

Anisfield School of Business
New Program Proposal: Minor in Entrepreneurship
Fall 2020

II. Curriculum Phase

A. Mission and Learning Goals

Proposed Mission Statement for Minor in Entrepreneurship:

The Anisfield School of Business Minor in Entrepreneurship encourages the development of an entrepreneurial mindset among students and prepares them with the knowledge, skills, tools, and competencies required to foster actual startups.

Goal 3: Foundation: Our students will have a broad-based knowledge in the functional areas of business.

Outcome 1: Students will comprehend principles and practices in key business disciplines.

Goal 7: Specialized Knowledge in the Discipline

Outcome 1: Our students will apply the specific knowledge gained in their coursework in the analysis of entrepreneurship problems and opportunities.

B. Program Assessment Measures and Process

The assessment process will take place over a four-year cycle with select Management faculty assessing the program annually, evaluating each outcome twice in four years. The outcomes will be assessed in the “Pathways” courses for the minor utilizing both direct and indirect measures.

To assess the *Foundation* goal, the management faculty teaching these courses will develop a field test to evaluate students’ understanding of broad-based knowledge in the functional areas of Entrepreneurship.

To assess the *Specialized Knowledge in the Discipline* goal, the management faculty teaching these courses, in conjunction with the School Assessment Committee will develop a rubric, which will be applied to an assignment within the program.

The select Management faculty will discuss results and closing the loop suggestions will be implemented as needed to close identified gaps in achievement of learning outcomes.

Curriculum Map:

Learning Goal and Related Outcomes:	Direct Measure(s)	Indirect Measure(s)
<p>Goal 3: Foundation: Our students will have a broad-based knowledge in the functional areas of business.</p> <p>Outcome 1: Students will comprehend principles and practices in key business disciplines.</p>	<p>A subject-test evaluation of students' understanding of broad-based knowledge in the functional areas of business, specifically entrepreneurship. The test will evaluate how well students comprehend principles and practices in entrepreneurship.</p>	<p>Syllabi Review and Student Perception of Learning Survey</p>
<p>Goal 7: Specialized Knowledge in the Discipline</p> <p>Outcome 1: Our students will apply the specific knowledge gained in their coursework in the analysis of entrepreneurship problems and opportunities.</p>	<p>Rubric-based evaluation of students' understanding of specialized knowledge in the discipline within a course project. The rubric will evaluate how well students apply reasoning skills to analyze problems and opportunities in entrepreneurship.</p>	<p>Syllabi Review and Student Perception of Learning Survey</p>

C. Program's Relationship to Mission and Institutional Strategic Plan

This proposed new minor program is in alignment with the Ramapo College's Mission Pillar 3 "Experiential Learning" and Goal 1 of the Strategic Plan:

Goal 1. Advance Academic Excellence and Engagement

Objective 1.2 The College will offer experiential activities that prepare all students for a lifetime of achievement. (Curriculum)

Objective 1.2.1 Ramapo College students demonstrate the ability to learn by doing and to apply those skills and knowledge necessary for a lifetime of achievement

Objective 1.3 The College will ensure that students increase academic, personal, social, and civic engagement through enhanced curricular, co-curricular, and extra-curricular programming. (Student Engagement)

Objective 1.3.1 Ramapo College students demonstrate increased engagement.

D. Degree Requirements: Entrepreneurship Minor

The curriculum mapping of the required and elective courses across the program learning outcomes is shown below.

The Minor in Entrepreneurship requires the completion of 4 courses (16 credits) in total.

A. BADM-235 *Entrepreneurial Essentials*

Management Elective Courses – 12 Credits

B. MGMT-205 *Creativity - Ideation and Evaluation*

Students must **choose 1** of the following:

C1. MGMT-3xx *Entrepreneurship* (cross-listed as MKTG-3xx *Entrepreneurship*) **OR**

