2-9-2012


University of South Florida St. Petersburg.
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 3XXX: Social Issues in Entrepreneurial Firms** class will serve three 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
3). This class will serve as a general elective for any major within the University

Estimated Impact on University Resources:

Library: Minimal purchase of texts, use of existing online resources.
Equipment: None anticipated.
Faculty/Staff: Class to be taught using existing faculty, instructors or the hiring of specialized adjuncts.
Other: N/A

| APPROVALS (if Disapprove, Note and attach Comments) |
|---------------------------------|----------------|--------|-------|
| Title (print name)              | Signature      | Approve| Date  |
| Chair, College Academic Programs Comm. |               | Yes / No | MM/DD/YYYY |
| College Dean                    |                | Yes / No | 9/23/11 |
| Chair, USFSP UGC Committee      |                | Yes / No | 10/19/11 |
| USFSP Regional V.C. Academic Affairs |            | Yes / No | 10/27/11 |
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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<tr>
<td>Entrepreneurs</td>
<td>College of Business</td>
<td>USFO1STP 10000 511415</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:wtj@usfsp.edu">wtj@usfsp.edu</a></td>
</tr>
</tbody>
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2. **Course Information**

<table>
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<tr>
<td>ENT</td>
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<table>
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<tr>
<td>45</td>
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3. **Prerequisites**

<table>
<thead>
<tr>
<th>And/O or</th>
<th>Test and Minimum Grade</th>
<th>Course and Minimum Grade</th>
<th>) )</th>
</tr>
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4. **Co-requisites**

<table>
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<th>Course</th>
<th>Title</th>
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5. **Registration Restrictions**

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<tr>
<td>Class</td>
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</tr>
<tr>
<td>Level</td>
<td>N/A</td>
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6. **Course Description (255 character maximum for state submission)**

This class focuses on various social and ethical issues impacting small business and entrepreneurial firms. While all firms, large or small are affected by social and ethical issues, this course addresses those most specific to the small business sector. Emphasis will be given to the role of sustainability—not only of the small business firm but also the environments in which they operate.

7. **Gordon Rule**
Does this course meet the **writing** portion of the Gordon Rule? | No
---|---
If you indicated "yes" above, specify how the 6,000 words will be covered (exams, papers).

Does this course meet the **computation** portion of the Gordon Rule? | No

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.
   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?

   - Business and society relationships
   - Corporate citizenship
   - Social responsibility
   - Ethics
   - External stakeholder issues
   - Internal stakeholder issues
   - The “gray market” of small businesses
   - Regulatory issues and the burden on small businesses
   - Sustainability

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 a semester, it is anticipated that one section 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. 20 students in Spring 2011.

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 apply good citizenship in business dealings. This course is complementary to our graduate focus on social responsibility.

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 small businesses in relationship to social and ethical issues.
2. Students will be able to recognize ethical issues impacting small businesses and the responsibilities of these firms to follow an appropriate course in dealing with these situations.
3. Students will be exposed to the unique dilemma of the triple bottom line as it relates to small entrepreneurial firms and to be apply to apply principles of sustainability in those situations.
4. Students will understand the role small businesses play in community sustainability.
5. Students will understand the challenges faced by small businesses in regard to internal stakeholders.

**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 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

**D. Textbooks**


10. **Proposed UG Catalog Language**

This class focuses on various social and ethical issues impacting small business and entrepreneurial firms. While all firms, large or small are affected by social and ethical issues, this course addresses those most specific to the small business sector. Emphasis will be given to the role of sustainability—not only of the small business firm but also the environments in which they operate.

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.
[1] COURSE SPECIFIC SECTION

Course prerequisites:

No prerequisites beyond good standing in the Bachelor’s program or permission of the instructor.

Course Description:

This course focuses on various social and ethical issues impacting small businesses. While all firms, large or small are affected by social and ethical issues, this course addresses those most specific to the small business section. Emphasis will be given to the role of sustainability—not only of the small business firm but also the environments in which they operate.

Objectives:

Upon completion of this course students will be able to:

1) Recognize various levels of social responsibility of a small business firm
2) Understand the complexities of ethical behavior for small businesses
3) Understand the relationship between sustainability in the firm, community and the environment.

Required/Supplementary Text:


In addition to the required text above, students will be assigned various articles and other outside readings by the Professor.

Determination of Final Grade:

3 Exams@200 points  600 points
Final Exam  200 points
Case Presentations  100 points
Participation  100 points
Total 1000 points

In this class, based upon the points earned, the following grades will be awarded:

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<td>&lt;600</td>
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Required Course Content:

1) Business and Society Relationship
2) Corporate Citizenship
3) Social Responsibility
4) Ethics
5) External Stakeholder Issues
6) Internal Stakeholder Issues

Assignment Descriptions:

Case Presentations:

Each week, one group is identified to make a presentation of the case assigned for that week. The format for this is:

1) Case Overview
2) Discussion of the questions at the end of each case
3) Submission of three outside sources that address the issues included in the case. These outside sources can be material on the company being discussed, material of other companies facing the same issue, or material in general that addresses the issue.

