2-9-2012

ENT4244 : Scalability in Entrepreneurial Firms. 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)

Date Submitted: 09/14/2011
Date/Term Change is Requested to Become Effective: Fall 2011

Contact Person: Dr. William Jackson
Phone: (727) 873 - 4892
Email: wtj@usfsp.edu

Do the attached changes mirror changes to USF Tampa Curriculum? Yes/No: 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: Scalability in Entrepreneurial Firms class will serve two roles:
1. It is a required class in the Entrepreneurship Major and Minor program 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:

<table>
<thead>
<tr>
<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>
</tr>
<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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<tr>
<td>Other</td>
<td>N/A</td>
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APPROVALS (if Disapprove, Note and attach Comments)

<table>
<thead>
<tr>
<th>Title (print name)</th>
<th>Signature</th>
<th>Approve</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair, College Academic Programs Comm.</td>
<td>Grover S. Kearns</td>
<td>Yes</td>
<td>9/23/11</td>
</tr>
<tr>
<td>College Dean</td>
<td>Malin, Sarahimpour</td>
<td>Yes</td>
<td>9/13/11</td>
</tr>
<tr>
<td>Chair, USFSP UGC Committee</td>
<td>Michael Luckett</td>
<td>Yes</td>
<td>10/19/11</td>
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<tr>
<td>USFSP Regional V.C. Academic Affairs</td>
<td>Norine E. Noonan</td>
<td>Yes</td>
<td>10/27/11</td>
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USFSP NEW Undergraduate Course Proposal Form (non-Gen Ed)

1. Department and Contact Information

<table>
<thead>
<tr>
<th>Department</th>
<th>College</th>
<th>Budget Account Number</th>
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<tbody>
<tr>
<td>Entrepreneurship</td>
<td>College of Business</td>
<td>USFO1STP 10000 511415 000000000000</td>
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<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. William Jackson</td>
<td>(727) 873 - 4892</td>
<td><a href="mailto:wtm@usfsp.edu">wtm@usfsp.edu</a></td>
</tr>
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2. Course Information

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Full Title</th>
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<tbody>
<tr>
<td>ENT</td>
<td>4XXX</td>
<td>Scalability in Entrepreneurial Firms</td>
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<thead>
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<th>Credit Hours</th>
<th>Section Type</th>
<th>Grading Option</th>
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<tbody>
<tr>
<td>3.0</td>
<td>Classroom</td>
<td>Regular</td>
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</table>

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

3. Prerequisites

And/O r: ‘ Nicht
Test and Minimum Grade: MAN 4802, ENT 3XXX
Course and Minimum Grade: New Venture Creation C

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)

The focus of this course will be to address the greatest challenge for a high growth firm—scalability. Scalability issues throughout the firm will be addressed including: change management, culture, leadership, human resources, financial, funding, marketing, strategy and business modeling.

7. Gordon Rule
recognition in developing a business idea and introduce those skills necessary in pitching the idea to an investor.

B. Learning Outcomes

1. Students will be able to recognize stages of organizational growth and the changes that must occur to support that change
2. Students will be able to recognize the tools necessary to assess growth needs for scalability
3. Students will be able to recognize the legal implications related to SME growth
4. Students will be able to recognize the sources of the means of obtaining financing during periods of scalability
5. Students will be able to apply principles of strategy in moving up the scalable ladder
6. Students will be able to use the latest research tools in accomplishing analysis of scalability

C. Major Topics

Change Management and sustainability
Human resource issues related to SMEs
Cultural issues related to scalability
Leadership issues related to scalability
Financial modeling for sustainable firms
Pivot points in scalability
Funding for scalable firms
Strategic issues for scalable firms
Business modeling

D. Textbooks


10. Proposed UG Catalog Language

The focus of this course will be to address the greatest challenge for a high growth firm—scalability. Scalability issues throughout the firm will be addressed including: change management, culture, leadership, human resources, financial, funding, marketing, strategy and business modeling.

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.
Academic Dishonesty:


Because of the University’s commitment to academic integrity, plagiarism or cheating on course work or on examinations will result in penalties that may include a grade of “F” for the specific exam or course work and a grade of “F” or “FF” for the course. Any incident of academic dishonesty will be reported to the Dean of the College. Definitions and punishment guidelines for Plagiarism, Cheating, and Student Disruption of the Academic Process may be found at the web address listed above.

