

Objective 2: To synthesize business concepts in order to evaluate specific business situations (Kania School of Management Learning Goal 4: Each student will be able to appreciate the importance of integrating business processes across functional areas.)

Both course objectives apply to each week's work outlined in the schedule below.

Evaluation Method:

Financial Management Exam	20 %
Managerial Management Exam	20 %
Business Law Exam	20 %
Business Case Evaluations	20 %
Accounting Software Exercises	20 %

**This course BUAD 382 (for non-business majors) meets on MWFs
BUAD 383 students (for business majors) joins BUAD 382 on Fs only**

Schedule:

Week 1	Financial Accounting
MW	Understanding Financial Statements
F	Harvard Business Publishing Case: Biovail Corporation – Revenue Recognition
Week 2	Financial Accounting
MW	The Information-Processing Cycle
F	Peachtree or Quickbooks software exercise
Week 3	Financial Accounting
MW	Accrual Accounting
F	Peachtree or Quickbooks software exercise
Week 4	Financial Accounting
MW	Internal Controls & Cash Management
F	Peachtree or Quickbooks software exercise
Week 5	Finance
MW	Time Value of Money (Present Value, Compounding, Internal Rate of Return)
F	Harvard Business Publishing Finance Case: NetFlix.com, Inc.
Week 6	Managerial Accounting
MW	Product or Service Costing/Pricing
F	Harvard Business Publishing Accounting Case: Flash Memory, Inc.
Week 7	Managerial Accounting
MW	Incremental Analysis & Profit Planning (including Cost-Volume-Profit Analysis)
F	Peachtree, Quickbooks or Excel software exercise
Week 8	Managerial Accounting
MW	Budgeting & Variance Analysis
F	Peachtree, Quickbooks or Excel software exercise
Week 9	Managerial Accounting/Finance
MW	Performance Evaluation (including financial ratio analysis & balanced scorecard)
F	Harvard Business Publishing: Mansson Private Label, Inc. – Evaluation of An Investment In Expansion
Week 10	Managing Operations
MW	Quality; Supply Chain Management; Lean Manufacturing
F	Instructor Developed Application Exercise

Schedule (Continued)

Week 11	Business Law
MW	Contract Law and Leases
F	Harvard Business Publishing: Law & Legal Reasoning – An Introduction
Week 12	Business Law
MW	Legal Organizational Forms
F	Harvard Business Publishing: Urban Decay – A Great Idea
Week 13	Business Law
MW	Insurance and Operational Liabilities
F	Harvard Business Publishing: Enterprise Culture in Chinese History – Zhang Jian and the Dasheng Cotton Mills
Week 14	Business Law
MW	Intellectual Property, Cyberlaw, and eCommerce
F	Harvard Business Publishing: Rx Depot – Importing Drugs from Canada

In order to receive appropriate accommodations, **students with disabilities must register with the Center for Teaching and Learning Excellence and provide relevant and current medical documentation.** Students should contact Mary Ellen Pichiarello (Extension 4039) or Jim Muniz (Extension 4218), 5th floor, St. Thomas Hall, for an appointment. For more information, see <http://www.scranton.edu/disabilities>.

Writing Center Services

The Writing Center focuses on helping students become better writers. Consultants will work one-on-one with students to discuss students' work and provide feedback at any stage of the writing process. Scheduling appointments early in the writing progress is encouraged.

To meet with a writing consultant, stop by during the Writing Center's regular hours of operation, call (570) 941-6147 to schedule an appointment, or complete the Writing Assistance Request Form online. You can also schedule an online appointment using Google Docs and Google Talk.

Student Learning Outcomes and Assessment Plan

The primary outcome is for the student to develop an entrepreneurial mindset in whatever career endeavors he or she pursues. The student learning outcomes are consistent with the Kania School of Management Assessment of Learning Goals. Specific student and Kania

School learning outcomes (goals) are listed with the course objectives at the beginning of this syllabus.

At the course level, assessment will also include internal assessment by the instructor using Kania School of Management approved rubrics measuring applicable goals (again, listed with the objectives at the beginning of this syllabus) and traits. Each course (and the minor as a whole) will include a “closing-the-loop” mechanism similar to that in place in the Kania School of Management which meets AACSB accreditation standards. This involves collection and analysis of course assessment data and the development of action items for improvement. (Assessment data is collected at the individual level, but analyzed at the course level.) The following year’s assessment will be reviewed for an indication of the success of the action plan.

All of the courses in the minor are tightly linked in pursuit of similar outcomes. At the program minor level, the number of students who win business plan competitions will be a measure of student outcomes. Also, the number of actual start-ups efforts will be assessed, as will input from internship sponsors.