2-9-2012

ENT4214 : Entrepreneurial Leadership. Course Proposal, Effective : 2012 : 02 : 09

University of South Florida St. Petersburg.

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USF St. Petersburg
NEW Undergraduate Course Proposal Form
(non-Gen Ed)

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<td>Fall 2011</td>
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<th>Contact Person</th>
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<tbody>
<tr>
<td>Dr. William Jackson</td>
<td>(727) 873 - 4892</td>
<td><a href="mailto:wtj@usfsp.edu">wtj@usfsp.edu</a></td>
</tr>
</tbody>
</table>

Do the attached changes mirror changes to USF Tampa Curriculum? **No**

Comments: Courses are unique to the Major that exists solely on the USFSP campus

Description of Change (attach supporting documents if necessary):

Addition of the proposed new **ENT 4XXX: Entrepreneurial Leadership** class will serve two roles:
1). It is an elective class in the Entrepreneurship Major within the College of Business
2). This class will serve as a general business elective within the College of Business

Estimated Impact on University Resources:

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<th>Library</th>
<th>Minimal purchase of texts, use of existing online resources.</th>
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<tbody>
<tr>
<td>Equipment</td>
<td>None anticipated.</td>
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<tr>
<td>Faculty/Staff</td>
<td>Class to be taught using existing faculty, instructors or the hiring of specialized adjuncts.</td>
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<td>Other</td>
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**APPROVALS** (if Disapprove, Note and attach Comments)

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<th>Date</th>
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<td>Chair, College Academic Programs Comm.</td>
<td>Signature</td>
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<tr>
<td>College Dean</td>
<td>Signature</td>
<td>Yes / No</td>
<td>11/2/11</td>
</tr>
<tr>
<td>Chair, USFSP UGC Committee</td>
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<td>11-2-11</td>
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<tr>
<td>USFSP Regional V.C. Academic Affairs Norine E. Noonan</td>
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USFSP NEW Undergraduate Course Proposal Form (non-Gen Ed)

1. Department and Contact Information

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<td>Dr. William Jackson</td>
<td>(727) 873 - 4892</td>
<td><a href="mailto:wti@usfsp.edu">wti@usfsp.edu</a></td>
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2. Course Information

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Total Clock Hours: 45
Abbreviated Title (30 characters maximum): Entrepreneurial Leadership

3. Prerequisites

None

4. Co-requisites

None

5. Registration Restrictions

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<td>Level</td>
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6. Course Description (255 character maximum for state submission)

This class focuses on entrepreneurial leaders and the experiences that have lead to their success and failures. Guest speaker entrepreneurs will present their experiences to the class and engage in open discussion with the students. Concepts conveyed by the speakers will be expanded upon by the instructor after each presentation.

7. Gordon Rule
### 8. Justification

**a.** Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?

This class will serve three roles:
1. It is an elective class in the Entrepreneurship Major program within the College of Business.
2. This class will serve as an upper division business elective within the College of Business.

**b.** What specific area of knowledge is covered by this course which is not covered by courses currently listed?

- The entrepreneurial leader
- Entrepreneurial vision
- Operational techniques is Small to Mid-Size Firms
- Effective communication
- The entrepreneurial value proposition
- Marketing techniques
- The role of HR in entrepreneurial firms
- Social interaction in business
- High growth entrepreneurial firms
- Social responsibility for small firms

**c.** What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?

It is anticipated after a test run as a special topics course that this class will generate considerable student interest primarily in three areas:
1. It is a required class in the Entrepreneurship Major and Minor within the College of Business.
2. This class will serve as a general business elective within the College of Business.
3. Students from all majors across the University

After testing this course with full enrollment for two semesters, it is anticipated that two sections will be needed in spring 2012 with more to be added as demand increases.

**d.** Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?

Yes. 25 students in Fall 2010.

**e.** How frequently will the course be offered? What is the anticipated enrollment?

Once per academic year with anticipated enrollment of 40 students.

**f.** What effect will this new course have on the program (major, minor, cognate, etc.)?

Increased credit hours for Entrepreneurship Department, College of Business and all majors across campus.

**g.** What effect will this new course have on the students currently in the program?

Better prepare Entrepreneurship as well as other Business and Non-Business Majors to use proven experiences in successful and non-successful firms in the work environment.

**h.** What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)

Master's Degree in Business or related area with a minimum of 18 graduate hours within the field of study or with significant industry experience to be professionally qualified.

### 9. Other Course Information
A. Objectives
This course is intended to expose students to first-hand experiences that have shaped successful entrepreneurs from the community in their personal businesses. From that knowledge to give our graduates greater opportunities for success in their own ventures or to share those in their work environments.

