

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL
(Attach copy of syllabus)

SUBMITTED BY:

Department	Business Administration	College/School	School of Management
Prepared by	Anita Hughes	Phone	Ext 4622
Email Contact	Alhughes2@alaska.edu	Faculty Contact	Kevin Berry, kberry9@alaska.edu

1. ACTION DESIRED
(CHECK ONE): Trial Course ☐ New Course ☒

2. COURSE IDENTIFICATION: Dept BA Course # F235 No. of Credits 3

Justify upper/lower division status & number of credits:

This is an entry level course designed for sophomores.

3. PROPOSED COURSE TITLE: Entrepreneurship: A Small Business Approach

4. To be CROSS LISTED? YES/NO No If yes, Dept: Course #

NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. To be STACKED?* YES/NO No If yes, Dept. Course #

How will the two course levels differ from each other? How will each be taught at the appropriate level?:

* Use only one Format 1 form for the stacked course (not one for each level of the course!) and attach syllabi. Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi (undergraduate and graduate versions) will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online - see URL at top of this page.

6. FREQUENCY OF OFFERING: As Demand Warrants
Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) - or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING (Effective AY2015-16 if approved by 3/31/2015; otherwise AY2016-17) Spring 2016

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the Core Review Committee.

COURSE FORMAT: (check all that apply) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ 6 weeks to full semester

OTHER FORMAT (specify) Lecture

Mode of delivery (specify lecture, field trips, labs, etc)

9. CONTACT HOURS PER WEEK:	3/15	LECTURE hours/weeks		LAB hours /week		PRACTICUM hours /week
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Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-guidelines-for-computing/> for more information on number of credits.

OTHER HOURS (specify type)	
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10. **COMPLETE CATALOG DESCRIPTION** including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

Example of a complete description:

FISH F487 W, O Fisheries Management
3 Credits Offered Spring
Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. *Prerequisites:* COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

BA F235 Entrepreneurship
3 credits Offered as Demand Warrants

This course takes a hands-on, problem-based learning approach that works through real problems faced by entrepreneurs and small business owners. Using real-world scenarios and exercises throughout the student will gain experience in the roles of small business: financial analyst, marketer, and business owner in order to find solutions. A business research approach preparing students to help themselves and others within their community to complete a feasibility study. *Prerequisites:* BA F151; ACCT F261. (3+0)

11. **COURSE CLASSIFICATIONS:** Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.
H = Humanities S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? If YES, attach form.	YES:		NO:	XX
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IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, Format 6		W = Writing Intensive, Format 7		X = Baccalaureate Core	
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11.A Is course content related to northern, arctic or circumpolar studies? If yes, a "snowflake" symbol will be added in the printed Catalog, and flagged in Banner.

YES		NO	XX
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12. **COURSE REPEATABILITY:**

Is this course repeatable for credit?	YES		NO	XX
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Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?		TIMES
If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?		CREDITS
If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?		CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Changing the grading system for a course later on constitutes a Major Course Change - Format 2 form.

LETTER:	XX	PASS/FAIL:	
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RESTRICTIONS ON ENROLLMENT (if any)

14. PREREQUISITES

BA F151; ACCT F261

These will be required before the student is allowed to enroll in the course.

15. SPECIAL RESTRICTIONS, CONDITIONS

16. PROPOSED COURSE FEES

\$

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. PREVIOUS HISTORY

Has the course been offered as special topics or trial course previously?

Yes/No

Yes

If yes, give semester, year, course #, etc.:

Spring 2013, Spring 2014, Spring 2015; Special Topics

18. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

None. It is already being taught.

19. LIBRARY COLLECTIONS

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No

XX

Yes

None required

20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

Offered as an elective, this course might pull from other electives. For business students there are few elective business courses at this level.

21. POSITIVE AND NEGATIVE IMPACTS

Please specify **positive** and **negative** impacts on other courses, programs and departments resulting from the proposed action.

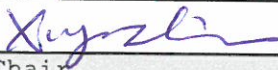
This is positive for SOM students, offering them additional options. It might pull students from other courses so we expect no net gain or loss in enrollment.

