Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester to make the next catalog (2011-12) production

DATE (CHANGE DATE EACH TIME REVISED): 10.12.10   REV 11.22.10
PROGRAM AREA(S) : BUS

Directions: All of sections of this form must be completed for course modifications. Use YELLOWED areas to enter data. All documents are stand alone sources of course information.

1. **Course Information.**
   [Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

OLD	NEW
Prefix BUS Course# 560 Title **THE ENTREPRENEURIAL MANAGER** Units (3)	Prefix BUS Course# 560 Title **THE ENTREPRENEURIAL MANAGER** Units (3)
___ hours lecture per week	___ hours lecture per week
3 hours seminar per week	3 hours seminar per week
X Prerequisites: BUS 540	X Prerequisites: BUS 540
___ Consent of Instructor Required for Enrollment	___ Consent of Instructor Required for Enrollment
Corequisites: ___	Corequisites: ___
Catalog Description (Do not use any symbols): 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.	**Catalog Description** (Do not use any symbols): Focuses on aspects of starting a new business, with an emphasis on recognizing and creating opportunities. 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.

OLD

General Education Categories ___
___ Lab Fee Requested
Course Level:
___ Undergraduate
___ Post-bac/Credential
X   Graduate

Graded ___
CR/NC ___
X   A - F
Optional (Student's choice) ___

___ Repeatable for up to ___ units
Total Completions ___
___ Multiple Enrollment in same semester

NEW

General Education Categories ___
___ Lab Fee Requested
Course Level:
___ Undergraduate
___ Post-bac/Credential
X   Graduate

Graded ___
CR/NC ___
X   A - F
Optional (Student's choice) ___

___ Repeatable for up to ___ units
Total Completions ___
___ Multiple Enrollment in same semester

2. **Mode of Instruction (Hours per Unit are defaulted)**   Hegis Code(s)_____
   (Provided by the Dean)

Existing

	Units	Hours Per Unit	Benchmark Enrollment	Graded
Lecture	___	1	___	___
Seminar	3	1	25	X
Lab	___	3	___	___
Activity	___	2	___	___
Field Studies	___		___	___
Indep Study	___		___	___

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture	___	1	___	___	___
Seminar	3	1	25	X	___
Lab	___	3	___	___	___
Activity	___	2	___	___	___
Field Studies	___		___	___	___
Indep Study	___		___	___	___

| Other blank | ▨ ▨ ▨ | Other blank | ▨ ▨ ▨ ▨ |

3. Course Attributes:

▨ **General Education Categories**: All courses with GE category notations (including deletions) must be submitted to the GE website: http://summit.csuci.edu/geapproval. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)
▨ A-1 Oral Communication
A-2 English Writing
A-3 Critical Thinking

B (Mathematics, Sciences & Technology)
▨ B-1 Physical Sciences
B-2 Life Sciences – Biology
B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)
▨ C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural
D (Social Perspectives)
E (Human Psychological and Physiological Perspectives)
UDIGE/INTD Interdisciplinary
Meets University Writing Requirement
Meets University Language Requirement

▨ **American Institutions, Title V Section 40404**: ▨ Government ▨ US Constitution ▨ US History
Refer to website, Exec Order 405, for more information: http://senate.csuci.edu/comm/curriculum/resources.htm
▨ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

4. Justification and Requirements for the Course. *[Make a brief statement to justify the need for the course]*

OLD

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.

NEW

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. 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.

X Requirement for the Major/Minor
▨ Elective for the Major/Minor
Free Elective

X Requirement for the Major/Minor
▨ Elective for the Major/Minor
Free Elective

Submit Program Modification if this course changes your program.

5. Student Learning Outcomes. (List in numerical order. You may wish to visit resource information at the following website: http://senate.csuci.edu/comm/curriculum/resources.htm)

Upon completion of the course, the student will be able to:

OLD

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

Upon completion of the course, the student will be able to:*

NEW

1. Employ different methods of concept generation for new businesses based on customer needs (1,4,5)
2. Produce a written potential analysis for a new business. (1,4,5)
3. Develop and present a written product positioning/benefit segmentation analysis. (1,4,5)
4. Develop and present a written strategic marketing plan and business plan. (1,2,4,5)

*Program Learning Goals: 1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct and collaboration skills. 2) Demonstrate orally and in writing analytical and integrative skills in making business decisions. 3) Demonstrate an understanding of the global operating environment of business. 4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments. 5) Demonstrate an understanding of relevant disciplines. 6)Demonstrate leadership skills in a variety of situations and settings

6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

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

NEW

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

Does this course content overlap with a course offered in your academic program? Yes   **No** X
 If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes   **No** X
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

7. Cross-listed Courses (Please note each prefix in item No. 1)
    A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).

     B.   **List each cross-listed prefix for the course:** ▢

     C.   **Program responsible for staffing:** ▢

8. References. *[Provide 3-5 references]*

OLD
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.

NEW
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.

9. Tenure Track Faculty qualified to teach this course.
   Dr. William Cordeiro
  Business Faculty

10. Requested Effective Date or First Semester offered: ▢

11. New Resource Requested: Yes ▢   **No** X
   If YES, list the resources needed.

    A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
    ▢

    B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
    ▢

    C. Facility/Space/Transportation Needs:
    ▢

    D. Lab Fee Requested: Yes ▢   **No** ▢   **(Refer to the Dean's Office for additional processing)**
    E. Other. ▢

12. **Indicate Changes and Justification for Each.** *[Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]*

<table>
<tr><td>☐</td><td>Course title</td><td>☐</td><td>Course Content</td></tr>
<tr><td>☐</td><td>Prefix/suffix</td><td>X</td><td>Course Learning Outcomes</td></tr>
<tr><td>☐</td><td>Course number</td><td>☐</td><td>References</td></tr>
<tr><td>☐</td><td>Units</td><td>☐</td><td>GE</td></tr>
<tr><td>☐</td><td>Staffing formula and enrollment limits</td><td>☐</td><td>Other ☐</td></tr>
<tr><td>☐</td><td>Prerequisites/Corequisites</td><td>☐</td><td>Reactivate Course</td></tr>
<tr><td>X</td><td>Catalog description</td><td></td><td></td></tr>
<tr><td>☐</td><td>Mode of Instruction</td><td></td><td></td></tr>
</table>

Justification: Updated Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13. **Will this course modification alter any degree, credential, certificate, or minor in your program? Yes** ☐ **No** X

If, YES attach a program update or program modification form for all programs affected.
Priority deadline for New Minors and Programs: October 4, 2010 of preceding year.
Priority deadline for Course Proposals and Modifications: October 15, 2010.
Last day to submit forms to be considered during the current academic year: April 15th.

William Cordeiro
_____   ☐_____
Proposer(s) of Course Modification   Date
Type in name. Signatures will be collected after Curriculum approval.

Approval Sheet

Course:

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
	Signature	Date

Program Chair		
	Signature	Date

Program Chair		
	Signature	Date

General Education Chair		
	Signature	Date

Center for Intl Affairs Director		
	Signature	Date

Center for Integrative Studies Director		
	Signature	Date

Center for Multicultural Engagement Director		
	Signature	Date

Center for Civic Engagement and Service Learning Director		
	Signature	Date

Curriculum Chair		
	Signature	Date

Dean of Faculty		
	Signature	Date