Course Name: Introduction to Entrepreneurship  
Course Prefix: ENTR  
Course Number: 1002  
Submitted by: Dave Noack, davidnoack@weber.edu

Current Date: 8/26/2014 College: Business & Economics  
Department: Business Administration  
From Term: Spring 2014

Substantive change   
Current Course Subject: ENTR  
Current Course Number: 1002

ENTR 1002 - Introduction to Entrepreneurship Credits: (1.5) This course outlines the differences between traditional business and the entrepreneurial venture. Students will also begin to understand the concepts of a business model and customer development via guiding texts – Business Model Generation [BMG] and The Startup Owner’s Manual [SOM] at a much deeper level. By the end of the course students will understand the unique elements of the entrepreneurial venture and appropriate business models and customer development. Prerequisite: ENTR 1001 or Admission to GSBE.

**New/Revised Course Information:**

Subject: ENTR  
Course Number: 1002

Check all that apply: *This is for courses already approved for gen ed. Use a* [*different form*](http://documents.weber.edu/catalog/forms.htm) *for proposing a new gen ed designation.*

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Course Title: Introduction to Entrepreneurship  
Abbreviated Course Title: Intro to Entrepreneurship  
Course Type: LEC  
Credit Hours: 3  
**or** if variable hours: to

Contact Hours: Lecture: 3 hours per week  
Lab:   
Other:

Repeat Information: Limit: 0  
Max Hrs: 0  
Grading Mode: standard

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: BSAD 1010 or ACTG 2010 or ENTR 1001

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

ENTR 1002 - Introduction to Entrepreneurship  
Credits: (3.0)  
This course will present a broad overview of entrepreneurship and teach students how to identify and create valuable entrepreneurial opportunities. This is accomplished via proven process and theory designed to help ideation become customer needs driven instead of based on the instincts of the entrepreneur. Students will create, test and update a business model based entirely upon customer feedback and customer development methodologies as described in Business Model Generation and Startup Owners Manual textbooks. This class will also have students spending time ‘out of the classroom’ – learning about what customers want and will pay for through in-person prototype testing, iteration and feedback. Prerequisite: BSAD 1010 or ACTG 2010 or ENTR 1001

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.)

The content and goals of the course are best covered and achieved if covered as a full-semester, 3 credit course. After evaluating the current course and curriculum, this was a change suggested by and agreed upon by faculty, instructors, staff, and exterior members of the business community. The material covered in this course is critical to student success for the duration of the minor program and thus it needs more time inside and outside of the classroom. Having this course as a block course for 1.5 credits, we found, was simply insufficient to achieve the desire objectives and outcomes for enrolled students.

**INFORMATION PAGE   
for substantive proposals only**

1. Did this course receive unanimous approval within the Department? true

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?

This proposal is a simple adjustment to an existing, already approved course.

3. 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.

This proposal is a simple adjustment to an existing, already approved course.

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

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

5. For course proposals, e-mail a syllabus to Faculty Senate which should be sufficiently detailed that the 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](https://portalapps.weber.edu/lCourseProposal/SignaturePage.PDF)to the Faculty Senate Office, MA 210J, MC 1033.