

Revised Submission
Curriculum Proposal Signature Sheet

New KSOB minor in Entrepreneurship (changed in the Management & Marketing Department)
TITLE OF PROPOSAL

Type of Proposal

Program

Course

- | | |
|---|---|
| <input checked="" type="checkbox"/> New Minor including 7 new courses | <input type="checkbox"/> New |
| <input type="checkbox"/> Changes within Major | <input type="checkbox"/> Changes in Course taken only by Majors |
| <input type="checkbox"/> Changes within Cognate * | <input type="checkbox"/> Changes in Course required of Non-Majors* |
| <input type="checkbox"/> Changes in Minor or Track | <input type="checkbox"/> Changes in Course open to Non-Majors |
| <input type="checkbox"/> Changes in Concentration* | <input type="checkbox"/> Deletion of Course taken only by Majors |
| <input type="checkbox"/> Program Deletion | <input type="checkbox"/> Deletion of Course required of Non-Majors* |
| | <input type="checkbox"/> Deletion of Course open to Non-Majors |

Management & Marketing Review and Approval 1/4/2011
SPONSORING DEPARTMENT(S) DATE(S)

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

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

Dean's Preliminary Review Proposal: Complete
 Additional preliminary comments below Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Dean's Signature/Date Michael O. Mena
 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: Accounting department will delivery Accounting portions of BUAD 382 and BUAD 383.

Additional Signatures

ACCOUNTING Robin Lawrence, Chairperson 1-3-2011
Department Signature Date

Department Signature Date

Department Signature Date

Communications Express

Welcome Dr. Alan L. Brumagim Ph.D.

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Message 1 of 58 | N

brumagima1@scranton

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Subject **Re: Entrepreneurship Minor**

From "Dr. Robyn Lawrence Ph.D." <lawrencer1@scranton.edu>

Date Thursday, January 6, 2011 11:46 am

To "Dr. Alan L. Brumagim Ph.D." <brumagima1@scranton.edu>

Alan:

In light of the predicted snow storm, I would like to provide my agreement by e-mail and stand ready to supply a signature in person at a later date if needed.

As Chairperson of the Accounting Department, I agree that the Accounting Department supports the creation of the Entrepreneurship Minor (as already indicated by my signature on the approval forms for the Entrepreneurship Minor and BUAD 382/3) and agree that Ron Grambo is available to teach MGT 482 (Entrepreneurial Business Plan) as needed. My expectation is that initially there will be 1 section of MGT 482 offered per year.

Sincerely, Robyn Lawrence

KSOM CURRICULUM CHANGE ROUTING SHEET*

DESCRIPTION OF CURRICULUM CHANGE Revision 1 - New KSOM minor in

Entrepreneurship - After review of FSCC guidance/recommendations

"no additional" KSOM review is needed except GPA 3.0 minimum requirement
for department approval as signed by chair below and accounting department

APPROVED	DATE	SIGNATURE (Chair, Dean)	Routed to:	Date	BUAD 352/3 coverage approval
Department MGT	1-4-11	Debra H. Swindle, chair	GPA approved by dept. (required 3.0)		
UG or Grad Program Committee Acct. Dept.	1-3-11	Regyn Lawrence, chair			
KSOM Dean	1-3-11	Michael D. Moran			
Grad Dean					
Assoc. Dean					

This is in accordance with KSOM policy.

**Proposal of New Academic Programs
(Degree Program, Major, Minor or Concentration)**

Deadline for Submission to the Home Dean: October 27, 2010

Department(s) Management and Marketing

Contact Person Alan Brumagim x7480 Home 698-6767

Title of New **Minor** Entrepreneurship Undergrad Grad Both

First Offering of New Minor Fall 2011 (Semester/Year)

Total Required Credits 16-18 Degree MS Major Minor Concentration

List all required (including cognate and prerequisite) courses pertaining to the new program (in chronological order):

