Change Course MGMT 4360

Specific Course Change type selected: Enrollment restriction

1. Existing course prefix and number:

MGMT 4360

2. Major and/or minor restrictions:

Include

3. List all the four-digit major and/or minor codes (from Banner) that are to be included or excluded:

This course is restricted to the following major(s):

Entrepreneurship (ENTJ)

Computer Information Systems (CMIJ)

4. If this change applies to multiple courses, please list them below.

NA

A. Please choose Yes or No to indicate if this class is a Teacher Education class:

No

B. Please choose the applicable class level:

Undergraduate

C. Please choose Yes or No to indicate if this class is a General Education class:

No

D. Explain briefly and clearly the proposed improvement.

This change will allow CIS majors to enroll in this course.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).

This course is cross-listed with CIS 4360. For better use of resources, CIS majors should also be able to take this course.

F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

This course introduces the fundamentals of technology entrepreneurship, pioneered in Silicon Valley and now influencing other locations around the world. You will learn the process used by technology entrepreneurs to work with universities in commercialization research derived by university scientists. It involves taking a technology idea and finding a high-potential commercial opportunity, gathering resources such as talent and capital, figuring out how to sell and market the idea, and managing rapid growth. More specifically:

To investigate the components, tools, and practices of technology entrepreneurship:

identifying new venture opportunities

evaluating the viability of a new business concept

calibrating risk of successful technology development

protecting intellectual property

building a team that possesses the attributes necessary for success

obtaining appropriate financing

writing a business model design or plan

developing a funding presentation

creating an entrepreneurial culture that increases the odds of success

creating liquidity for shareholders.

To identify and exercise entrepreneurial skills through classrooms debate and assignments.

To introduce students to a variety of technology entrepreneurs.

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

NA. This change corrects an error that was made when the course was created.

H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

This will provide more opportunities to students in the CIS department.

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

This change will allow for better use of resources in the management and CIS departments.

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

This will make it easier for students to graduate on time and take the courses they want/need.

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

NA. This change is to allow better use of an existing course.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

This will improve resource usage.

M. With the change from General Education to WMU Essential Studies, this question is no longer used.

For courses requesting approval as a WMU Essential Studies course, a syllabus identifying the student learning outcomes and an action plan for assessing the student learning outcomes must be attached in the Banner Workflow system.

Not Applicable

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

NA. This is a senior-level course.

O. Current catalog copy:

MGMT 4360 - Technology Entrepreneurship

This course provides students with a unique understanding of how technology-focused firms are created and technologies are commercialized. Technology commercialization topics that lie at the intersection of technology and business will be the focus of the class. Topics include intellectual property, technological convergence, industry creation, technology standards, modularity, and technology strategy. Students will apply these principles by assessing the commercial potential of real technological ideas.

Prerequisites & Corequisites: Prerequisites: MGMT 2500, MKTG 2500, FIN 3200 and (BUS 2700 or CIS 2700); or approval of instructor.

Credits: 3 hours

Restrictions: Restricted to majors in entrepreneurship.

Cross-Listed: This course is cross-listed with CIS 4360.

P. Proposed catalog copy:

MGMT 4360 - Technology Entrepreneurship

This course provides students with a unique understanding of how technology-focused firms are created and technologies are commercialized. Technology commercialization topics that lie at the intersection of technology and business will be the focus of the class. Topics include intellectual property, technological convergence, industry creation, technology standards, modularity, and technology strategy. Students will apply these principles by assessing the commercial potential of real technological ideas.

Prerequisites & Corequisites: Prerequisites: MGMT 2500, MKTG 2500, FIN 3200 and (BUS 2700 or CIS 2700); or approval of instructor.

Credits: 3 hours

Restrictions: Restricted to majors in entrepreneurship and computer information systems.

Cross-Listed: This course is cross-listed with CIS 4360.