

Revised Submission
Curriculum Proposal Signature Sheet

MGT 380 The Entrepreneurial Mindset
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 1/4/11 DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Swell 1/4/11

* 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] 1/4/11

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

<small>Department</small>	<small>Signature</small>	<small>Date</small>
<small>Department</small>	<small>Signature</small>	<small>Date</small>
<small>Department</small>	<small>Signature</small>	<small>Date</small>

New Course

Course Title: The Entrepreneurial Mindset

Course Number: MGT 380

Date Of Initial Offering: Fall 2011

Semester year

Rationale for Course level

It is the cornerstone course, the first course which is required by all entrepreneurship minors. It will be scheduled for the **Fall Semester of the Junior Year.**

Credit Hours: **3 credits**

Format: Other - Varied: lectures, breakout, small group, guest speakers

Frequency: **ANNUALLY**

Prerequisites: **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.)**

Rationale for pre-requisites (if pre-requisites are listed)

This is a two-year minor for any student in the University.

Catalog Description (50 word maximum)

This course will introduce the student to various entrepreneurial issues. Several guest speakers will present and discuss entrepreneurial experiences. One of the major goals of this course is to engage and excite the student about entrepreneurship. The student will be exposed to entrepreneurial theories and applicable project management tools.

None

Similar Courses being offered at the University

Discuss Extent of overlap with existing courses

MGT 462 – Project Management in Organizations. There is less than 3% overlap. MGT 462 addresses all aspects of project management in detail. This course focuses on a few project management tools to help organize entrepreneurial efforts.

EC472/OM472 – Electronic Business and Entrepreneurship. This course should not be taken by entrepreneurship minors. The six-course entrepreneurship minor covers, in more detail, over 50% of the topics addressed in EC472/OM472.

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

None

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: **NO**

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 Descriptions 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

MGT 380 – The Entrepreneurial Mindset (3 credits)

Time: Maximum twice a week to allow for guest speakers

Course Instructor: To be determined

Course Description:

This course will introduce the student to various entrepreneurial issues and utilize entrepreneurship-based case studies. Several entrepreneurs will present and discuss their entrepreneurial efforts, challenges, successes, and personal entrepreneurial philosophies. One of the major goals of this course is to engage and excite the student about entrepreneurship. The student should start to think about (and be mentored on) a specific entrepreneurial effort and learn basic project management techniques to help frame his or her eventual entrepreneurial efforts.

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.

Texts:

- 1) *The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty* by Rita Gunther McGrath and Ian MacMillan
- 2) Harvard Business Publishing Customized Case Package on Entrepreneurship

Course Objectives and Related Goals:

Objective 1: To learn what an entrepreneur really is and what he or she does. (**Kania School of Management Learning Goal 5:** Each student will be able to apply functional area concepts and theories appropriately.)

Objective 2: To critique and compare the experiences of various entrepreneurs. (**Kania School of Management Learning Goal 2:** Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.)

Objective 3: To discover and integrate the basic issues facing the entrepreneur. (**Kania School of Management Learning Goal 4:** Each student will be able to appreciate the importance of integrating business processes across functional areas.)

Objective 4: To understand basic project management concepts used by the entrepreneur. (**Kania School of Management Learning Goal 5:** Each student will be able to apply functional area concepts and theories appropriately.)

Evaluation Method:

Reflection papers on the presentations of guest speakers (4 speakers @ 10 points each)	40%
Class preparation and participation	20%
Initial entrepreneurial project point paper drawing heavily upon course materials	40 %

Schedule:

Week 1 Objective 1	Chapter 1 – The Entrepreneurial Mindset Chapter 2 – Framing the Challenge
Week 2 Objective 1	The Nature of Change (Professor's aid – <i>The Theory and Practice of Change Management, Second Edition</i> ; Chapter 1) Chapter 3 – Framing Blockbuster Products and Services
Week 3 Objective 1	Chapter 4 – Re-differentiating Products and Services Chapter 5 – Disrupting the Rules of the Game
Week 4 Objective 2	Guest Speaker #1 Discussion of Guest Speaker's Visit: What is his or her conceptual model of Entrepreneurship? What did we learn?
Week 5 Objectives 1 & 3	Chapter 6 – Building Breakthrough Competencies Harvard Business Publishing Case #1 (Frank Aante, Serial Entrepreneur)
Week 6 Objectives 1 & 3	Chapter 7 – Selecting Your Competitive Terrain Understanding Resistance (Professor's aid – <i>Flawless Consulting</i> ; Chapter 8)
Week 7 Objective 2	Guest Speaker #2 Discussion of Guest Speaker's Visit: What is his or her conceptual model of Entrepreneurship? What did we learn?
Week 8 Objective 3	Chapter 8 – Selecting and Executing Your Entry Strategy Harvard Business Publishing Case #2 (Marc Abrahams: Annals of an Improbable Entrepreneur)
Week 9 Objective 3	The Tipping Point (Professor's Aid – <i>The Tipping Point: How Little Things Can Make a Big Difference</i> ; Chapters 1 and 6) Chapter 9 – Putting Discovery-Driven Planning to Work
Week 10 Objective 3	Harvard Business Publishing Case #3 (The High-Intensity Entrepreneur) Chapter 12: The Most Important Job – Entrepreneurial Leadership
Week 11 Objective 2	Guest Speaker #3 Discussion of Guest Speaker's Visit: What is his or her conceptual model of Entrepreneurship? What did we learn?

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.