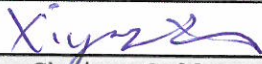
JUSTIFICATION FOR ACTION REQUESTED

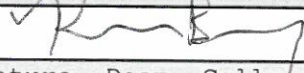
The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

Students are always interested in this course when it has been taught. It makes sense to propose it for a permanent place in our catalog.

APPROVALS: Add additional signature lines as needed.

	Date	10/3/14
Signature, Chair, Program/Department of:		

	Date	10/3/14
Signature, Chair, College/School Curriculum Council for:		

	Date	10/3/14
Signature, Dean, College/School of:		

Offerings above the level of approved programs must be approved in advance by the Provost.

	Date	
Signature of Provost (if above level of approved programs)		

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

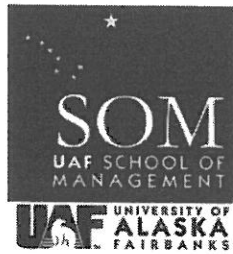
	Date	
Signature, Chair Faculty Senate Review Committee: <input type="checkbox"/> Curriculum Review <input type="checkbox"/> GAAC <input type="checkbox"/> Core Review <input type="checkbox"/> SADAC		

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

	Date	
Signature, Chair, Program/Department of:		

	Date	
Signature, Chair, College/School Curriculum Council for:		

	Date	
Signature, Dean, College/School of:		



Spring Semester 2014

BA 293 CRN: 37286–Entrepreneurship: A Small Business Approach

MWF 10:30-11:30 AM: Ernest Gruening Building 205

Instructor: James C. McDermott, M.S.

Contact Information: SOM Office: 474-7461, Instructor's telephone number 474- 2476 & Instructor's E-Mail jcmcdermott@alaska.edu Office location: Room 219D & office hours MWF 11:45 AM - 12:45 PM: Monday & Wednesday.

COURSE DESCRIPTION: Entrepreneurship: This course takes a hands-on, problem-based learning approach that works through real problems faced by entrepreneurs and small business owners. Using real-world scenarios and exercises throughout the student will gain experience in the roles of small business: financial analyst, marketer, and business owner in order to find solutions. A business research approach preparing students to help themselves and others within their community to complete a feasibility study.

Note: This course will focus on business planning research pertaining to conditions in small businesses: the major functional areas of small business including forms of ownership, management, marketing, franchising, finance, accounting, human resource management, operations, and analyzing cash flows.

At the end of the course students:

- Broaden your understanding of Entrepreneurship & Intrapreneur
- Have examined the history of small business in the United States
- Amplify the appreciation behind starting, maintaining, and expanding a small business
- To expand and enrich your entrepreneurship: small business management vocabulary
- Able to accomplish the due diligence required to complete a small business feasibility study and a business plan

Required Textbook: Entrepreneurship: A Small Business Approach

Reference: Bamford, C. & Bruton, G. (2011). Entrepreneurship. New York, NY. McGraw-Hill Co., Inc.

Note: All weekly assignments will be turned in by the start of class Wednesday and late assignments are not accepted. Quizzes will be administered weekly. Remember to support your claims throughout your assignments!

All assignment responses are to be informative and formatted (APA) onto a Microsoft Word document, and then forwarded to your instructor via Black Board. Be prepared to share your Home-Work (HW) assignments within our classroom throughout the semester.

Feasibility Study minimum requirements: Assignment narrative needs: **1** student = **7-9** pages; **2** students = **10-13** pages; **3** students **13-17** pages. Final feasibility study is to be turned-in via both in an e-format & hardcopy employing APA format.

Entrepreneur.com, with a narrative minimum/maximum **700-800** word business report (APA) in e-format & hardcopy. Note: Paraphrase correctly (APA) & support throughout your narratives.

- **1/17:** Introductions, syllabus review, Q&A, a sneak-peek into chapter 1.

- **Week 1/Jan. 21-24:** Read Ch. 1 "Laying the Groundwork for Small Business (Textbook Introduction)" **HW 1:** Answer Ch. 1 Review questions #4 and #5.

