

PROCESS A NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL

SCC #03-04- 117

LIBRARY RESOURCE FORM REQUIRED

Deadlines

October 3, 2003 to be implemented Fall 2004 ~ February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: New Graduate Course Proposal for Corporate Entrepreneurship and New Venture Development

Sponsor(s): Dr. K. Mark Weaver E-Mail: weaverm@rowan Ext: 4126

E-Mail: _____ Ext: _____

DEPARTMENT: Management/MIS

COLLEGE: College of Business

If Liberal Arts & Sciences CHECK : History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED

New non-gen-ed course Minor curricular changes (fewer than three) to:

- Short-term non-gen-ed course
- Existing non-gen-ed course
- Non-gen-ed degree requirements
- Major
- Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date: 2-9-04
 Department Curriculum Chair: [Signature] Date: 2-9-04
 Academic Dean: [Signature] Date: 2-9-04

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 4/22/04 Approved Not Approved

COLLEGE CURRICULUM CHAIR: _____

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement 5-12-2004

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 6/16/04

Approved Not Approved

REGISTRAR

Date: 6/22/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: 0506506

Registrar Signature: [Signature]

NOTIFICATION FORWARD

- SCC Chair Academic Dean Department Chair Registrar IR CAP
- VP Student Affairs Others

Trans. 7/12/04
ru

COURSE PROPOSAL

Details

- a. Course Title: **CORPORATE ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT**
- b. Sponsor(s): Dr. K. Mark Weaver
- c. Credit Hours: 3 s.h.
- d. Course Level: Graduate level
- e. Prerequisites: Graduate Standing
- f. Suggested time and scale of implementation: The course will be available for the first time in Spring 2005. In Fall 2005 and successive semesters it will be offered once per year.

Curricular Effect

Impact on other Departments, College, and University: We anticipate that this course will not adversely impact on other Departments, the College, and the University.

Adequacy: Members of the present staff (Dr. K. Mark Weaver) and a new hire for fall 2004, Robert D'Intino are qualified to teach the course. Space needs include a "smart classroom." There are no additional requirements for implementation.

Recommended Library Resources: Available in the Library Resource Form to the curriculum proposal with pending approval is a more detailed response from Connie Rosenberger, Business Librarian to the College of Business and this course proposal. However, with regard to this specific course, the library currently holds in its collection basic book titles on the subject of entrepreneurship and on the topics of corporate entrepreneurship and new venture development in a variety of fields. Additional book titles requests for this particular course would be modest and within the scope of the current acquisitions budget earmarked for business titles. More importantly, resources from ABI, Lexis-Nexis and other online databases will be used. The printed serials include magazines and journals including Entrepreneur, Inc., Journal Of Small Business Management, as well as the array of general business magazines and newspapers currently in the Rowan collection.

Short-term Evaluations: None. The course has not been offered on a short-term basis.

Rationale

The rationale for this elective course is that Rowan graduate students would have the opportunity to learn about harnessing their innovative abilities and the potential for entrepreneurial opportunities or new ventures within a corporate environment. Increased global competition, downsizing, and innovations in today's marketplace make learning corporate entrepreneurship desirable. This course will allow working graduate students a chance to engage in an entrepreneurial change effort in their own companies. Traditional students, not currently employed would work in teams with the employed students to experience the change process. This course is also to be offered with no business prerequisites for other colleges at their request.

Essence of the Course

a. Objectives of the course in relation to student outcomes:

1. To develop an understanding of the corporate entrepreneurial revolution and acquire an appreciation of an entrepreneurial mindset
2. To learn about the nature of entrepreneurship within established organizations
3. To gain an appreciation of the vision and direction of corporate entrepreneurship
4. To understand the elements necessary to create a supportive environment for entrepreneurship within corporations
5. To focus on the entrepreneurial direction of firms as they grow and evolve in the future

b. Topical Outline/Content:

1. Corporate entrepreneurship and entrepreneurial mindset
2. Application of entrepreneurship in established firms
3. Degrees of entrepreneurship within companies
4. Disparity between start-up and corporate entrepreneurship
5. A snapshot of the corporate entrepreneur
6. The relation of creativity and the corporate entrepreneur
7. Corporate entrepreneurship in terms of product innovation and technology
8. The role of corporate strategy within an entrepreneurial framework
9. Recognizing the obstacles to success
10. Building the company with entrepreneurship in mind
11. Entrepreneurship and control
12. Application of Human Resource Management to entrepreneurship
13. What it takes to create an entrepreneurial culture
14. Planning for and evaluating the success of a company's entrepreneurial activity
15. Entrepreneurship within Government Agencies
16. Maintaining entrepreneurship for the present and the future

c. Evaluation of students and grading procedure.

Grades will be based on team participation in project analysis, discussions, and exercises. Student grades will include at least three substantial writing projects such as conducting a

detailed structured interview with a corporate entrepreneur and developing a plan of corporate entrepreneurship within an existing firm.

d. Course Evaluation:

Course Evaluation will be consistent with the assessment practices of the College of Business and the Management Department. These include periodic informal assessments, Student Instructional Research (SIR II), program skills, and peer evaluation instruments.

Results of Consultations

Letters solicited in conjunction with a proposal to establish a new Corporate Entrepreneurship and New Venture Development course speak to the proposal's support within the University.

