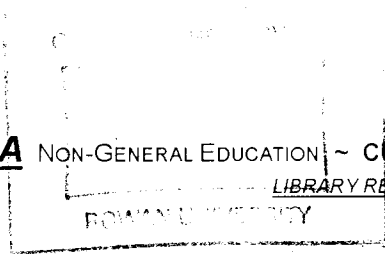


PROCESS A NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL

SCC #03-04- 113 ✓



Deadlines

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

PROPOSAL TITLE: Course Proposal - International Accounting

Sponsor(s): Stephen Henderson E-Mail: shenderson@rowan.edu Ext: 7323

Carol Stone E-Mail: cstone@rowan.edu Ext: 7137

DEPARTMENT: Accounting - Finance

COLLEGE: 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
- Short-term non-gen-ed course
- Minor curricular changes (fewer than three) to:
 - 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: Edward J. Schen Date: 2-10-04

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: 6/28/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: 0503328

Registrar Signature: [Signature]

NOTIFICATION FORWARD

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

Trans. 7/12/04
ru

**Rowan University College of Business
Department of Accounting & Finance**

**COURSE PROPOSAL – ENTREPRENEURIAL ACCOUNTING
February, 2004**

1. Details of the Course

- | | |
|--------------------------------------|---|
| a. Course Title: | Entrepreneurial Accounting |
| b. Sponsors: | Stephanie Weidman, Carol Welsh, George Romeo |
| c. Credit Hours: | 3 |
| d. Course Level: | Undergraduate, 300 level course |
| e. Prerequisites: | Accounting II (0503.211), OR Foundations of Accounting (0503.405), OR permission of the instructor. |
| f. Time and Scale of Implementation: | Course should be offered each spring semester. |
| g. Curricular Effect: | This course will be an elective course in the Entrepreneurship specialization. |
| h. Adequacy of Present Resources: | Present faculty members are available and qualified to teach this course. No significant additional operating costs are anticipated to support this course. |
| i. Recommended Library Resources: | Present library resources are adequate to support this course. |

2. Rationale

An understanding of basic financial and accounting concepts and techniques is critical to the success of any entrepreneurial venture. This course attempts to provide an overview of these topics to the student. The skill set developed in this course will enhance students' ability to successfully complete upper level courses in the Entrepreneurship Specialization.

3. Essence of the Course

a. Objectives:

At the completion of the course, students will be expected to:

- Generate and evaluate alternative courses of actions to solve business problems, with the emphasis on the financial implications and risk assessment of alternatives.
- Generate pro-forma financial statements and budgets in order to obtain external funding for the start-up and/or growth of an entrepreneurial business.
- Have knowledge of the basic tax filings applicable to small and mid-sized businesses.
- Understand the importance of internal control processes, and the value added to a business organization from an effective and efficient accounting information system.
- Understand basic concepts of effective cash management, in terms of short-term liquidity and long-term solvency.

b. Topical Outline/Content

1. Measuring and evaluating financial performance
2. Cash flow management and forecasting
3. Managing growth
 - Capital budgeting
 - Management of credit and account receivables
 - Inventory planning and management
4. Capital structure and leverage
5. Tax issues for the small to mid-sized company
6. Internal control concepts and issues
7. Effective and efficient accounting information systems
8. Long-term sustainability of the business – solvency and the going concern assumption

c. Evaluation of Students and Grading:

Students will be evaluated using the following:

1. Team projects
2. Case Analyses
3. Exams/quizzes
4. Presentations/class participation

d. Course Evaluation:

The success of the course in meeting its goals and objectives will be tested using the existing outcomes assessment tools, which include the course-embedded skills assessments, Student Satisfaction Survey, and Student Instructional Report II.

Catalog Description

Undergraduate Course

Entrepreneurial Accounting (0503.3xx)

This course provides students with the accounting and financial tools essential for effective decision-making in starting and managing small to mid-sized businesses. It focuses on the measurement and evaluation of financial performance, effective cash management techniques, internal control concepts, good decision-making for growth and long-term solvency of the business. A hands on, project based learning experience is emphasized to integrate the various financial tools and to assist students in applying what they learn.

Prerequisites: Accounting II (0503.211), OR Foundations of Accounting (0503.405), OR permission of the instructor.

Rowan University
LIBRARY RESOURCES

to
SUPPORT A NEW COURSE or NEW PROGRAM PROPOSAL

The purpose of this form is to provide a channel of communication between the library and faculty 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.

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

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

A. College Business Department Accounting & Finance

Proposed by: S. Weidman, C. Welsh, G. Romeo Date: February, 2004

Course Title: Entrepreneurial Accounting

Anticipated Date for Course/Program Offering: Spring 2005

B. 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.

ABI complete offers a Banking Information source of information that will certainly be a great help to students in this course. It provides coverage of 283 titles made up of state assoc. journals, industry & professional newsletters, as well as other banking mgmt. journals. Science Direct also →

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

ABI Complete, ASP, Lexis-Nexis, Science Direct: full-text coverage of thousands of serials dedicated to business interests.

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

No specific resources are requested at this time. Any reference materials on Entrepreneurial Accounting and/or Entrepreneurial Finance would be helpful to the instructor in developing course materials for the initial offering of the course.

E. Librarian comments and recommendations:

If sponsors come across any materials that will serve as "reference" sources for this class, just forward the information to me & I will order it. I am actively looking for materials that address the array of business topics from the unique perspective of the entrepreneurial needs.

From: Kenneth M. Weaver
To: Weidman, Stephanie M.
Date: 4/22/04 11:48AM
Subject: Letter

4/23/04

To the curriculum committee

I am writing in strong support of the proposed Entrepreneurial Accounting course proposal. The course is one requested by the organizers of the new entrepreneurship specialization. Students need the financial and accounting decision making skills proposed in the course. This course will be an elective that we will encourage our students to take.

Mark Weaver
Coordinator, Entrepreneurship specialization