

Library Resource Form Required

Submission Deadlines: Fall - October 11, 2005 Spring - February 14, 2006

TITLE New Entrepreneurship Specialization for the Masters in Business Administration Maj

Sponsor(s) Mark Weaver e-mail: weaverm@rowan.edu
e-mail:
e-mail:

DEPARTMENT Management & MIS
College Rohrer College of Business

If LAS-check: History/Humanities Social/Behavioral Sciences
 Math/Science

UNDERGRADUATE GRADUATE

DESCRIBE:

New Degree Program New concentration, specialization, track
 New Major New Minor
 New Certificate of Graduate Study Program (COGS & COGA)
 Major changes of degree requirements/major/minor or certificate program
 Changes to College name, School, Department, or Degree
 Quasi curricular change

Signatures Required: representing approval before submission to Office of the Senate

Department Chair: [Signature] Date: 10/10/05
Department CURRICULUM Chair: [Signature] Date: 10/10/05
Academic DEAN: [Signature] Date: 10/11/05

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 10/28/05
Approved:
Not Approved:

Signature: College Curriculum Chair [Signature] 11/18/05

Signature: SENATE CURRICULUM CHAIR [Signature]
Date: 12/14/05

Comments: _____

Signature: Executive Vice President/Provost: [Signature]
Date: 1/24/06

Approved:
Not Approved:

Signature: REGISTRAR [Signature]
Date: 1/31/06 Course Description Received & Approved
Hegis Taxonomy & Course #

Notification Forward:
 SCC CHAIR Academic Dean
 IR Department Chair
 CAP VP/Student Affairs
 Registrar Other- [Signature] 2/14/06

Title: Create a new Entrepreneurship Specialization for the Masters in Business Administration Major

Sponsor: Mark Weaver, Professor

Need for the Program: The MBA program at Rowan and other regional universities are moving from general to more specialized curricula. In recent years, Rowan has added MBA specializations in Finance and Accounting. To be competitive with regional programs and to respond to the request of prospective and current students we are proposing a MBA specialization in Entrepreneurship.

Relationship to Department, School, and/or College: The Entrepreneurship Specialization will remain within the Management and MIS Department within the Rohrer College of Business.

Summary of Curriculum:

The Entrepreneurship specialization within the MBA will require students to take 3 graduate-level elective Entrepreneurship courses. There is no change in the semester hour requirements for the MBA program. The MBA program continues to require successful completion of 3 graduate-level elective courses with a total of 12 graduate-level courses.

S.H.	Non-specific MBA (existing)	MBA Entrepreneurship Specialization (proposed)
3	Integrative Managerial Skills	Integrative Managerial Skills
3	Organizational Behavior	Organizational Behavior
3	Managerial Decision Making Tools	Managerial Decision Making Tools
3	Issues in MIS	Issues in MIS
3	Marketing Management	Marketing Management
3	Managerial Accounting	Managerial Accounting
3	International Business & Society	International Business & Society
3	Managerial Finance	Managerial Finance
3	Integrative Capstone Experience	Integrative Capstone Experience
3	Approved Graduate Elective	Entrepreneurship and Innovation
3	Approved Graduate Elective	Corporate Entrepreneurship and New Venture Development
3	Approved Graduate Elective	Strategic Project-Based Experience

Graduate Entrepreneurship Elective offerings will include the three entrepreneurship elective courses listed above

Implementation time frame: We are planning to offer this specialization starting Fall 2006.

Resources required (staff, space): The current facilities and faculty are capable of implementing this proposed specialization

DETAILS

Title: Create a new Entrepreneurship Specialization for the Masters in Business Administration Major

Sponsor: Mark Weaver, Professor

Scope and size of the Program: The MBA program has approximately 100 registered students. We anticipate approximately 15 students will choose to pursue the Entrepreneurship specialization.