Week 1 Note: *Pass out Entrepreneur.com articles by Friday.*

- **Week 2/ Jan. 27-31:** Read Ch. 2 "Individuals and Small Business Start-up" **HW 2:** Answer Ch. 2 Review questions #5, #6, and #7.

Week 2 Note: *Turn-in teams, and discuss your individual or group ideas with the class concerning your feasibility study by 1/29/14. Pass out Peer Review Sheets for partnership assignments.*

- **Week 3/ Feb. 3-7:** Read Ch. 3 "Business Idea Generation and Initial Evaluation" **HW 3:** Answer Ch. 3 Review questions #1 through #9.
- **Week 4/ Feb. 10-14:** Read Ch. 4 "Due Diligence on the Business Idea (External Analysis)" **HW 4:** Answer Ch. 4 Review question #7.
- **Week 5/ Feb. 17-21:** Read Ch. 5 "Business Mission and Strategy". **HW 5:** Turn-in your feasibility study "Mission Statement".
- **Week 6/ Feb. 24-28:** Read Ch. 6 "Analyzing Cash Flow and other Financial Information" **HW 6:** Provide me with your small business start-up budget & cash flow projections, and then be prepared to explain your projected numbers within our classroom.
- **Week 7/ Mar. 3-7:** Read Ch. 7 "Establishing the Legal Foundation".

Week 7 Note: *Turn-in entrepreneur.com reports on March 5th at start of class, prepare 2/4 & 3/5 minute oral presentations by Wednesday start of class. Turn-in my entrepreneur magazines.*

- **Week 8/ Mar. 10-14:** Mid-Term Exam on March 12th. Read Ch. 8 "Establishing Operations" **HW 7:** Provide me with your feasibility study critical path chart and use the Figure 8.1 format.
- **Week 9/ Mar. 24-28:** Read Ch. 9 "Financing & Accounting" **HW 8:** Provide me with your feasibility study P & L statement (see Table 9.2).
- **Week 10/ Mar. 31 - Apr. 4:** Read Ch. 10 "Human Resource Management" **HW 9:** Complete "individual exercises" questions 1-4 found on page 215.
- **Week 11/ Apr. 7-11:** Read Ch. 11 "Marketing" Participation: **HW 10:** Complete "individual exercises" questions 1-3 found on page 236.
- **Week 12/ Apr. 14-18:** Chapter 12 "Financial Analysis" Complete your finishing touches for feasibility study.
- **Week 13/ Apr.21-24:** Chapter 13 "Exit/Harvest/Turnaround" **Turn-in your feasibility study** by Wednesday start of class. Feasibility study 5/7 & 7/9 minute presentations on Wednesday & Friday. **Turn-in all peer reviews by Wednesday.**
- **Week 14/ Apr.28-May2:** Chapter 14 "Franchising and Purchasing an Existing Business. Feasibility study 5/7 & 7/9 minute presentations on Wednesday & Friday, and there will be time for Q&A for each presentation.
- **Week 15:** Last day of class is 5/5/14. Final Exams week.

BA 293 Class Room Important Dates:

- *Midterm Exam is scheduled for 3/12/14 during Week 8*
- *BA 293 Final Exam: 10:15-12:15on May 7th*
- *Entrepreneur.com report due March 5th*
- *Feasibility Study due 4/23/14 during Week 13*

Participation: Get involved! Your success, enjoyment, and learning in this course are closely related to how you engage the material presented. Participation is initiated by your instructor, who will employ end of chapter "**Review Questions**" (RQ). Besides the student's direct response to the weekly RQ's you are expected to contribute to the class discussion in a **substantive** way. When the discussion centers on a lively topic, it is not unusual for students to hear what classmates are talking about and to respond with multiple comments.

Substantive notes go beyond "I agree" or "I see your point." Effective responses relate theory or methods to personal experience, so feel free to comment, critique, and suggest. Think about quality and frequency as you strike up a conversation with your fellow classmates. Always be respectful to each other's comments concerning academic based RQ's.

Please note: Your participation grade is based on substantive replies and students who fail to contribute will not earn participation credit.