Catalog Description

Corporate Entrepreneurship and New Venture Development 0506.5XX

Prerequisites: Graduate Standing

This course provides an overview of the potential for innovation and entrepreneurial opportunities or new ventures within a corporate environment. The course covers various aspects of corporate entrepreneurship and new venture development. Major topics include understanding the corporate entrepreneurial revolution, learning about the nature of entrepreneurship within established organizations, understanding the requirements for setting up an environment conducive to new ventures within a corporate setting, and learning about the entrepreneurial direction of firms as they grow and evolve. Among the issues discussed are application of entrepreneurship to established firms, the disparity between start-up and corporate entrepreneurship, the role of creativity within corporate entrepreneurship, the relation to product innovation and technology, the importance of corporate strategy within an entrepreneurial framework, and what it takes to create an entrepreneurial culture.

Rowan University
CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM

The purpose of this form is to provide a channel of communication between the library and faculty changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course/program. The information will also provide rationale for institutional support for library acquisitions

This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian. **THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.**

- The sponsor(s) complete parts A & B
 If assistance is required to complete parts A & B, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts C, D & E

This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee

A. College College of Business Department Management/MIS

Proposed by: Dr. K. Mark Weaver Date: 2-5-04

Course Title: New Graduate Course Proposal for Corporate Entrepreneurship

Anticipated Date for Course/Program Offering: Spring 2005

B. List specific resources that should be acquired to support this course.

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

Our expanded business coverage through ABI complete should more than adequately serve the research needs of students in this graduate course. There is even a banking source of information that should prove helpful in identifying sources of money for new ventures.

D. List key periodicals available in the library to support this course/program.

ABI, ASP, Lexis Nexis, Scania Direct; all offer full-text coverage of thousands of journals, magazines, & trade sources important to this field of study.

E. Librarian comments and recommendations:

I continue to add monographs to our collection in support of entrepreneurial studies. With Mark's input, I'm confident our growing collection will adequately serve the research needs of students in this class.

Name: LIBRARIAN LIAISON Connie Rosenberger Librarian Signature: Connie Rosenberger

March 9, 2004

To Whom It May Concern,

I am writing in support of three graduate courses currently being proposed for the MBA program at Rowan University. The courses, Corporate Entrepreneurship and New Venture Development, Entrepreneurship and Innovation, and Strategic Project Based Learning, are appropriate for students in the master's degree in Health Promotion Management currently under development by the Health and Exercise Science Department. Since the proposed MBA courses have no prerequisites, students in the Health Promotion Management program would be encouraged to take them in fulfillment of their program electives. The Health Promotion Management program is currently being developed and is projected to begin in the Fall 2006 semester.

We are very pleased with the opportunity provided to Health and Exercise Science students through the Center for Entrepreneurship and plan to have them take advantage of the business and entrepreneurship courses available to them. We appreciate the support of interdisciplinary study we have found in the entrepreneurship program.

Sincerely,

Leslie Spencer, PhD, CHES
Associate Professor
Department of Health and Exercise Science
Rowan University

Mail Message

Novell.

Close Previous Delete From This Delete From All Forward Reply to Sender Reply All Move Delete Read Later Properties

Mailbox

Mailboxes

From: Kenneth M. Weaver
To: Jay A. Harper, Dianne Dorland, Donald L. Gephardt, Jay Kuder, Edward J. Schoen, Carol Sharp, banutu-gomez, byrd, davis, eze, fleming, habte, hamilton, lee, lynch, Martin, Macfarland, mirchandani, monroe, pereles, ross, rudin, weaverm, welsh, zhu
Date: Friday - February 6, 2004 1:05 PM
Subject: Consultation for New Entrepreneurship Curriculum Proposals
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sengradientinn.doc (34304 bytes) [View] [Save As]
senstrat.doc (34816 bytes) [View] [Save As]
genedsenentinn.doc (33792 bytes) [View] [Save As]

Dear Rowan Colleagues,

Please review the attached entrepreneurship course proposals that I am submitting this semester. I look forward to your feedback. Should you have any questions, please do not hesitate to ask, Thank you for your input in advance.


Dr. K. Mark Weaver
Rohrer Chair for Entrepreneurial Studies
Executive Director, Center for Innovation and Entrepreneurship
College of Business
Rowan University
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T: 856 256 4126
F: 856 256 4439
mail: weaverm@rowan.edu

****Please Note: No negative comments have been received.**



*College of Business
MBA Office*

Date: April 27, 2004

From: Dr. Richard Parker, MBA Program Director 

To: Dr. K. Mark Weaver, Management Department, COB

Cc: Dr. E. Schoen, Dean, College of Business

Re: Consultation on Senate Curriculum Proposals
(SCC 115, 116, 117)

I have reviewed the proposals for three new graduate courses, namely:
Strategic Project-Based Experience, Entrepreneurship & Innovation,
and **Corporate Entrepreneurship & New Venture Development.**

Each of these courses appears to offer valuable theoretical and/or practical learning opportunities for our MBA students. I would expect student demand for these courses to be high. I therefore strongly support these proposals.

College of Communication
Rowan University
Glassboro, NJ 08028
(856) 256 - 4290

MEMORANDUM

Date: February 12, 2004
To: Whom It May Concern
From: Craig Monroe, Dean
College of Communication
Re: Graduate Entrepreneurship Courses

I write in strong support of the three courses proposed for inclusion in the College of Business' Entrepreneurship program. The courses are logical applications of the entrepreneurship process and should serve as important elective experiences for students in a variety of graduate programs. I perceive these courses, particularly Strategic Project Based Experience, will be of immediate interest to our Public Relations graduate students.