

## UCCC AGENDA for SEPTEMBER 30, 2009

**Location:** WALNUT room on 4th floor of Talley Student Center (end of hallway)

**Recorder of Minutes:** R. Woodard

### Call to Order

**Remarks and Introductions from the Chair, Dr. Dave Parish**

**Remarks from Dr. John Ambrose, Interim Dean for DUAP**

### New Business

**Approval of 9/16/2009 Minutes**

### Consent Agenda

<u>Presenter</u>	<u>Action</u>	<u>Type</u>
C. Ashwell	PB 365 Ecology Laboratory	Drop
C. Ashwell	BIO 450 to BIO/PB 330	Revision (Crs#/Prefix...)
S. Peretti	BEC/CHE 463	Revision pre-req
R. Woodard	ST 430, 431, 432, 435, 445	Revision pre-req
R. Woodard	MA/ST 412 and MA/ST 413	Revision pre-req

### Major Actions - Courses

<u>Presenter</u>	<u>Action</u>	<u>Type</u>
A. Hale	EI 331 Interdisciplinary Entrepreneurship Thinking I	New
C. Joyner	D 101 Design Thinking II	New
C. Joyner	D 102 Design Culture & Context I	New
C. Joyner	D 103 Design Culture and Context II	New
C. Joyner	D 104 First Year Studio I	New
C. Joyner	D 105 First Year Studio II	New
C. Ashwell	BIO/PB 360 Ecology	Revision
M. Ashwell	ANS 402 Beef Cattle Management Lecture	Revision
M. Ashwell	ANS 462 Beef Cattle Management Lab	New
M. Ashwell	ANS 404 Dairy Cattle Management Lecture	Revision
M. Ashwell	ANS 464 Dairy Cattle management Lab	New
J. Larsen	WGS 330	New (DE course)
S. Peretti	BEC 475 Global Regulatory Affairs for Medical Products	New

### Major Actions - Curricula

<u>Presenter</u>	<u>Action</u>	<u>Type</u>
M. Ashwell	B.S. Animal Science (SAS,IAS)	Revision
C. Ashwell	UG Certificate: Animal Nutrition	New
C. Ashwell	Academic Minor: Feed Milling	Revision
T. Holden	Academic Minor: Sports Science	New

**N.C. STATE UNIVERSITY  
UNDERGRADUATE COURSE ACTION FORM**  
Effective September 2008

**NOTE: Double-click shaded fields to type data and click on boxes to check.**

DEPARTMENT/PROGRAM	ENTREPRENEURSHIP INITIATIVE (HOSTED BY THE COLLEGE OF ENGINEERING)	
COURSE PREFIX/NUMBER	EI 331	
PREVIOUS PREFIX/NUMBER		
COURSE TITLE	INTERDISCIPLINARY ENTREPRENEURIAL THINKING I: SKILLS AND PLANNING BASICS	
ABBREVIATED TITLE	INT ENT THINK I: SKILLS	
SCHEDULING	Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Summer <input type="checkbox"/> Every Year <input checked="" type="checkbox"/> Alt. Year Odd <input type="checkbox"/> Alt. Year Even <input type="checkbox"/> Other <input type="checkbox"/>	
COURSE DELIVERY CHECK ALL THAT APPLY	ON CAMPUS <input checked="" type="checkbox"/> DISTANCE EDUCATION <input type="checkbox"/> ONLINE <input type="checkbox"/> REMOTE LOCATION <input type="checkbox"/>	
COURSE CREDIT/GRADING	CREDIT HOURS <u>3.0</u>	GRADING ABCDF <input checked="" type="checkbox"/> S/U <input type="checkbox"/>
CONTACT HOURS <i>See contact/credit hour guidelines for detail.</i>	LECTURE 3.0 SEMINAR LABORATORY PROBLEM STUDIO INDEPENDENT STUDY RESEARCH INTERNSHIP PRACTICUM FIELD WORK	
IS COURSE REPEATABLE FOR CREDIT?	NO	# REPEATS ALLOWED
INSTRUCTOR(S) (NAME/RANK)	JENNIFER CAPPS , LECTURER DUAL APPOINTMENT? <input type="checkbox"/>	
ANTICIPATED ENROLLMENT	Per semester <u>40</u> Per section <u>40</u> Will multiple sections be offered? Yes <input checked="" type="checkbox"/> As resources allow	
PREREQUISITE(S)	EI 201 EXPLORING INTERDISCIPLINARY ENTREPRENEURIAL THINKING	
COURSE(S) TO BE COMPLETED PRIOR TO ENROLLING	ENFORCE PRE-REQUISITE CHECKING? <u>YES</u>	
CO-REQUISITE(S)	NONE	
COURSE(S) TO BE TAKEN CONCURRENTLY WITH THIS COURSE	ENFORCE CO-REQUISITE CHECKING?	
PRE/CO-REQUISITE FOR...	EI 332 INTERDISCIPLINARY ENTREPRENEURIAL THINKING II: APPLICATION AND IMPLEMENTATION (PROPOSED)	
RESTRICTIVE STATEMENT (EX: MA AND AMA MAJORS ONLY)		
COURSE IS REQUIRED FOR:	UNIVERSITY CERTIFICATE IN INTERDISCIPLINARY ENTREPRENEURIAL DEVELOPMENT (PROPOSED)	
COURSE IS AN ELECTIVE FOR:		
PROPOSED EFFECTIVE DATE FALL 2009	APPROVED EFFECTIVE DATE	COURSE REVIEW DUE