Need for the Program: Entrepreneurship is a relatively new and very dynamic field of study at Rowan University. This proposed program will allow us to be competitive and to respond to our students' requests.

Requirements for admission and graduation: We are not altering the existing admission requirements. We are not altering the graduation requirements.

S.H.	Non-specific MBA (existing)	MBA Entrepreneurship Specialization (proposed)
3	Integrative Managerial Skills	Integrative Managerial Skills
3	Organizational Behavior	Organizational Behavior
3	Managerial Decision Making Tools	Managerial Decision Making Tools
3	Issues in MIS	Issues in MIS
3	Marketing Management	Marketing Management
3	Managerial Accounting	Managerial Accounting
3	International Business & Society	International Business & Society
3	Managerial Finance	Managerial Finance
3	Integrative Capstone Experience	Integrative Capstone Experience
3	Approved Graduate Elective	Entrepreneurship and Innovation
3	Approved Graduate Elective	Corporate Entrepreneurship and New Venture Development
3	Approved Graduate Elective	Strategic Project-Based Experience

Suggested Time and Scale: We plan to implement this proposed specialization Fall 2006. This offering will be available to incoming and current MBA students.

Resource Requirements: The existing facilities will accommodate this proposed specialization.

Recommended Library Resources: The existing library holdings and electronic databases are sufficient to support this proposed specialization since all three courses have previously been approved, with library resources adjusted accordingly.

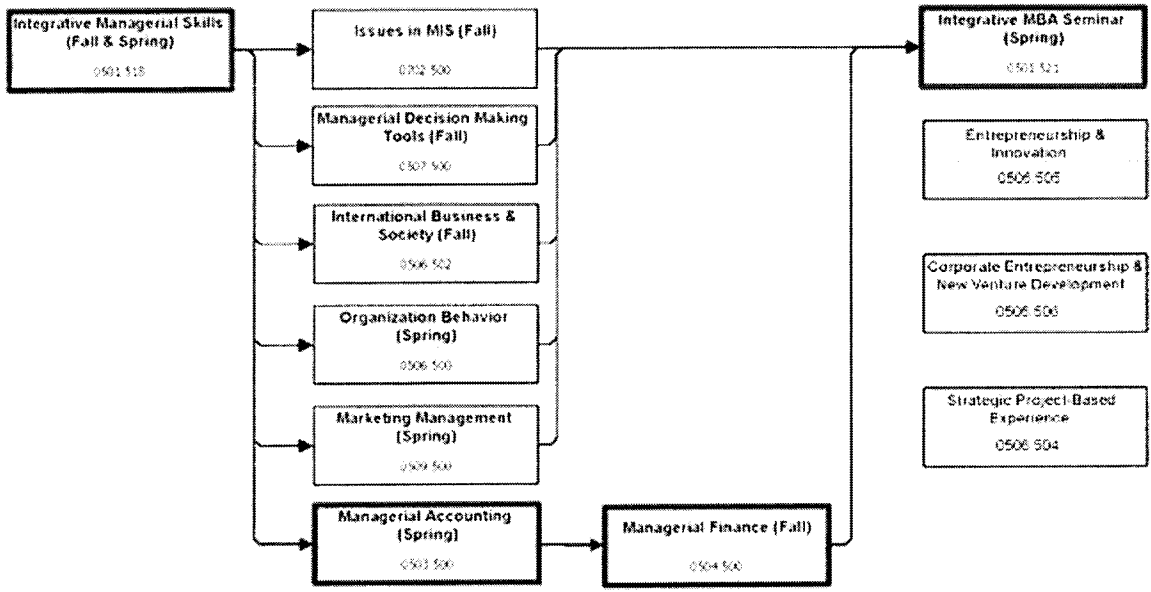
Staffing Resources: The current faculty are capable of implementing this proposed curriculum.

Rationale

The MBA program at Rowan and other regional universities are moving from general to more specialized curricula. In recent years, Rowan has added MBA specializations in Finance and Accounting. To be competitive with regional programs and to respond to the request of prospective and current students we are proposing a MBA specialization in Entrepreneurship.

