New Undergraduate Course Proposal Form

1. Department and Contact Information

<table>
<thead>
<tr>
<th>Tracking Number</th>
<th>Date &amp; Time Submitted</th>
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<td>869</td>
<td>2010-03-05 15:19:38</td>
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<tr>
<th>Department</th>
<th>College</th>
<th>Budget Account Number</th>
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<tbody>
<tr>
<td>Center for Entrepreneurship</td>
<td>Business</td>
<td>140600BA0056</td>
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<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Fountain</td>
<td>9747900</td>
<td><a href="mailto:fountain@usf.edu">fountain@usf.edu</a></td>
</tr>
</tbody>
</table>

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>3003</td>
<td>Principles of Business in Entrepreneurship</td>
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| Is the course title variable?       | N                  |
| Is a permit required for registration? | N                  |
| Are the credit hours variable?      | N                  |

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Section Type</th>
<th>Grading Option</th>
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<tbody>
<tr>
<td>3</td>
<td>Other</td>
<td>Regular</td>
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<table>
<thead>
<tr>
<th>Total Clock Hours</th>
<th>Abbreviated Title (30 characters maximum)</th>
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<tbody>
<tr>
<td>45</td>
<td>Principles of Business</td>
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Prerequisites
none

Corequisites
none

Co-Prerequisites
none

Course Description
Introduction to business principles in entrepreneurship for non-business and non-industrial engineering students. Provides basic foundation in entrepreneurship, finance and accounting. Helps students to understand the role of entrepreneurship in society.

3. Justification

A. Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?

Course is a required prerequisite for students from backgrounds other than business and industrial engineering to be admitted into the interdisciplinary minor in entrepreneurship. Provides basic accounting, financial and entrepreneurship literacy for non-business and non-industrial engineering students from across campus.

B. What specific area of knowledge is covered by this course which is not covered by courses currently listed?

basic accounting, finance and entrepreneurship principles for non-business students

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?

course is a required prerequisite for the interdisciplinary undergraduate minor in
entrepreneurship for non-business and non-industrial engineering majors

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?

No, it will be offered in Fall 2010 term

E. How frequently will the course be offered? What is the anticipated enrollment?

Fall and Spring Terms. Anticipated enrollment will be between 100 and 150 students per class

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.)

Minimum of MBA or related field with at least 18 graduate credit hours in Entrepreneurship or a related field

4. Other Course Information

A. Objectives / Outcomes

Students should: 1) learn fundamentals of business and entrepreneurship, 2) apply critical thinking to the assessment of entrepreneurial venturing through written analyses, 3) communicate their results through both written analyses and presentations. Student performance will be evaluated using quizzes and written assignments. Students will receive standard letter grade evaluations.

B. Major Topics

Fundamentals of business and entrepreneurship, global business frameworks, role of management in business, basic principles in accounting, basic principles in finance, role of new products and services in business, role of social responsibility in entrepreneurship

C. Textbooks


5. Syllabus

Your college will forward an electronic copy of your syllabus to Undergraduate Studies when your course is approved for submission.
Course Syllabus

ENT 3003

Special Topics: Principles of Entrepreneurship in Business

Spring 2010

Instructor
Stephen Budd
(813) 974-7900

Office Location:
Office Hours: By appointment

Course Prerequisites
None

USF Catalog Course Description
Introduction to business principles in entrepreneurship for non-business and non-industrial engineering students. Course provides basic foundation in entrepreneurship, finance and accounting. Helps students to understand the role of entrepreneurship in society.

Expanded Course Description
This course is an introduction to entrepreneurship principles and is designed for non-business majors who have no formal training in financial management or accounting. It focuses on the principles of business and entrepreneurship with inclusion of basic finance and accounting techniques. It will help students to develop an understanding of entrepreneurship in both for profit and socially aware settings and provide students with a set of accounting and financial skills that can be applied to a variety of business settings.

Course Goals and Objectives
Successful students in this course will be able to:
1. Understand the business mindset
2. Develop a basic understanding of management principles
3. Develop a basic understanding of accounting principles
4. Develop a basic understanding of financial management skills
5. Develop a basic understanding of marketing and sales

Methods of Instruction
Instructional methods will include assigned readings, independent topical research, online resources, lectures, quizzes and exams.

Technology Information
Access to the Internet (World Wide Web) is required. Use of the Windows Internet Explorer browser is recommended for compatibility with the Blackboard system, which is provided by the University of South Florida and is the courseware package to be utilized in this course.

To gain access to the course through the USF servers:
1. Have your USF student identification card.
2. Complete the USF Net ID Process
3. Log on to https://my.usf.edu

To access your "My USF" page go to the following link: https://my.usf.edu. Enter your net id and password to gain access to the secure site. Click on courses and find the "GEB 4935" link into the course.

For detailed instructions and links to complete this process visit http://www.poly.usf.edu/Offices/TLT/Student_Resources.html
E-mail: Every enrolled USF student receives an official USF e-mail account that ends with "mail.acomp.usf.edu." Every official USF correspondence to students is sent to that account. Students should go to the Academic Computing website (http://www.acomp.usf.edu) for detailed information. All course correspondence will be routed through your USF e-mail account specified by your Net ID, unless you forward it to another location.

Content Outline, Assignments, and Agenda

Be sure to often check “Announcements” for this course (using Blackboard) for any messages, updates, etc.