C2. MGMT-3xx *Social Entrepreneurship*

D. MGMT-4xx *Entrepreneurship Practicum*

Course descriptions are in Appendix I

APPENDIX 1

CREATIVITY - IDEATION AND EVALUATION (MGMT-205): To be human means to be creative, but not all individuals believe they can be creative. This course is a foundation course on creativity, and aims to help individuals discover and hone their latent creative talent. The course will use the six-pronged model of discovering one's creative abilities through the development of one's knowledge, imagination and attitude drawn from one's culture, resources and habitat. The course will help individuals understand the role of cultural contexts in propagating creative thinking; build habitats that support creativity; become aware of the dangers of undesirable creative ideas caused by underdeveloped value structures; learn to access the right resources; develop the right attitude; build, use and draw from one's knowledge base to generate creative concepts; and develop one's imaginative skills. Students will be trained to use a variety of tools and techniques to generate and evaluate ideas that can be developed into useful products or services for humankind. The course will be useful for students interested in creative arts, entrepreneurship, and/or technological inventions.

ENTREPRENEURIAL ESSENTIALS (BADM-235): This is an introductory course on entrepreneurship, which includes the generation and testing of innovative business ideas and the role of entrepreneurship in society. Topics will include entrepreneurial decision-making, developing ideas into ventures, managing growth and planning an exit. Throughout the semester, students will evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and be exposed to the challenges and rewards of entrepreneurship. Students will take an "inward journey", exploring themselves, their decisions, skill sets and goals to determine if and how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of social, sustainable and environmental entrepreneurship/stewardship will be explored. Classes will include participatory lectures, case studies and hands-on exploratory activities. Students will develop a company pitch and start-up roadmap and be introduced to the skills and tools necessary to start and grow a successful venture - the "Entrepreneurial Tool Set".

ENTREPRENEURSHIP (MGMT-3xx / MKTG-3xx): The study of entrepreneurs as innovators, combining different technologies or business concepts to produce marketable products or services. Students will study financing, production and identification of market gaps to set up newly created firms. The course is designed to aid students in recognizing potentially profitable opportunities, conceptualize venture strategy, and become key forces in successfully moving ideas from the laboratory to the marketplace. This course focuses on the total enterprise creation process: all the functions, activities and actions associated with perceiving, clarifying, and refining opportunities, crafting a business model, and creating organizations to pursue your entrepreneurial objectives. This course seeks to help students develop the skills and knowledge that will enable them to be effective entrepreneurs or members of entrepreneurial teams.

Special attention will be given to the entrepreneurial mindset; identifying and cultivating ideas; idea modeling, and the business planning process. This is a cross-listed course with MKTG-3xx.

SOCIAL ENTREPRENEURSHIP (MGMT 3xx): (Managing Nonprofit Organizations) -- This course provides an introduction to the theory and practice of nonprofit and social enterprise management and the roles of nonprofit organizations and social enterprises in mixed economics. The course will focus on those nonprofit and social enterprise management functions and issues that are pertinent for effective management and leadership across the many different types of nonprofit organizations and social enterprises that make up the third sector. The course will also emphasize management decision making within dynamic and complex legal, regulatory, global, socio-economic environments. Topics covered include the history and scope of the nonprofit sector, variations within the sector, and contemporary theories of nonprofit enterprise; management issues as they pertain to nonprofits, fundraising and development, financial management, accountability, human resources management, volunteer management issues, strategic planning, marketing, governance and leadership, advocacy, ethics and nonprofit law, and the future of the nonprofit sector.

ENTREPRENEURSHIP PRACTICUM (DRAFT - COURSE NOT YET DEVELOPED): An Independent Study which is the culmination of the minor and is designed to give students supervised practical application in their course of study. The course integrates academic work on-campus with supervised off-campus work experience. As such, individuals or teams in this course are expected to plan, start, and manage a new venture (students may also opt to take on significant leadership responsibilities whereby they launch a major initiative within an existing family business). The instructor will provide infrastructure for the course, including provision and support for guided peer-peer discussion outside of the classroom on a weekly basis. The class will meet a minimum of 4 times: at the start of the semester, at least twice during the semester, and at the end of the semester. Written work will be assigned, returned, and/or graded at these sessions, which will also include guided reflective discussion about work being performed by each student in his/her placement and relevant challenges/opportunities experienced. Students will be supported in developing strategies to overcome the challenges and exploit opportunities, and in finding answers to questions that are arising during the experience. This course includes an end of semester presentation.