Essence of the Program

- A. **Program Mission Statement:** The mission of the Entrepreneurship program is to create an environment conducive to strategic project-based learning and to expose students to the innovation process, including ways in which it can be applied in the corporate environment, growth-oriented ventures, and not-for-profit endeavors.
- B. **Existing Program Goals & Objectives:** The MBA Entrepreneurship specialization aims to:
 - Show how an entrepreneurial orientation can be applied across university disciplines and types of organizations;
 - Allow students to explore ways to improve an organization’s chances of success by adopting new financing, growth, and family strategies, through the completion of feasibility studies;
 - Promote student learning to apply course material to improve thinking, problem solving, and decision-making skills in the often chaotic world of entrepreneurship;
 - Enhance student learning through the use of real-world consulting engagements, promoting an opportunity-oriented problem-solving focus;
 - Challenge students to ask “why not” instead of “why”
- C. **Structure of the Program:**



D. Identification of courses with brief description and credit hours for each:

S.H.	MBA Entrepreneurship Specialization (proposed)	Course Description
3	Integrative Managerial Skills	This course serves as a keystone course for the M.B.A. program. Key skills, tools, and issues necessary for further study will be developed and extended. Course topics and techniques include information systems, financial ratios, behavioral, presentation, team building, quantitative analysis, critical thinking, written communication, legal and ethical issues, and library research including electronic data bases and internet research.
3	Organizational Behavior	Students will study and develop skills in interpersonal behavior in organizations and groups. They will learn about issues in leadership, how groups function, elements of power and influence, conflict management, management of time and stress, creative and rational problem solving in groups. In addition, they will study theories of motivation and methods of empowerment in organizations.
3	Managerial Decision Making Tools	This course requires the application of analysis and decision making tools in a business setting, with emphasis on the evaluation of problems facing the modern firm in a changing global marketplace. It provides in-depth coverage of analytical tools that are invaluable to the entrepreneur/manager as he or she is confronted with strategy and implementation decisions in a competitive world.
3	Issues in MIS	Information technology and systems are pervasive in business today and will become more so in the future. Therefore, this course is designed to provide skills for managing this changing environment. The primary focus of the course is on the management of technology. The management of technology and systems is not left solely to information systems professionals; it is the responsibility of all managers.
3	Marketing Management	This course focuses on managing the marketing function in a dynamic, competitive environment in coordination with other organizational functions to enhance the overall performance of an organization. Attention will be devoted to the design of strategies for the achievement of competitive advantage in product/service offerings, pricing, promotion and distribution. Students will build upon their existing knowledge base of marketing concepts and will develop or extend competencies in analytical decision-making, ability to identify market opportunities, and ability to develop and evaluate marketing plans.
3	Managerial Accounting	This course takes a managerial approach with emphasis on decision-making. It includes financial statement analysis and topics on determination of cost behavior using regression analysis and learning curves, activity based costing, cost allocation, performance measurement, and the decision-making process.
3	International Business & Society	This course addresses numerous aspects of the increasingly global business environment and implications for business organizations and key stakeholders. Frameworks for comparing political, legal, social, economic, and governmental differences across nations are utilized. Macro issues include trade theories, trade regimes, roles of governments and global institutions. Strategies and structures adopted by various types of international firms and functional approaches to international finance, management, and marketing are also included.
3	Managerial Finance	Students in this course will learn valuation techniques including adjusted present value, equity cash flows, and real-option valuation. In addition to comparing alternative valuation techniques and the assumptions and limitations underlying each, students explore the technical difficulties and incentive effects caused by high leverage, the relation between capital structure and capital costs, the interaction between a firm's financial structure and its business strategies, the conditions contributing to potential under or over-valuation of a firm's prospects by the market, and the managerial consequences of such mis-valuation.
3	Integrative Capstone Experience	A capstone course for the M.B.A. program, it aids students in reinforcing and integrating core courses by studying strategic audits and process analysis techniques. Student projects will use teams to analyze how organizations use people, operational management, information systems and financial measurements to achieve strategic and operational effectiveness.
3	Entrepreneurship and Innovation Elective	This course provides a broad framework for understanding the nature of entrepreneurship in multiple organizational settings. The course introduces students to the innovation and idea generation process and helps students apply an alternative way of "thinking" to assist in solving difficult issues for government, business, and the non-profit sector.
3	Corporate Entrepreneurship and New Venture Development Elective	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.
3	Strategic Project-Based Experience Elective	This course is designed to provide strategic focused field based project learning experiences and opportunities for graduate students by affording them the opportunity to work with a wide variety of public and private organizations. The course uses a team-based approach to offer consulting advice to organizations with the goal of improving their performance. The emphasis in the course is on experiential approaches that provide a participative type of learning about the crucial issues faced by organizations. This course is interdisciplinary in nature and open to all graduate students.