Week 1  
Class Meets: TBA  
Principal Topic: Introduction to Entrepreneurship and Business  
Read: Chapters 1 & 2  
Assignments Due: 1) Familiarize yourself with using Blackboard and mybizlab

Week 2  
Class Meets: TBA  
Principal Topic: The Business of Business  
Read: Re-read Chapters 1 & 2

Week 3  
Class Meets: TBA  
Principal Topic: The Business of Business  
Read: Chapters 3 & 4  
Assignment Due: 1) Chapters 1-4 Quiz

Week 4  
Class Meets: TBA  
Principal Topic: Ownership and Entrepreneurship  
Read: Chapters 5 & 6  
Assignment Due: Chapters 5 & 6 Quiz

Week 5  
Class Meets: TBA  
Principal Topic: Leadership, Organization, and Operations  
Read: Chapters 7 & 8

Week 6  
Class Meets: TBA  
Principal Topic: Leadership, Organization, and Operations  
Read: Chapter 9  
Assignment Due: Chapters 7-9 Quiz

Week 7  
Exam One: Chapters 1-9

Week 8  
Class Meets: TBA  
Principal Topic: Motivation and Human Resources  
Read: Chapters 10 & 11

Week 9  
Class Meets: TBA  
Principal Topic: Motivation and Human Resources  
Read: Chapter 12  
Assignment Due: Chapters 10-12 Quiz

Week 10  
Class Meets: TBA  
Principal Topic: Marketing, Sales, and Customer Support  
Read: Chapters 13-14

Week 11  
Class Meets: TBA  
Principal Topic: Marketing, Sales, and Customer Support  
Read: Chapters 15-16  
Assignment Due: Chapters 13-16 Quiz

Week 12  
Class Meets: TBA
Principal Topic: Accounting and Financial Resources
Read: Chapter 17
Week 13  Class Meets: TBA  
Principal Topic: Accounting and Financial Resources  
Read: Chapter 18  
Assignment Due: Chapters 17-18 Quiz  

Week 14  Class Meets: TBA  
Principal Topic: Accounting and Financial Resources  
Read: Chapter 19  

Week 15  Class Meets: TBA  
Principal Topic: Accounting and Financial Resources  
Read: Chapter 20  
Assignment Due: Chapters 19-20 Quiz  

Week 16  Final Exam: Chapters 10-20  

**Evaluation of Student Outcomes**  

**Quizzes**  
Quizzes will cover one or more chapters as indicated in the Content Outline. Quizzes will be in multiple choice, short answer, problem solving, and true/false format.  

**Exams**  
Exams will cover multiple chapters as indicated in the Content Outline. Exams will be in multiple choice, short answer, problem solving, and true/false format.  

**Grading Criteria**  

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Quizzes</td>
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<tr>
<td>Exams</td>
<td>50%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Grading System**  
Grading is plus/minus scale as listed in the USF Undergraduate Catalog (i.e. A+, A, A-, B+, B, B-, etc.)  

**Textbook and Readings**  

**Required Texts**  
*Make sure to include mybizlab for accessing online tools for this course!*  

**Useful Web Sites**  
- www.eventuring.org (Kauffman Foundation)  
- www.sba.gov (U.S. Small Business Administration)  
- www.lib.usf.edu (USF Library – a great place to find online company, market, and industry information)  
- my.usf.edu (Blackboard access and other great resources)  

**Suggested Reading**  
In addition, students are encouraged to keep abreast of current periodicals such as Inc., Entrepreneur, Wall Street Journal, Business Week, Fortune, Forbes, etc.
USF Policies

- **Intellectual property.** Taping lectures or classroom discussions is permitted. However, it is expected that students will request authorization from the instructor to tape a class. Notes and/or tapes of class lectures and discussions cannot be sold.

- **Academic Support and Accommodations for Students with Disabilities.** Students with disabilities are responsible for registering with the Office of Student Disabilities Services in order to receive special accommodations and services. Please notify the instructor during the first week of classes if a reasonable accommodation for a disability is needed for the course. A memorandum of accommodations from the USF Disability Services Office must accompany or follow this request during the first two weeks of the course. Verbal requests for accommodations are not authorized by the Academic Support and Accommodations for Students with Disabilities policy. A written memorandum of accommodation is required.

- **USF Policy on Religious Observances.** Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second class meeting.

- **Academic Dishonesty.** Plagiarism is defined as "literary theft" and consists of the unattributed quotation of the exact words of a published text, or the unattributed borrowing of original ideas by paraphrase from a published text. On written papers for which the student employs information gathered from books, articles or oral sources, each direct quotation, as well as ideas and facts that are not generally known to the public at large, must be attributed to its author by means of the appropriate citation procedure. Citations may be made in footnotes or within the body of the text. Plagiarism also consists of passing off as one's own, segments or the total of another person's work.

Punishment for academic dishonesty will depend on the seriousness of the offense and may include receipt of an "F" with a numerical value of zero on the item submitted, and the "F" shall be used to determine the final course grade. It is the option of the instructor to assign the student a grade of F or FF (the latter indicating academic dishonesty) in the course.

The University of South Florida has an account with an automated plagiarism detection service (SafeAssignment.com) which allows instructors to submit student assignments to be checked for plagiarism. I reserve the right to 1) request that assignments be submitted to me as electronic files and 2) electronically submit assignments to SafeAssignment.com, or 3) ask students to submit their assignments to SafeAssignment.com through myUSF. Assignments are compared automatically with a database of journal articles, web articles and previously submitted papers. The instructor receives a report showing exactly how a student's paper was plagiarized. For more information about SafeAssignment and plagiarism, go to [http://www.c21te.usf.edu](http://www.c21te.usf.edu) and click on Plagiarism Resources. More information about plagiarism can be found in the USF Undergraduate and Graduate catalogs.

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I reserve the right to modify this syllabus, including but not limited to the semester lecture plan, due dates for assignments and presentations, and evaluation methods and weightings.