

**PROCESS A** NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL  
LIBRARY RESOURCE FORM REQUIRED

SCC #03-04- 115

Ⓢ

**Deadlines**

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

**PROPOSAL TITLE:** New Graduate Course Proposal for Strategic Project Based Experience

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: *Y. Robinson* Date: 2-09-04  
 Department Curriculum Chair: *Paul J. ...* Date: 2-8-04  
 Academic Dean: *Edward J. ...* Date: 2-9-04

**COLLEGE CURRICULUM COMMITTEE**

OPEN HEARING Date: 1/22/04 Approved  Not Approved

COLLEGE CURRICULUM CHAIR: \_\_\_\_\_

Senate Curriculum Chair Signature: *Phillip A. ...* Date: Senate Announcement 5-12-2004

Comments: \_\_\_\_\_  
\_\_\_\_\_

EXECUTIVE VICE PRESIDENT/PROVOST Signature: *Nelson Allen ...* Date: 6/16/04

Approved  Not Approved

**REGISTRAR**

Date: 6/22/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: 0506504

Registrar Signature: *[Signature]*

**NOTIFICATION FORWARD**

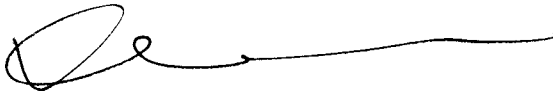
- SCC Chair
- Academic Dean
- Department Chair
- Registrar
- IR
- CAP
- VP Student Affairs
- Others

*Trans. 7/12/04 rw*

Dear University Senate,

Attached for your consideration are the Entrepreneurship Curriculum proposals that I am submitting for the Spring semester, 2004. Briefly, the proposals are for a new graduate course of Corporate Entrepreneurship and New Venture Development, a new graduate course of Entrepreneurship and Innovation, a new graduate course of Strategic Project Based Experience, and a change in general education status to the existing undergraduate Entrepreneurship and Innovation course. If you have any questions please contact me at 856 256 4126 or email at [weaverm@rowan.edu](mailto:weaverm@rowan.edu).

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized initial 'K' followed by a long, horizontal, slightly wavy line that extends to the right.

Dr. K. Mark Weaver  
Rohrer Chair of Entrepreneurial Studies  
Rowan University

## COURSE PROPOSAL

### Details

- a. Course Title: **Strategic Project-Based Experience**
- 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 may be offered in both the fall and spring.

### Curricular Effect

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

Adequacy: Members of the present staff (Dr. K. Mark Weaver, new hire Dr. Robert D'Intino, Prof. Kimble Byrd, and Dr. Linda Ross) 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. 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 management consulting 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**

This course would be a modification of the undergraduate course, Management Consulting Field Study (0506.415). The offering of this new graduate course enables Rowan graduate business students the opportunity to work directly with an entrepreneurial oriented client on a project that has strategic and developmental significance for the company's future success. These clients can be government bodies, non-profits, or for profit companies. Students are presented with a unique opportunity to "live" the consulting experience with no financial or personal risk. A team approach to consulting is used to capitalize on the experiences of both nonbusiness and business graduate students. This course would reinforce the university commitment to regional outreach efforts and be interdisciplinary in nature.

## **Essence of the Course**

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

1. To identify and solve, problems and opportunities for multiple types of organizations.
2. To work on a project that has strategic and developmental significance for the organization's future success
3. To gain an appreciation of process of professional management consulting
4. To "live" a field based project learning experience

b. Topical Outline/Content:

1. Introduction to entrepreneurship and the entrepreneurial mindset in both social entrepreneurial and private sector models
2. Resource-based theory
3. Understanding the environment for organizational change
4. Strategic Management for non profits
5. Corporate Entrepreneurship introductions and implementation
6. Performance consulting as a model for all organizations

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 two substantial writing projects such as conducting a detailed structured interview with a business owner/manager, developing a business plan for multiple types of organizations, and analysis of economic and regional impacts of change for local governmental entities.

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 Strategic Project Based Experience course speak to the proposal's support within the University.

## **Catalog Description**

### **Strategic Project-Based Experience 0506.5XX**

Prerequisites: Graduate Standing

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.

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 Strategic Project Based Experience

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.

*This course is an expanded version of the ungrad consulting course. The materials documented for that course will also adequately serve the research needs of this course. Also, with expanded coverage provided in ABI Complete, I am confident that these graduate students →*

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

*ABI Complete, ASP, Lexis-Neis, Science Direct; provide full-text coverage to thousands of serials appropriate for this course.*

E. Librarian comments and recommendations: *With graduate level courses being introduced to the field of study, I will continue to add to this collection with management finance & accounting, and marketing materials addressing the unique needs of new & small businesses.*

Name: LIBRARIAN LIAISON Connie Rosenberger Librarian Signature: Connie Rosenberger

will not be wanton for sources.

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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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 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.



*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.