Graduate Entrepreneurship Elective offerings will include:

0506.505 Entrepreneurship and Innovation 3 s.h.: An already existing graduate entrepreneurship course (see above description)

0506.506 Corporate Entrepreneurship and New Venture Development 3 s.h.: An already existing graduate entrepreneurship course (see above description)

0506.504 Strategic Project-Based Experience 3 s.h.: An already existing graduate entrepreneurship course (see above description)

E. **Sequence of course work with description of major and general education requirements. Include an example of courses that would typically be taken term by term, pointing out any course prerequisites:**

FULL-TIME FIRST YEAR (18 s.h.)

Fall Semester (1 st Semester) 9 s.h.	Spring Semester (2 nd Semester) 9 s.h.
Integrative Managerial Skills (0501.518) 3h Issues in MIS (0702.500) 3h (co: 0501.518) Managerial Decision Making Tools (0507.500) 3h (co: 0501.518)	Managerial Accounting (0503.500) 3h (0501.518) Marketing Management (0509.500) 3h (co: 0501.518) *Entrepreneurship Graduate Elective #1 (3 s.h.)

FULL-TIME SECOND YEAR (18 s.h.)

Fall Semester (3 rd Semester) 9 s.h.	Spring Semester (4 th Semester) 9 s.h.
Managerial Finance (0504.500) 3 s.h. (0503.500) International Business & Society (0507.500) 3h (co: 0501.518) *Entrepreneurship Graduate Elective #2 (3 s.h.)	Integrative MBA Seminar (0501.521) 3 s.h. (all core courses) Organization Behavior (0506.500) 3h (co: 0501.518) *Entrepreneurship Graduate Elective #3 (3 s.h.)

* There are no prerequisites for Entrepreneurship electives other than graduate standing. The courses can be taken in any order.

F. Describe to what extent courses from other units in the institution will be used and include evidence of agreement from those units to provide such services.

We do not anticipate the MBA Entrepreneurship specialization to significantly reduce enrollments in any particular course or any other program on-campus. Ultimately, we hope the availability of MBA specializations will incrementally increase enrollments in the program.

G. Compare and contrast the program with similar programs of high quality.

This curriculum change proposal will make our MBA program more consistent with the MBA programs offered throughout the region. e.g., La Salle, Drexel, Temple, Rutgers, Villanova, NJIT.

H. Administration (describe the administrative organization of the program with details of the specific role of each group and/or department):

The MBA Entrepreneurship Specialization will remain within the Management and MIS Department within the College of Business.

I. Program Evaluation: Procedures that will be used to assess the success of the program in meeting its goals and objectives.

The Entrepreneurship Program Review process will be expanded to include the graduate specialization. This process will be used to assess, evaluate, and report on the program annually.