Course Prefix/ Number	Course Title	Year	Will the sponsoring dept(s) deliver the course?	
			Yes	No (specify dept.)
MGT 380	The Entrepreneurial Mindset	Junior	Yes	
MGT 381	Business Creativity, Feasibility, And Innovation	Junior	Yes	
BUAD 382	Business Foundations for Entrepreneurs (Non-Business Majors Only)	Junior	No	Accounting & Management/ Marketing (for Business Law)
BUAD 383	Applied Business Foundations for Entrepreneurs (Business Majors Only)	Junior	No	Accounting & Management/ Marketing (for Business Law)
MKT 481	Sustainable Entrepreneurial Marketing	Senior	Yes	
MGT 482	The Entrepreneurial Business Plan	Senior	No	Accounting or Management & Marketing
MGT 483	The Entrepreneurial Capstone Internship or Project	Senior	Yes	
	Note: MGT, MKT, BUAD, & Business Law are all within the Management & Marketing Dept.			

Date Minor and Related Courses were Submitted: _____

Proposal for Entrepreneurship Minor (KSOM – Management & Marketing Department)

Oversight: Management and Marketing Department (Alan Brumagim, Coordinator)

Analysis of Needed Resources: Six sections per year taught by KSOM faculty;
Two new adjunct instructor with an entrepreneurial background who are professionally qualified
according to AACSB accreditation standards; ALL RESOURCE NEEDS WILL BE HANDLED
THROUGH THE EXISTING KSOM BUDGET OR SPECIFICALLY DESIGNATED GIFTS
TO THE UNIVERSITY

Current library holdings: Adequate for this Minor

Laboratories, Equipment, Space: Not Applicable

Will the new minor have an impact on the core curriculum? No

Will the minor have any impact on another department? Instructors from other KSOM
departments teach in 2-3 sections annually

Will the minor have any impact on the University Community? No

ATTACHMENT 1 – EXECUTIVE SUMMARY OF KSOM ENTREPRENEURSHIP MINOR

This minor will provide interested students from across the University with the opportunity to learn about and engage in entrepreneurial activities. Several active entrepreneurs from the community and region will serve as resources for this minor. Their involvement will include, but not be limited to, serving as guest speakers, project mentors, and internship sponsors. The intent of this minor is to attract students who truly want to engage in entrepreneurial activities and to provide them with experiences to help enable them to be successful entrepreneurs. The Entrepreneurship minor is open to any student throughout the University who has earned a 3.0 GPA or above. A mass-email invitation will be sent to sophomores before they register for the fall term of their junior year notifying them of this minor. The student must apply for MGT 380; the first course of the minor.

One of the areas of focus within the minor is to prepare the student for entrepreneurial activity within the context of moral and ethical behavior as promulgated in the University's mission. Although this theme will flow through all of the courses, one course (MKT 482) will have a particular focus upon the social responsibility and environmental stewardship required from entrepreneurs.

The minor, while under the direction and housed within the KSOM Management and Marketing Department, will have a coordinator and a four-person advisory committee. The coordinator will strive to ensure that each student receives an integrated learning experience, both academic and experiential, which will prepare him or her for entrepreneurial pursuits. The advisory committee will be comprised of one person with a strong academic background in leadership, one with a strong academic background in entrepreneurship, and two active entrepreneurs or business people.

As the capstone experience, students either will be provided with a 150-hour internship with an active entrepreneur or will prepare a major research project. The goal is to have 100% placement in internships.

ATTACHMENT 2 – DESCRIPTION OF THE PROGRAM

Relationship to the University Mission and Kania School of Management Goals

The philosophy of this minor is completely in line with the University's mission. In fact, by its nature, it is clearly consistent with the Jesuit ideals of making a difference "in the world." This minor also aligns with all aspects of the Kania School of Managements Mission Statement. This minor is based upon academic learning, serving others, receiving mentoring, and achieving external experiences. There is a strong commitment for this minor within the Kania School.

The Kania School of Management's Goals include:

- 1. Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies.**

This minor will require an integrated experience of preparing written business point papers, personal reflection journals, entrepreneurial idea statements, and a comprehensive business plan. The student will also make a variety of formal and informal classroom and internship/project presentations.

