

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS & ECONOMICS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

BUS 560 THE ENTREPRENEURIAL MANAGER (3)

Three hours seminar per week

Prerequisites: BUS 540

A course that focuses on aspects of starting a new business, with an emphasis on recognizing and creating opportunities. Also develops the managerial skills and perspectives that contribute to innovative and entrepreneurial management in growing and established organizations. Topics include attributes of entrepreneurs and entrepreneurial careers, evaluating opportunities, writing business plans, consumer and market analysis, new product design and development, creativity, innovation, forecasting, resource requirements, financing, and managing new ventures.

2. Mode of Instruction.

| | Units | Hours per Unit | Benchmark Enrollment |
|------------|--------------|-----------------------|-----------------------------|
| Lecture | _____ | _____ | _____ |
| Seminar | <u> 3 </u> | <u> 1 </u> | <u> 25 </u> |
| Laboratory | _____ | _____ | _____ |
| Activity | _____ | _____ | _____ |

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This required course in the MBA curriculum will develop the skills and perspectives that contribute to innovative and entrepreneurial management, as well as aspects of starting and managing a new business. Managers need to be able to stimulate and preserve creativity and innovation in growing and established organizations. Innovation has become essential with the acceleration of competition brought on by the internet and internationalization of markets. Every business now competes with counterparts that may be around the corner, around the world, or in cyberspace. In order to prepare the MBA graduate for the 21st century, a more innovative and entrepreneurial approach to management is a necessity. The new product development process is at the heart of business innovation. Every business, even services, must continually refresh or adapt their product offerings to better serve customers.

Learning Objectives

Students who successfully complete this course will be able to:

- Recognize the paradigmatic limits to thinking
- Apply different methods of concept generation based on customer needs
- Formulate ideas into new business concepts
- Develop ideas through several iterations of inductive and deductive analysis
- Identify critical business problem areas
- Design and implement research to solve problems
- Analyze and synthesize research conclusions
- Perform a business potential analysis for a new concept
- Develop a product positioning/benefit segmentation analysis
- Develop a strategic marketing plan and business plan
- Recognize and adopt different group roles
- Facilitate a creative group

4. Is this a General Education Course YES NO

If Yes, indicate GE category:

| | |
|---|--|
| A (English Language, Communication, Critical Thinking) | |
| B (Mathematics & Sciences) | |
| C (Fine Arts, Literature, Languages & Cultures) | |
| D (Social Perspectives) | |
| E (Human Psychological and Physiological Perspectives) | |

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

1. New Products in a Historical Context
2. The Use of Metaphor in Understanding Markets and Organizations
3. The Importance of Innovation and Creativity
4. The New Product Design and Evaluation Process
5. Attributes of Entrepreneurs
6. Managing New Ventures
7. New Product Concept Generation Methods
8. Concept Screening and Evaluation
9. Concept Testing
10. Product/Service Positioning
11. Market Forecasting
12. Competitive Analysis
13. Marketing Plan Development
14. Product Liability
15. Market Scenarios
16. The New Product Proposal

6. **References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*

Min Basadur, *The Power of Innovation*, Pitman Publishing, 1995.
 Merle Crawford and Anthony Di Benedetto. *New Products Management*, Seventh Edition. McGraw-Hill, 2003.
 George S. Day and Paul Schoemaker. *Managing Emerging Technologies*, John Wiley, 2002.
 R. Buckminster Fuller, *Inventions*, St. Martins, 1983.
 Owen Edwards, *Elegant Solutions*, Crown, 1989.
 Jack M. Kaplan, *Patterns of Entrepreneurship*, John Wiley, 2003.
 Tom Kelley, *The Art of Innovation*, Currency Doubleday, 2001.
 Donald R. Lehmann and Russell S. Winer. *Product Management*, Third Edition. McGraw-Hill, 2002.
 Gary S. Lynn, *From Concept to Market*, John Wiley, 1989.
 Gareth Morgan, *Images of Organization*, Sage Publications, 1986.
 Edward B. Roberts, *Innovation: Driving Product, Process, and Market Change*, MIT Sloan, Jossey-Bass, 2002.
 Jeffry A. Timmons and Stephen Spinelli, *New Venture Creation* (Sixth Edition), McGraw Hill-Irwin, 2004.
 Glen L. Urban and John R. Hauser, *Design and Marketing of New Products*, Simon and Schuster, 1993.
 Kees Van Der Heijden, *Scenarios: The Art of Strategic Conversations*, John Wiley, 2002.

7. **List Faculty Qualified to Teach This Course.**

Dr. William Cordeiro
 Dr. CB Claiborne
 Business Faculty

8. **Frequency.**

a. Projected semesters to be offered: Fall 1 Spring 1 Summer

9. New Resources Required.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

None

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

_CB Claiborne
Proposer of Course

October 28, 2003
Date