Results of Consultation:

To: Mark Weaver

From: MBA Office / Dan McFarland

Date: September 29, 2005

RE: Consultation Letter supporting the MBA Entrepreneurship Specialization Proposal

Dear Mark,

I am pleased that the Management & MIS Department is responding to the requests of prospective and current students by offering a specialization in Entrepreneurship for the MBA program. I am convinced that this specialization, in conjunction with our other existing and proposed specializations, will improve our students' educational experiences and opportunities. Eventually, I expect the number of MBA applications to increase, thereby allowing us to better manage and grow the program.

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or 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 new courses/programs, or extensive changes to same. The information will also provide the 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.

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

When form is completed, attach to the original curriculum proposal before submitting to the Senate office.

A. College: Rohrer College of Business

Department: Management & MIS

Proposed by: Mark Weaver

Date: 9/30/2005

COURSE TITLE: Entrepreneurship Specialization within the MBA Program

Anticipated Date for Course/Program Offering: Fall 2006

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

Courses for proposed specialization already exist and therefore need no additional resources.

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.**

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

E. **Librarian comments & recommendations:**

Mark,
I have read the proposal, and it is my opinion that a library assessment form is not needed. As these courses are all on the books, there is no new content to be considered. I am copying Joel, as he is the COB curriculum committee chair. If he has concerns about this, then I trust he will get in touch with me. But, as we restructured this past summer, the guidelines for what kinds of proposals need library assessment forms, I do not believe this proposal necessitates such a review
Connie Rosenberger

LIBRARIAN LIAISON: Connie Rosenberger Signature: Connie Rosenberger

ROWAN UNIVERSITY
BOARD OF TRUSTEES
ACADEMIC AFFAIRS SUBCOMMITTEE

SCC Proposal #05-06-119

Department/College: **Rohrer College of Business
Management/MIS**

Action Item: **New Entrepreneurship Specialization for the Masters in
Business Administration Major**

Submitted by: **Dr. Christy Faison, Interim Provost**

Justification: **To be competitive with regional programs and to respond to
the request of prospective and current students we are
proposing a MBA specialization in Entrepreneurship**

Approved: _____
1/31/06
(Date)

Signed: _____
[Handwritten Signature]
(Committee Chair)

Notice of this action item will be **announced** at the full Board of Trustees meeting to be held on February 15, 2006 and will be forwarded to the Academic Issues Committee of the New Jersey Presidents' Council for **notification**.

	YES	DATE
AA/BOT	_____	_____
FULL BOARD	_____	_____
STATE	_____	_____



January 24, 2006

Dr. Carlos Hernandez
Academic Issues Committee Chair
President, New Jersey City University
2039 Kennedy Blvd.
Jersey City, NJ 07305-1597

RE: New Entrepreneurship Specialization for the Masters in Business Administration
Major
Graduate Endorsement Program for Teachers of Students with Disabilities
Concentration in Bioengineering

Dear Dr. Hernandez,

On January 24, 2006 the Rowan University Board of Trustees' Academic Affairs Subcommittee approved the following proposals:

New Entrepreneurship Specialization for the Masters in Business Administration Major (SCC#05-06-119)

Justification: To be competitive with regional programs and to respond to the request of prospective and current students we are proposing a MBA specialization in Entrepreneurship

Graduate Endorsement Program for Teachers of Students with Disabilities (SCC#05-06-303)

Justification: The Graduate Endorsement Program for Teachers of Students with Disabilities has been approved to meet the new regulations adopted by the State of New Jersey.

Concentration in Bioengineering (SCC#04-05-904)

Justification: With increasing demand for health industry professionals in clinical, industrial and government settings, there is a need for well trained engineers who can design and develop ways of improving quality of life.

The approval of these proposals will be announced at the full Board of Trustees meeting on February 15, 2006. This is being provided to the Academic Issues Committee as an informational item. If you have any questions, please do not hesitate to contact me.

Sincerely,

Christy L. Faison,
Interim Provost

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Encl: 20 copies

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