Students with Disabilities:

Please notify your professor 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 (mcdowell@stpt.usf.edu) for more information.

Religious Holidays:

Students who must miss an examination due to a religious holiday should notify the professor during the first two weeks of class.
USF ST. PETERSBURG - NEW COURSE PROPOSAL SUBMITTED

TRACKING NUMBER: 91    DATE/TIME: 2011-11-04 11:19:52.0

1. Department and Contact Information

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<table>
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<tr>
<th>Contact Person</th>
<th>Phone</th>
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<tbody>
<tr>
<td>crossman</td>
<td>7278734143</td>
<td><a href="mailto:crossman@usfsp.edu">crossman@usfsp.edu</a></td>
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2. Course Information

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<tr>
<td>ENT</td>
<td>4125</td>
<td>Scalability in Entrepreneurial Firms</td>
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Is the course title variable?    N
Is a permit required for registration?  N
Are the credit hours variable?    N

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<th>Section Type</th>
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<tr>
<td>3.0</td>
<td>Class Lecture (Primarily)</td>
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Abbreviated Title (30 characters maximum)
Scalability-Entrepreneur Firms

Prerequisites
MAN 4802/C- and ENT 3204/C- (new venture creation)

Corequisites
none

Co-Prerequisites
none

Course Description
Address the greatest challenge for a high growth firm—scalability. Scalability issues throughout the firm will be addressed including change management, culture, leadership, human resources, financial, funding, marketing, strategy and business modeling.

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 two roles: 1). It is a required class in the Entrepreneurship Major and Minor 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?
Change management and sustainability Human resource issues in SMEs Cultural issues in scalable firms Leadership issues in scalable firms Financial modeling for sustainable firms Identifying pivot points in a scalable firms Funding for scalable firms Strategic issues for scalable firms Business modeling

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?
Often identified as the most critical issue for high growth firms is their ability to successfully scale. Even though this is a well-known problem, no entrepreneurship program currently teaches the concept. Besides best preparing our students, this course will clearly separate the entrepreneurship program at USFSP as a leader in the field.

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?
No

E. How frequently will the course be offered? What is the anticipated enrollment?
One section per academic semester with anticipated enrollment of 30 students initially growing as the program grows.

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 such as Creativity (one program exists in the U.S.) 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

A. Objectives
This course is intended to allow students to apply principles of idea generation and opportunity recognition in developing a business idea and introduce those skills necessary in pitching the idea to an investor.

B. Learning Outcomes
1. Students will be able to recognize stages of organizational growth and the changes that must occur to support that change 2. Students will be able to recognize the tools necessary to assess growth needs for scalability 3. Students will be able to recognize the legal implications related to SME growth 4. Students will be able to recognize the sources of the means of obtaining financing during periods of scalability 5. Students will be able to apply principles of strategy in moving up the scalable ladder 6. Students will be able to use the latest research tools in accomplishing analysis of scalability
C. Major Topics
Change Management and sustainability Human resource issues related to SMEs Cultural issues related to scalability Leadership issues related to scalability Financial modeling for sustainable firms Pivot points in scalability Funding for scalable firms Strategic issues for scalable firms Business modeling

D. Textbooks

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
○ N/A
Exit Requirements
○ N/A
Skills and Dimensions
○ N/A
### Course Details

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#### Hours

- **CEU or Credit:** 3.000
- **Billing:** 3.000
- **Lecture:** None
- **Lab:** None
- **Other:** None
- **Contact:** None

#### Repeat Details

- **Limit:**
- **Maximum:**
- **Repeat Status:** NR

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### Level Details

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<tr>
<td>O</td>
<td>Other</td>
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### Course Detail Information

**Subject:** ENT, Entrepreneurship  
**Course Title:** Scalability-Entrepreneurship Firms  
**Course Identifier:** [USF01STP51141S10000]  
**Credit Category:** 

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### Supplemental Data

**Account Number:** [USF01STP51141S10000]  
**Occupational Course:**  
**Classification:**

- Cooperative Education:  

**Course Identifier:**  
**Credit Category:**  

**Element 1:**  
**Element 2:**  
**Element 3:**  
**Element 4:**
Address the greatest challenge for a high growth firm: scalability. Scalability issues throughout the firm will be addressed including change management, culture, leadership, human resources, financial, funding, marketing, strategy and business modeling.