

Curriculum Proposal Signature Sheet

MGT 482: The Entrepreneurial Business Plan

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 Doris A. Sumrell Nov. 2, 2010

* 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

[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

URC Chair

Department

[Signature]

Signature

2 Nov 2010

Date

Minor Coordinator

Department

[Signature]

Signature

11/2/2010

Date

Department

Signature

Date

New Course

Course Title: The Entrepreneurial Business Plan

Course Number: MGT 482

Date Of Initial Offering: Fall 2012

Semester year

Rationale for Course level

This course guides the student in the development of an entrepreneurial business plan. Three junior level prerequisite courses prepare the student for this course. It will be scheduled for the Fall Semester of the Senior Year. This timeframe will also allow for the submission of selected business plans to external entrepreneurial business plan competitions. **This course will be taken during the Fall Semester of the Senior Year.**

Credit Hours: **3 credits**

Format: Other - Varied: lectures, breakout, & small group exercises

Frequency: **ANNUALLY**

Prerequisites: (For Entrepreneurship Minors Only) MGT 381; BUAD 382 or BUAD 383; and MKT 481 (Concurrent)

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

These prerequisites are needed in order to develop a high-quality business plan. The student has been developing an entrepreneurial idea throughout several of these prerequisites.

Catalog Description (50 word maximum)

This course will provide the student with the opportunity to create and present a complete business plan for a proposed entrepreneurial effort. The plan can be for a non-profit, family-business, or other for-profit endeavor. Selected business plans will be entered in external entrepreneurial competitions.

Similar Courses being offered at the University

None

Discuss Extent of overlap with existing courses

EC472/OM472 provides an overview of technology-based business plan development. Students in the entrepreneurship minor should not take EC472/OM472. This proposed course, MGT 482 has an entrepreneurial focus that is not technology-based.

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 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

MGT 482 – The Entrepreneurial Business Plan (3 credits)

Course Instructor: Dr. Ron Grambo

(Pre-requisites: For Entrepreneurship Minors Only; MGT 380; MKT 381; BUAD 382 or 383; and MGT 481 Concurrently)

Course Description:

This course will provide the student with the opportunity to create a persuasive and complete business plan for an entrepreneurial effort. This business plan could be for a for-profit start-up, for leading a family-business, or for starting a non-profit enterprise. This course will also focus on entrepreneurial risk. In developing the business plan, the student will assess risk probabilities, effects, and the student's propensity to take risks and consider the associated social responsibilities. The student will be required to make an in-class presentation of his or her business plan. Significant professor supervision will be involved in guiding the student through the business plan development process. Selected business plans will be submitted for external competition.

Text:

Anatomy of a Business Plan by Linda Pinson

Course Objectives and Related Goals:

Objective 1: To integrate marketing, financial, accounting, legal, risk, and forecasting concepts into a broad understanding of an entrepreneurial effort. (**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. **Kania School of Management Learning Goal 4:** Each student will be able to appreciate the importance of integrating business processes across functional areas. **Kania School of Management Learning Goal 5:** Each student will be able to apply functional area concepts and theories appropriately.)

Objective 2: To create a comprehensive business plan. (**Kania School of Management Learning Goals 2, 4, and 5 stated above. Kania School of Management Learning Goal 1:** Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies. **Kania School of Management Learning Goal 3:** Each student will be sensitive to the ethical and justice ramifications of business activities.)

Evaluation Method:

Draft Business Plan	40 points
Final Business Plan	40 points
Business Plan Class Presentation	20 points

Schedule:

Week 1 Objective 1	Types of Business Structures & Tax Implications Strategic Initiatives; Generic Strategies Ethical Issues & Business Planning Chapter 8 (Pages 127-136)
Week 2 Both Objectives	Marketing & Quality Functional Deployment Text Chapters 1-4 (Pages 1 – 42) Breakout Sessions
Week 3 Both Objectives	Developing the Marketing Plan Chapter 5 (Pages 43 – 76) Breakout Sessions
Week 4 Both Objectives	Assessing the Product/Service & the Competition Breakout Sessions
Week 5 Both Objectives	Assessing Macro/Micro-Level Risks & Personal Risk Tolerance Breakout Sessions
Week 6 Both Objectives	Developing Pro-Forma Statements & the Financial Plan Chapters 6 & 7 (Pages 77 – 118)
Week 7 Both Objectives	Assessing Cash Flows & the Financial Plan Breakout Sessions
Week 8 Both Objectives	Developing the Financial Plan (Continued) Breakout Sessions
Week 9 Together Both Objectives	Integrating the Business Plan – Making Sure the Pieces Fit Breakout Sessions
Week 10 Both Objectives	Targeting Financial Sources & Acquiring Capital Chapter 11 (Pages 157 – 165) Breakout Sessions
Week 11 Both Objectives	Breakout Session & Finalization of the Business Plan
Week 12 Both Objectives	Student Business Plan Presentations & Class Critiques
Week 13 Both Objectives	Student Business Plan Presentations & Class Critiques

Schedule (Continued)

Week 14 Student Business Plan Presentations & Class Critiques
Both Objectives

- **The External Business Plan Competition:** Selected students will prepare and submit their business plan to a formal (external) entrepreneurship competition. This effort will be supervised by the instructor.

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.