

Course Proposals

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My Weber **Faculty** **Staff**

[List of all proposals](#) Proposal has been updated.

Course Name:

Course Prefix:

Course Number:

Submitted by (Name & E-Mail): Wendy Fox Kirk, wendyfoxxkirk@weber.edu

Submission Date: (mm/dd/yyyy)

College:

Department:

From Term:

Substantive Nonsubstantive [definition](#)

New Course

Revision of an Existing Course

Delete a Course

Change to the course number. This course is equivalent to

Current Course Subject

Current Course Number

Experimental Course (Catalog numbers 2810, 3810, 4810, 5810, 6810) [definition](#)

Variable Title Course [definition](#)

If this is a change to an existing course or a course deletion, please copy and paste the current course information from the on-line catalog (include subject, gen ed designation, number, title, credit hours, description & prerequisites).

New/Revised Course Information:

Subject:

Course Number:

Course Title:

Abbreviated Course Title (Limited to 30 characters):

- Course Type:
- LEC - Regular class without lab
 - LEL - Regular class with incorporated lab
 - LAB - Separate section in a laboratory setting
 - SUP - Supervision at Remote Site (e.g., clinical, internships, practica, etc.)
 - INV - Individualized Instruction (e.g., directed readings, etc.)
 - THE - Thesis Credit

Check all that apply:

This is for courses already approved for gen ed.

Use a different form for proposing a new gen ed designation.

- DV SI CA HU LS PS SS
 EN AI QL TA TB TC TD TE

Credit Hours: **or** if variable hours: Copyright © 2013 All Rights Reserved

Contact Hours: Lecture Lab Other

Repeat Information: Limit Max Hrs

(Limit=number of times course can be repeated for credit. Leave at 0 if course cannot be repeated for additional credit).

Grading Mode: Standard Letter Credit/No Credit

This course is/will be:

- a required course in a major program
- a required course in a minor program
- a required course in a 1- or 2- year program
- elective

Prerequisites/Co-requisites (also list these at the end of the course description):

ENTR1004

Course description (exactly as it will appear in the catalog, including prerequisites):

Many students have great ideas. Ideas, when coupled with proper customer development, discovery and business models create companies that ultimately are desirable to paying customers. Prior to this course students will have successfully identified a start-up that customers support. This class will focus on how to find more of those customers so the start-up can become a viable and sustainable enterprise. Internet marketing, guerilla marketing, viral marketing, and other bootstrapped techniques and concepts that are available for low to no cost will be the focus. This course will look at alternatives to these traditional methods and students will, through hands on efforts, test these methods with real customers. Pre-requisites: ENTR 1004

Justification for the new course or for changes to an existing course. (Note: Justification should emphasize academic rationale for the change or new course. This is particularly important for courses requesting upper-division status.)

This course constitutes an essential part of the knowledge base and practice required for the new Entrepreneurship Minor. There are no similar courses currently available.

Nonsubstantive proposals stop here and go to the bottom of the form to submit the proposal

INFORMATION PAGE
for substantive proposals only

1. Did this course receive unanimous approval within the Department? Yes No

If not, what are the major concerns raised by the opponents?

2. If this is a new course proposal, could you achieve the desired results by revising an existing course within your department or by requiring an existing course in another department? Explain.

This course differs from all existing sales course in that the focus is on the strategic, organizational dimension of sales and marketing in the start-up, entrepreneurial context.

3. If this is a new course proposal, how will the proposed course differ from similar offerings by other departments? Comment on any subject overlap between this course and topics generally taught by other departments, even if no similar courses are currently offered by the other departments. Explain any effects that this proposal will have on program requirements or enrollments in other department. Please forward letters (email communication is sufficient) from all departments that you have identified above stating their support or opposition to the proposed course.

As stated above, this course differs from all existing sales course in that the focus is on the strategic, organizational dimension of sales and marketing in the start-up, entrepreneurial context. Due to the major difference in focus and context there is likely to be no overlap with existing offerings.

4. Is this course required for certification/accreditation of a program? Yes No

If so, a statement to that effect should appear in the justification and supporting documents should accompany this form.

5. For course proposals, attach a copy of the course syllabus to the form your are submitting to the Faculty Senate office. The syllabus should be sufficiently detailed so that committees can determine that the course is at the appropriate level and matches the description. There should be an indication of the amount and type of outside activity required in the course (projects, research papers, homework, etc.).

Please mail a signed approval page to the Faculty Senate Office, MA 210J, MC 1033.

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