- 2. Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.**

All of the courses in the minor are designed to help the student achieve goal number two, particularly with the use of case studies, guest speakers, and real-world activities. The second course in the minor, in particular, focuses upon creativity, feasibility, and innovation.

- 3. Each student will be sensitive to the ethical and justice ramifications of business activities.**

Entrepreneurs face pressures that students employed with established organizations rarely face (directly upon graduation). As such, it is important to provide the student with learning experiences that will help him or her confront ethical and justice-related decisions. MKT 481 (Sustainable Entrepreneurial Marketing) deals directly with these issues. Environmental stewardship is also included in this course.

4. **Each student will be able to appreciate the importance of integrating business processes across functional areas.**

Entrepreneurship, by its nature, depends upon an integrative understanding of business processes, as well as assessing risks and opportunities. The non-KSOM minor will take a course specifically designed to provide functional business knowledge within a contextual integrative framework. Basic fundamentals of entrepreneurial business law, marketing, operations management, management, financial accounting, managerial accounting, and finance will be provided within this minor. The KSOM student who has taken a variety of more in-depth functional courses will take a shorter course focusing exclusively upon integrating functional knowledge as it applies to entrepreneurial activities.

5. **Each student will be able to apply functional area concepts and theories appropriately.**

Entrepreneurs need not only to be able to integrate functional areas, but they need to have a basic understanding of such tasks as developing an appropriate marketing plan and understanding the financial implications of his or her business decisions. This is a common thread throughout the minor.

This minor clearly supports all of the Kania School of Management Goals.

Description of the New Curriculum for the Minor

Each student will take a sequence of six courses. For KSOM-students, one of the six courses will be a one-credit course, applying entrepreneurial issues building on topics covered in business courses that they have already taken. Non-business majors will take a three-credit course which will address the basic business knowledge needed by entrepreneurs. All other courses in the minor are three credits each. Below are the descriptions of each course in the order that they are proposed to be taken.

MGT 380 – The Entrepreneurial Mindset

(3 credits)

(Pre-requisites: Junior standing and approval of the coordinator of the minor. This course is limited to 20 seats and acceptance is based upon an application process. The application process consists of a short essay and an interview. Details are available from the Management and Marketing Department.)

This course will introduce the student to various entrepreneurial issues and utilize entrepreneur-based case studies. Several (3-4) outside entrepreneurs will come to this small class setting to present and discuss his or her entrepreneurial efforts, challenges, successes, and personal entrepreneurial philosophies. The major goal of this course is to engage and excite the student about entrepreneurship. The student will start to think about (and be mentored on) a specific entrepreneurial effort and learn basic project management techniques to help frame his or her entrepreneurial efforts. In order to provide suitable time for guest speakers this course will meet

no more often than twice a week. Analytical skills will be sharpened and the student will be exposed to the effects of both new technologies and macro-economic trends on the entrepreneur.

MGT 381 – Business Creativity, Feasibility, and Innovation (3 credits)
(Pre-requisite: MGT 380)

This course will start with theories, concepts, and techniques that will allow the student to demonstrate personal creativity. The next step in the course will be to help the student to sharpen and transform a creative idea into a possible business initiative. In effect, how can the creative idea become feasible? The course will be heavily exercise-based to allow the student to develop these skills. Formal self-assessment will provide the student with the opportunity to gain insights into the strengths and challenges facing him or her as a potential entrepreneur. Models, such as IDEO's efforts to institutionalize creativity, will be examined. Several case studies will be used. Analytical skills will be sharpened.

Either BUAD 382 or BUAD 383, but not both, will be taken depending upon the student's major.

BUAD 382 – Business Foundations for Entrepreneurs (3 credits)
(Pre-requisite: MGT 380; For Non-Business Majors Only)

The **non-business major** taking the entrepreneurship minor will learn and apply basic finance, accounting, operations management, management, and business law concepts. The non-major will also learn and apply these business concepts specifically to the needs of the entrepreneur. Various ways to fund an entrepreneurial effort will be explicitly covered. Analytical skills and quantitative techniques will be sharpened.

