

**PROCESS A** NON-GENERAL EDUCATION ~ **CURRICULUM PROPOSAL**

SCC #03-04- 116 ✓

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 Graduate Entrepreneurship and Innovation Course

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
- 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: 2-09-04  
 Department Curriculum Chair: [Signature] Date: 2-3-04  
 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 5-10-2004

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 #: 0506505

Registrar Signature: [Signature]

**NOTIFICATION FORWARD**

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

Trans. 7/2/04  
ru

## COURSE PROPOSAL

### Details

- a. Course Title: **Entrepreneurship and Innovation**
- 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 2006 and successive semesters it may be offered in both fall and spring semesters.

### Curricular Effect

Impact on other Departments, College, and University.

We anticipate that classes now offered as graduate management or *business electives* specified by the Management/M.I.S. Department will experience somewhat lower demand as a result of this course. In the long run, this will be a plus because students often complain that there is little variety in the electives available within the major. The course will provide a graduate elective for students from other majors throughout Rowan University.

Adequacy: Members of the present staff (Professor Kimble Byrd, Linda W. Ross, Ph.D., K. Mark Weaver, Ph.D., and a new hire, Dr. 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: The library currently holds in its collection basic book titles on the subject of entrepreneurship and on the topic of innovation in a variety of fields. More importantly, resources from ABI, Lexis-Nexis and other online databases will be used. The printed serials include magazines and journals such as Entrepreneur, Inc., Journal Of Small Business Management, Technology review: MIT's magazine of innovation, 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 offering of this new graduate course enables Rowan graduate students the opportunity to develop a broad framework for understanding the nature of innovation and the idea generation process. The course aims to provide the students with information required to apply entrepreneurship and innovation to their current and future career prospects. Students will be given an alternative way of “thinking” to assist in solving difficult issues for government, businesses, and the non-profit sector. This course would be a modification of the undergraduate course, Entrepreneurship and Innovation (0506.340). The Graduate Entrepreneurship and Innovation course is an extension of the Rowan University regional outreach initiative.

## **Essence of the Course**

a. Objectives of the course in relation to student outcomes. Statements of what a student is to learn as a result of completing the course.

1. To develop decision-making skills related specifically to new venture creation and growing a new business.
2. To understand motivations and strategies of starting a new business and to apply this information to self and others who are part of the entrepreneurial team.
3. To develop the ability to identify customer needs and respond to them with viable business models.
4. To impart new attitudes, knowledge, and skills about entrepreneurs and the innovation process.

b. Topical Outline/Content:

1. 21<sup>st</sup> Century Entrepreneurship: the nature of the process and the people
2. Self-Assessment and Goal Setting for Entrepreneurs
3. Overview of the Entrepreneurial Process: Building a Sustainable Business
4. Creativity Process
5. Idea Generation
6. Idea Evaluation
7. Customer/Opportunity Recognition.
8. Entry Strategies
9. The Iterative Process: Strategies for Improving the Business Model

c. Evaluation of students and grading procedure.

Grades will be based on class participation in case analysis, discussions, and exercises. Team based learning will be heavily emphasized. Student grades will include at least three substantial writing projects such as a detailed structured interview with an entrepreneur and analysis of a customer interaction cycle.

d. Course Evaluation: Procedures that will be used to assess the success of the course in meeting the goals and objectives of the college as well as the objectives of the course (e.g., student evaluations, departmental curriculum review, program review).

Course evaluation will be consistent with practices in the Management/MIS Department and the College of Business. Student evaluations will be administered each semester. Routine program reviews are conducted as part of the Management/MIS Department's continuous improvement processes.

### **Results of Consultations**

a. Letters of consultation:

Letters solicited in conjunction with a proposal to establish a new Graduate Entrepreneurship and Innovation course speak to the proposal's support within the University.

## **Catalog Description**

### **Entrepreneurship and Innovation 0506.5XX**

Prerequisites: Graduate standing

Graduate Entrepreneurship and Innovation – 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, businesses, and the non-profit sector.

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 Graduate Entrepreneurship and Innovation Course

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.

*An upgraded subscription from ABI Global to ABI Complete has greatly expanded our coverage of a number of scholarly journals as well as to coverage of 170+ local & regional business environments*

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

*ABI  
 ASP  
 Lexis-Nexis*

*Science Direct*

*} all offer full-text coverage of thousands of journals, magazines, & trade sources important to this field of study.*

E. Librarian comments and recommendations: *As this course is a "beefed-up" version*

*of the undergraduate course, I feel that our growing collection of entrepreneurship materials will adequately support the expanded nature of the curriculum.*

Name: LIBRARIAN LIAISON Connie Rosenberger Librarian Signature: Connie Rosenberger

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.

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  
sencorpent.doc (33792 bytes) [View] [Save As]  
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  
201 Mullica Hill Road Glassboro, New Jersey 08028-1701  
T: 856 256 4126  
F: 856 256 4439  
Email: 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.