Even though groups will be presenting the assigned material, it is the responsibility of each student to have read each case and to be prepared to engage in open discussion of the topic.

Exams:

Three regular exams will be administered throughout the semester. Material included on the exams will come from chapter and outside reading, lectures, and handouts. The format of the exams can be any format to include short answer, essay, or multiple choice.
The specific format will be announced prior to each exam. In addition to the three regular exams, there will also be a final exam. Make-up exams will not be given without clear documentation of the circumstances that justify absence during the exam. If a make-up exam is given, the time, date, location, and method of testing will be at the discretion of the instructor.

**Discussion/Participation:**

Each student is expected to make every effort to attend all classes and be prepared for open discussion. Two absences are allowed during the semester without a reduction of the participation grade. Each additional absence will result in a 10% reduction of the participation grade. Participation means much more that just attending class—taking an active and prepared approach to classroom discussion is expected from each student. A portion of the participation grade may be grades earned on class assignments or pop quizzes.

Likewise, every student is expected to contribute their fair share to each group assignment. A peer evaluation behavioral based rubric will be used to assess individual participation in group activity—a clear trend of limited participation will negatively impact this grading measurement.

**Tentative Course Schedule:**

- Class 1: Introduction, discussion of course requirement; group formation
- Class 2: Chapter 1/Readings
- Class 3: Chapters 2/Case Presentation (Group 1)/Readings
- Class 4: Chapter 3/Case Presentation (Group 2)/Readings
- Class 5: Exam 1
- Class 6: Chapter 4/Case Presentation (Group 3)/Readings
- Class 7: Chapter 5/Case Presentation (Group 4)/Readings
- Class 8: Chapter 6/Case Presentation (Group 5)/Readings
- Class 9: Exam 2
- Class 10: Chapter 7/Case Presentation (Group 6)/Readings
- Class 11: Chapter 8/Case Presentation (Group 7)/Readings
- Class 12: Chapter 9/Case Presentation (Group 8)/Readings
- Class 13: Exam 3
- Class 14: Readings
- Class 15: Readings
- Class 16: Final Exam

**Special Dates:**

1) Drop/Add/Fee Deadline (full refund of fees/no grade)—
2) Graduation Application Deadline—
3) Drop Deadline (no refund/"W" grade assignment)—
Key Leadership Skills and Perspectives Addressed in This Course:

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<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>
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Interpersonal and Communication Skills—Group project; verbal discussions; presentation of Chapter and Case material.

Analytical and Critical Thinking Skills—Chapters and articles discussion; development of Case Discussions.

Reflective Thinking and Experiential Learning—Development of Case Discussion.

Ethical and Social Consciousness—Each chapter and case.

[2] UNIVERSITY/COLLEGE OF BUSINESS SECTION

Academic Dishonesty:

See USF Policy on Academic Dishonesty and Disruption of Academic Process at www.ugs.usf.edu/catalogs/0708/adadap.htm

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: 89       DATE/TIME: 2011-11-04 09:16:38.0

1. Department and Contact Information

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<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>
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<th>Grading Option</th>
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<tbody>
<tr>
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<td>Class Lecture (Primarily)</td>
<td>Regular</td>
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Abbreviated Title (30 characters maximum)
Social Issues in Entepr Firms

Prerequisites
none

Corequisites
none

Co-Prequisites
none

Course Description
This class focuses on various social and ethical issues impacting small business and entrepreneurial firms. Emphasis will be given to the role of sustainability—not only of the small business firm but also the environments in which they operate.

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?

http://www.ugs.usf.edu/ugc/Proposals/STP/newinsert.cfm

11/4/2011
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? Business and society relationships Corporate citizenship Social responsibility Ethics External stakeholder issues Internal stakeholder issues The “gray market” of small businesses Regulatory issues and the burden on small businesses Sustainability

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?
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D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?
Yes. 20 students in Spring 2011.

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

A. Objectives
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C. Major Topics
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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
  o N/A

Exit Requirements
  o N/A

Skills and Dimensions
  o N/A
USF St. Petersburg - NEW Undergraduate Course

ENT 3503 – Social Issues in Entrepreneurship
Effective 201205

Basic Course Information SCACRSE 8.2.1 (PROD)

Subject: ENT Entrepreneurship
Course Title: Social Issues in Entrepreneurship
Course: 3503
Term: 201205

Course Details

From Term: 201205
Copy
To Term: 999999

Course Title: Social Issues in Entrepreneurship
College: BP Business USFSP
Division: ENP Entrepreneurship
Department: ENP Entrepreneurship
Status: A Active
Approval: 
CIP: 520201 Business Admin & Managemen
Prerequisite Waiver: 
Duration: 

Hours

CEU or Credit: None 0
Billing: None 0
Lecture: None 0
Lab: None 0
Other: None 0
Contact: None 0

Repeat Details

Limit:
Repeat Status: NR

Course Level SCACRSE 8.2.1 (PROD)

From Term: 201205
Copy
To Term: 999999

Level
UG Undergraduate

CEU
This course focuses on various social and ethical issues impacting small business and entrepreneurial firms. Emphasis will be given to the role of sustainability not only of the small business firm but also the environments in which they operate.