BUAD 383 – Applied Business Foundations for Entrepreneurs (1 credit)
(Pre-requisite: For Kania School of Management Majors Only; 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))

The **business major** will apply finance, accounting, management, and business law concepts specifically relevant to the entrepreneur. This course will build upon the pre-requisite courses, but will emphasize the entrepreneur's needs not addressed in the prerequisite courses. This is an integrative course, addressing various functional areas of business. Various ways to fund an entrepreneurial effort will be explicitly covered. Analytical skills and quantitative techniques will be sharpened.

MKT 481 – Sustainable Entrepreneurial Marketing (3 credits)
(Pre-requisite: MGT 380 and concurrently MGT 482)

Marketing-based skills central to entrepreneurship will be covered in detail. Additionally, this course will highlight the relationships among economic performance, social justice, and environmental stewardship (sustainability) that entrepreneurs face. Central to these issues are the appropriate marketing techniques needed by the entrepreneur. Analytical skills and quantitative techniques will be sharpened.

MGT 482 – The Entrepreneurial Business Plan (3 credits)
(For Entrepreneurship Minors Only – Prerequisites: Courses MGT 380, MGT 381, and BUAD 382/3; must take MKT 481 concurrently)

This course will provide the student with the opportunity to create a persuasive and complete business plan for an entrepreneurial effort. The business plan could be for a for-profit start-up business, for a family business, or for a non-profit entrepreneurial effort. The student will be required to make an in-class presentation of his or her business plan. An entrepreneur assumes the risks for a business venture. This course will allow the student to assess risk and incorporate potential risks into his or her business plan. Selected business plans will be entered into external business plan competitions. Analytical skills and quantitative techniques will be sharpened.

MGT 483 – The Entrepreneurial Capstone: Internship or Project (3 credits)
(Entrepreneurship Minors only) Prerequisites: MGT 482

There are two possible tracks to this course: an internship or a major project. Students will engage in one or the other, but not both. The intent is to place all students in an internship. The internship will be a faculty-directed experience with a student matched with an entrepreneur for a minimum of 150 hours. A set of goals and action plans will be agreed upon by the faculty instructor, the entrepreneur, and the student. At the end of the internship, the student will make an in-class presentation describing the entrepreneurial experience. The major project will involve taking the previously developed business plan from MGT 482 and starting its implementation. A research report analyzing similar products or services will be prepared. If possible and applicable, a patent search will be conducted. The student will be mentored in conducting market research and will also seek out funding for his or her innovation. The product of this effort will be a fifty-page project report describing the student's experiences, findings, successes or failures, and future opportunities and plans. This course will involve classroom time as outlined in the course syllabus. The course is limited to 10 seats.

The Course Sequence is as follows:

Courses	Junior Fall	Junior Spring	Senior Fall	Senior Spring
MGT 380	X			
MGT 381		X		
BUAD 382 or 383		X		
MKT 481			X	
MGT 482			X	
MGT 483				X

Attachment 5 – Student Learning Outcomes and Assessment Plan

The primary student learning 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 are listed in each of the attached syllabi and are available on the Kania School of Management's web site.

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. Finally, student interactions with external business people (such as guest speakers), the advisory board of the minor, and feedback from sponsors of internships will be formally assessed. Existing KSOM-approved rubrics will be used to capture these assessments and a related tracking system will be implemented by the coordinator of the minor.

At the course level, assessment will also include internal assessment by each instructor using Kania School of Management approved rubrics measuring applicable goals 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 required for AACSB accreditation.

Attachment 6 – Accreditation Narrative:

NOT APPLICABLE

Attachment 7 – Curriculum Guide

The minor is available to University students from all majors starting in the Junior year. A selection process will be conducted by the coordinator of the minor.

The Course Sequence is as follows:

Courses	Junior Fall	Junior Spring	Senior Fall	Senior Spring
MGT 380	X			
MGT 381		X		
BUAD 382 or 383		X		
MKT 481			X	
MGT 482			X	
MGT 483				X