

Curriculum Proposal Signature Sheet

BUAD 383: Applied 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 Review and Approval Nov. 2, 2010
SPONSORING DEPARTMENT(S) DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Sumrall 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: _____

<i>Additional Signatures</i>		
<u>UPC Chair</u> <small>Department</small>	<u>K Johnson</u> <small>Signature</small>	<u>2 NOV 2010</u> <small>Date</small>
<u>Minor Coordinator</u> <small>Department</small>	<u>Alan Brunagin</u> <small>Signature</small>	<u>11/2/2010</u> <small>Date</small>
<small>Department</small>	<small>Signature</small>	<small>Date</small>

New Course (Companion course for Non-Business Majors included above)

Course Title: Applied Business Foundations for Entrepreneurs

Course Number: BUAD 383

Date Of Initial Offering: Spring 2012

Semester year

Rationale for Course level

This course provides the business major with the opportunity to apply basic business concepts needed to successfully complete the balance of the entrepreneurship minor. This course builds upon knowledge that the business major has been exposed to in other business courses.

Credit Hours: **1 credits**

Format: Other - Varied: Lecture; Computer-based assignments; Case Study

Frequency: **ANNUALLY**

Prerequisites: **MGT 380, ACC 253 (or equivalent for accounting/finance majors), ACC 254 (or equivalent for accounting/finance majors), MGT 251, MGT 351, and Fin 351 (Concurrent)**

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.

Catalog Description (50 word maximum)

The business major will apply basic business concepts needed by the entrepreneur. This will include concepts previously learned in financial accounting, managerial accounting, finance, management, and business law.

Similar Courses being offered at the University

None

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.

Special Resources Required (e.g. library, equipment, materials/facilities)

Instructor-provided materials will be placed on reserve at the library

Characteristics (check any/all that apply):

Major: Required Elective
GE : submitted to CCC will be submitted to CCC _____ Area Free only
Date

REQUIRED UNDERGRADUATE COURSE WITHIN THE ENTREPRENEURSHIP MINOR

DOES NOT APPLY

- | | | |
|--|---|---|
| <input type="checkbox"/> Humanities (CA) | <input type="checkbox"/> S/B Sciences (S) | <input type="checkbox"/> Cultural Diversity (D) |
| <input type="checkbox"/> Humanities (CH) | <input type="checkbox"/> Natural Science (E) | <input type="checkbox"/> Writing Intensive(W) |
| <input type="checkbox"/> Humanities (CL) | <input type="checkbox"/> Theology/Phil (P) | |
| <input type="checkbox"/> Humanities (CF) | <input type="checkbox"/> Quantitative Reasoning (Q) | |

Interdisciplinary: **YES** Team Teaching: **YES (An accounting instructor and an Adjunct lawyer)**

Exclusively For Special Programs/Concentrations: **NO**

Home College: Kania School of Management

Required Attachments:

YES Syllabus with student learning objectives, assessment/evaluation mechanisms, and outline of topics

YES Description of readings and cases are included in the attached syllabus

YES Assessment/evaluation based course improvement mechanisms are included in the attached syllabus

Proposed Course Syllabus

BUAD 383 – Applied Business Foundations for Entrepreneurs (1 credit)

Time: One time per week (Fridays)

Prerequisite: For Kania School of Management Majors Only; MGT 308, ACC 253 (or equivalent for accounting/finance majors), ACC 254 (or equivalent for accounting/finance majors), MGT 251, MGT 351, and Fin 351 (Concurrent)

Course Description:

This course will apply basic business and legal concepts that entrepreneurs must understand. Basic concepts in financial and managerial accounting, as well as 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 majoring in business.

Text:

Customized publisher's course package including Financial Accounting, Managerial Accounting, Finance, Management, & Business Law chapter(s) and related assigned Cases

Software:

Peachtree or Quickbooks Accounting Software

Course Objective and Related Goal:

Objective 1: 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.)

The course objective applies to each week's assignments as outlined in the schedule below.

Evaluation Method:

Grading of weekly exercises

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

Schedule:

Week 1 F	Financial Accounting (Understanding Financial Statements) Harvard Business Publishing Case: Biovail Corporation – Revenue recognition
Week 2 F	Financial Accounting (The Information-Processing Cycle) Peachtree or Quickbooks software exercise
Week 3 F	Financial Accounting (Accrual Accounting) Peachtree or Quickbooks software exercise
Week 4 F	Financial Accounting (Internal Controls & Cash Management) Peachtree or Quickbooks software exercise
Week 5 F	Finance (Time Value of Money) Harvard Business Publishing Finance Case: NetFlix.com, Inc.
Week 6 F	Managerial Accounting (Product or Service Costing/Pricing) Harvard Business Publishing Accounting Case: Flash Memory, Inc.
Week 7 F	Managerial Accounting (Incremental Analysis & Profit Planning) Peachtree, Quickbooks or Excel software exercise
Week 8 F	Managerial Accounting (Budgeting & Variance Analysis) Peachtree, Quickbooks or Excel software exercise
Week 9 F	Managerial Accounting/Finance (Performance Evaluation/Financial Ratios) Harvard Business Publishing: Mansson Private Label, Inc. – Evaluation of an Investment In Expansion
Week 10 F	Managing Operations (Quality, Supply-Chain, & Lean Manufacturing) Integrative Exercise
Week 11 F	Business Law (Contract Law & Leases) Harvard Business Publishing: Law & Legal Reasoning – An Introduction
Week 12 F	Business Law (Legal Organizational Forms) Harvard Business Publishing: Urban Decay – A Great Idea
Week 13 F	Business Law (Insurance and Operational Liabilities) Harvard Business Publishing: Enterprise Culture in Chinese History – Zhang Jian and the Dasheng Cotton Mills
Week 14 F	Business Law (Intellectual Property, Cyberlaw, and eCommerce) 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.