B. Learning Outcomes
1. Students will understand unique environments of high growth entrepreneurial firms
2. Students will be able to identify key success factors of high growth entrepreneurial firms and the leaders of those firms
3. Students will enhance their skills in personal interaction
4. Students will understand the differences between small businesses and entrepreneurial firms
5. Students will understand the social responsibilities of SMEs
6. Students will understand the importance of and techniques of motivating a successful work team in entrepreneurial firms

C. Major Topics
While coverage is fluid based upon the areas of presentation by guest speakers, the following topical areas will be addressed:
The entrepreneurial leader
Entrepreneurial vision
Operational techniques in Small to Mid-Size Firms
Effective communication
The entrepreneurial value proposition
Marketing techniques
The role of HR in entrepreneurial firms
Social interaction in business
High growth entrepreneurial firms
Social responsibility for small firms

D. Textbooks
A custom text of readings will be created to compliment the coverage areas of the individuals speaking in the class.

10. Proposed UG Catalog Language
This class focuses on entrepreneurial leaders and the experiences that have lead to their success and failures. Guest speaker entrepreneurs will present their experiences to the class and engage in open discussion with the students. Concepts conveyed by the speakers will be expanded upon by the instructor after each presentation.

11. Syllabus
Please provide the syllabus with this form when the course is approved for submission. The syllabus must follow the 'Master Course Syllabus' format (including SLO, description, etc.).

See attached syllabus.
ENT 4XXX
ENTREPRENEURIAL LEADERSHIP

GENERAL SYLLABUS

Catalog Description: This class focuses on entrepreneurial leaders and the experiences that have led to their success and failures. Guest speaker entrepreneurs will present their experiences to the class and engage in open discussion with the students. Concepts conveyed by the speakers will be expanded upon by the instructor after each presentation.

Prerequisite(s): None

Learning Objectives:
- Students will understand unique environments of high growth entrepreneurial firms
- Students will be able to identify key success factors of high growth entrepreneurial firms and the leaders of those firms
- Students will enhance their skills in personal interaction
- Students will understand the differences between small businesses and entrepreneurial firms
- Students will understand the social responsibilities of SMEs
- Students will understand the importance of and techniques of motivating a successful work team in entrepreneurial firms

Textbook: Current textbook or course material that must be approved by the discipline coordinator.

Evaluation Process: Evaluation is the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

Required Course Content:
- While coverage is fluid based upon the areas of presentation by guest speakers, the following topical areas will be addressed:
  - The entrepreneurial leader
  - Entrepreneurial vision
  - Operational techniques is Small to Mid-Size Firms
  - Effective communication
  - The entrepreneurial value proposition
  - Marketing techniques
  - The role of HR in entrepreneurial firms
  - Social interaction in business
  - High growth entrepreneurial firms
  - Social responsibility for small firms
Optional Course Content: None

Course Curriculum Coordinator: Dr. William T. Jackson

KEY LEADERSHIP SKILL(S) AND PERSPECTIVES ADDRESSED IN THIS COURSE:

<table>
<thead>
<tr>
<th>Interpersonal and Communication Skills</th>
<th>Analytical and Critical Thinking Skills</th>
<th>Information Technology Skills</th>
<th>Reflective Thinking and Experiential Learning</th>
<th>Ethical and Social Consciousness</th>
<th>Multicultural Competence</th>
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<tr>
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<td>5</td>
<td>4</td>
<td>2</td>
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</table>

(a) Students will interact in a seminar type environment with many high level successful leaders
(b) Students will be expected to analyze key success factors of successful entrepreneurs
(c) Students will be expected to reflect upon differences in key success factors of successful entrepreneurs
(d) Students will be expected to reflect upon how ethical and social consciousness played a role in the success of entrepreneurial leaders

UNIVERSITY POLICY

HONOR SYSTEM: Under the USF Honor System, each student is expected to observe complete honesty in all academic matters. Violation of the Honor System will be referred to the Honor Council. Note: The following are violations of the Honor Code: Copying another student’s homework, signing another student’s name on the attendance roster, copying another group’s disk or written work, using another student’s computer disk to print out your assignment, copying another student’s file onto your disk, and misrepresenting a reason for a missed exam. Punishment for academic dishonesty may result in an automatic “F” or “FF” in the course or action that may result in suspension or expulsion. See the USF Policy on Academic Dishonesty & Disruption of the Academic Process at http://www.ugs.usf.edu/catalogs/0304/adadap.htm

STUDENTS WITH DISABILITIES: Please notify your instructor by the second class meeting if you have a learning disability or require special assistance with this course. Confidential personal and learning assistance counseling are made available to students through the Division of Student Affairs. Contact R. Barry McDowell, St. Petersburg Campus: TER 200 (727) 873-4940, (mcdowell@stpt.usf.edu) for more information.

RELIGIOUS OBSERVANCES: Students who anticipate the necessity of being absent from class due to the observance of a major religious holiday must provide notice of the date(s) to the instructor, in writing, by the second class meeting.

COPYRIGHTS: Students who wish to audiotape lectures can do so with direct permission from the professor, but tapes and lectures may not be sold. No videos or photos can be taken in the classroom!