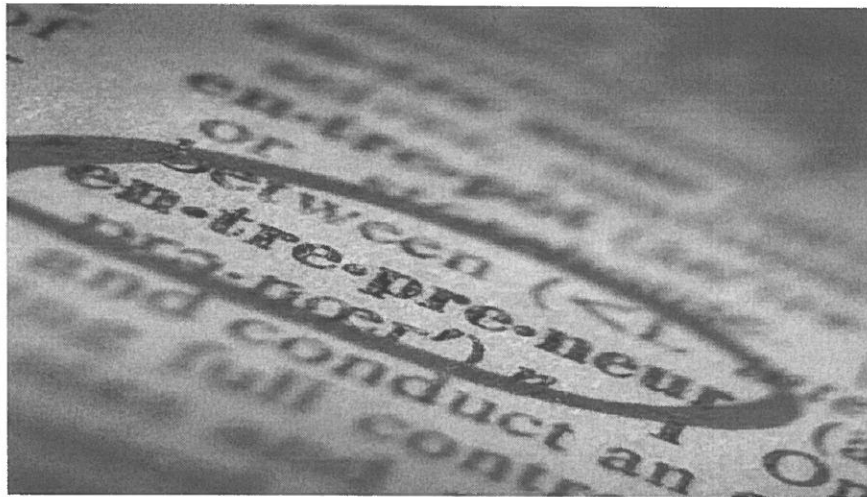
Please note: Internet searches often lead to nonacademic information resources, such as Wikipedia.org, Ask.com, Encarta.msn.com, Infoplease.com, etc. You may supplement your research with these sources, but keep in mind that the information you find there may not be accurate, because it does not come under a formal oversight or peer-review process. While you may use and cite nonacademic resources such as Wikipedia when working on assignments, you may not rely on them exclusively. The majority of your sources must be peer-reviewed academic journals. Furthermore, you are responsible for the accuracy of any facts presented in your assignments and, therefore, must confirm the veracity of information you find in nonacademic sources with further research.

Grading Scale:

❖	100-97 A+	
❖	96-93 A	❖ 92-90 A-
❖	89-87 B+	❖ 86-83 B
❖	82-80 B-	❖ 79-77 C+
❖	76-73 C	❖ 72-70 C-
❖	69-67 D+	❖ 66-63 D
❖	62-60 D-	❖ 59 or < F

Grading -Grades will be based on:

ITEM	1000 Points Maximum
▪ Homework (15%)	150
▪ Entrepreneur.com & Review (10%)	100
▪ 14 Weekly Ch. Quizzes (14%)	140
▪ Midterm (12.5%)	125
▪ Final Exam (12.5%)	125
▪ Feasibility Study & Review (22%)	220
▪ Participation (14%)	<u>140</u>
Total =	1000



The **Student Support Services (SSS)** program located in 512 Gruening Building, provides opportunities for academic development, assists students with college requirements, and serves to motivate students towards the successful completion of their degree program.

SSS include:

- Free tutorial services
- Instruction in mathematics skills
- Academic advising, mentoring and personal support
- Cultural and social engagement
- Use of laptop computers, labs, and other technology resources
- Direct financial assistance to qualified low-income participants

Disability Services

At UAF Disability Services, our goal is to provide UAF students with access to academic classes and course materials through an interactive accommodation process.

UAF Disability Services provides accommodations to students on the Fairbanks campus as well as on the Bristol Bay, Chukchi, Interior Aleutians, Kuskokwim, Northwest, Community Technical College (CTC), Center For Distance Education (CDE), and College for Rural and Community Development (CRCD) campuses.

Students using community campuses or distance learning programs should contact Disability Services via telephone, fax, e-mail, U.S. postal mail, or in person to request and arrange for accommodations.

UAF Office of Disability Services

Whitaker Building, Room 208

612 N. Chandalar

PO Box 755590

University of Alaska Fairbanks

Fairbanks, Alaska 99775-5590

Phone: (907) 474-5655

TTY: (907) 474-1827

Fax: (907) 474-5688

Disability Services E-mail: uaf-disabilityservices@alaska.edu



Nurturing a small business.