INCOMPLETE GRADES: An “I” grade may be given to an undergraduate student only when a small portion of the student’s work (normally 30% or less) is incomplete due to circumstances beyond the control of the student and only when a student is otherwise earning a passing grade. “I” grades are to be
used only in emergency situations and cannot be used as a means of avoiding a poor grade. Normally these are only for medical emergencies and require a signed letter from a medical professional that the student was prevented from attending class. The student must petition the professor before the week of final exams for a grade of “I” to be given.

GRADE FORGIVENESS: Grade forgiveness is limited to three USFSP courses with no more than one repeat per course. Accounting majors can use the forgiveness only once in upper level accounting courses.

WITHDRAWAL: No “W” grades can be obtained after the official drop or withdrawal date (indicate date for each semester). All students enrolled as of the withdrawal date (indicate date for each semester), will receive a letter grade of A, B+, B, C, C+, C, D+, D or F.

EMERGENCY PREPAREDNESS: In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It is the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USF, College, and department websites, emails, and MoBull messages for important general information.

BOMB THREAT OR OTHER DISRUPTION: All scheduled classes will be held in an alternate room in the case of a bomb scare, fire alarm or other disruption. Students will gather outside of the classroom building at a designated area in the parking lot so that an alternative room may be announced.

S/U GRADES: State whether this course can be taken on an S/U basis.

CELL PHONES/PAGERS: If you bring a cell phone, pager or any other communication device to class, please be sure to turn it off and do not use it in the classroom. These devices are not to be used during an exam.
USF ST. PETERSBURG - NEW COURSE PROPOSAL SUBMITTED

TRACKING NUMBER: 92    DATE/TIME: 2011-11-04 12:09:03.0

1. Department and Contact Information

Department: ENP  
College: Business  
Budget Account Number: USF01 STP 511415 10000

Contact Person: crossman  
Phone: 7278734143  
Email: crossman@usfsp.edu

2. Course Information

Prefix: ENT  
Number: 4211  
Full Title: Entrepreneurial Leadership

Is the course title variable? N  
Is a permit required for registration? N  
Are the credit hours variable? N

Credit Hours: 3.0  
Section Type: Class Lecture (Primarily)  
Grading Option: Regular

Abbreviated Title: Entrepreneur Leadership

Prerequisites: none

Corequisites: none

Co-Prerequisites: none

Course Description:
Focuses on entrepreneurial leaders & experiences that have lead to their success and failures. Guest entrepreneurs will present their experiences & engage in open discussion. Concepts conveyed by speakers will be expanded on by the instructor.

3. Gordon Rule

Does this course meet the writing portion of the Gordon Rule? N

If you checked "yes" above, specify how the 6,000 words will be covered (exams, papers). N/A

Does this course meet the computation portion of the Gordon Rule?
4. Justification

A. Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?
This class will serve three roles: 1) It is an elective class in the Entrepreneurship Major program within the College of Business. 2) This class will serve as an upper division business elective within the College of Business. 3) This class will also be applicable as a general elective for any major at USFSP.

B. What specific area of knowledge is covered by this course which is not covered by courses currently listed? The entrepreneurial leader Entrepreneurial vision Operational techniques is Small to Mid-Size Firms Effective communication The entrepreneurial value proposition Marketing techniques The role of HR in entrepreneurial firms Social interaction in business High growth entrepreneurial firms Social responsibility for small firms

C. What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?
It is anticipated after a test run as a special topics course that this class will generate considerable student interest primarily in three areas: 1) It is a required class in the Entrepreneurship Major and Minor within the College of Business. 2) This class will serve as a general business elective within the College of Business. 3) Students from all majors across the University After testing this course with full enrollment for two semesters, it is anticipated that two sections will be needed in spring 2012 with more to be added as demand increases.

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?
Yes. 25 students in Fall 2010.

E. How frequently will the course be offered? What is the anticipated enrollment?
Once per academic year with anticipated enrollment of 40 students.

F. Do you plan to drop a course if this course is added? If so, what will be the effect on the program and on the students? (Please forward the nonsubstantive course change form regarding the course to be deleted to the Council secretary.)
no

G. What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)
Master’s Degree in Business or related area with a minimum of 18 graduate hours within the field of study or with significant industry experience to be professionally qualified.

5. Other Course Information

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D. Textbooks
A custom text of readings will be created to compliment the coverage areas of the individuals speaking in the class.

6. Syllabus (Anatomy of a Syllabus)

Your college will forward an electronic copy of your syllabus to Undergraduate Studies when your course is approved for submission.

7. Liberal Arts Certification

General Course Requirements
  o N/A

Exit Requirements
  o N/A

Skills and Dimensions
  o N/A
USF St. Petersburg - NEW Undergraduate Course
ENT 4214 – Entrepreneurial Leadership
Effective 201205
Banner Documentation

Course Details

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- Continuing Education
- Tuition Waiver
- Additional Fees
- CAPP Areas for Prerequisites
- Collateral Exists

Repeat Details

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Course Level

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From Term: 201205  Maintenance  To Term: 999999

Description

Focuses on entrepreneurial leaders & experiences that have lead to their success and failures. Guest entrepreneurs will present their experiences & engage in open discussion. Concepts conveyed by speakers will be expanded on by the instructor.