<b>TYPE OF PROPOSAL</b>	
NEW COURSE	<input checked="" type="checkbox"/>
DROP COURSE	<input type="checkbox"/>
REVISE COURSE	<input type="checkbox"/>
<b>REVISION IN:</b>	
CONTENT	<input type="checkbox"/>
PREFIX/NUMBER	<input type="checkbox"/>
TITLE	<input type="checkbox"/>
ABBREVIATED TITLE	<input type="checkbox"/>
CREDIT HOURS	<input type="checkbox"/>
CONTACT HOURS	<input type="checkbox"/>
GRADING METHOD	<input type="checkbox"/>
SCHEDULING	<input type="checkbox"/>
PRE/CO-REQUISITES	<input type="checkbox"/>
RESTRICTIVE STATEMENT	<input type="checkbox"/>
CATALOG DESCRIPTION	<input type="checkbox"/>
LEARNING OUTCOMES	<input type="checkbox"/>
DUAL-LEVEL COURSE	<input type="checkbox"/>
<b>GEP COURSE</b>	<input type="checkbox"/>
<b>CHECK APPLICABLE CATEGORY BELOW:</b>	
HUMANITIES	<input type="checkbox"/>
SOCIAL SCIENCES	<input type="checkbox"/>
MATHEMATICAL SCIENCES	<input type="checkbox"/>
NATURAL SCIENCES	<input type="checkbox"/>
INTERDISCIPLINARY PERSPECTIVES	<input type="checkbox"/>
U.S. DIVERSITY CO-REQ	<input type="checkbox"/>
GLOBAL KNOWLEDGE CO-REQ	<input type="checkbox"/>
PE/HEALTHY LIVING	<input type="checkbox"/>
THEMATIC TRACK	<input type="checkbox"/>

**CATALOG DESCRIPTION: (INCLUDE ANY RESTRICTIVE, TRANSPORTATION, OR FEE STATEMENTS) (100 WORD LIMIT)**

Course covers the development and application of critical skills in entrepreneurship as well as the fundamentals of entrepreneurial planning including interdisciplinary opportunity identification and feasibility analysis. Some individual off campus travel may be required. Students are responsible for their own transportation to off campus activities.

(CHECK ALL THAT APPLY)

- COURSE JUSTIFICATION
- PROPOSED REVISION(S) WITH REASONS
- ENROLLMENT LAST 5 YEARS
- NEW RESOURCES STATEMENT
- CONSULTATION WITH DEPARTMENT(S)
- SYLLABUS (OLD AND NEW)
- GEP CATEGORY OBJECTIVES
- GEP STUDENT LEARNING OUTCOMES
- MEANS OF ASSESSING GEP OUTCOMES

**SIGNATURE PAGE**  
**ATTACHED**

FOR COURSE ACTION FORM INSTRUCTIONS SEE [HTTP://WWW.NCSU.EDU/JAP/ACADEMIC-STANDARDS/COURSES/CRSINST.HTML](http://www.ncsu.edu/jap/academic-standards/courses/crsinst.html)


SIGNATURE PAGE

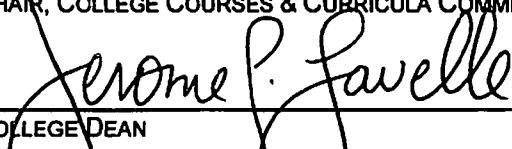
COURSE ACTION FOR EI 331 INTERDISCIPLINARY ENTREPRENEURIAL THINKING I: SKILLS AND PLANNING BASICS

RECOMMENDED BY:

 9/22/09  
\_\_\_\_\_  
HEAD, DEPARTMENT/PROGRAM DATE

ENDORSED BY:

 22 Sept 09  
\_\_\_\_\_  
CHAIR, COLLEGE COURSES & CURRICULA COMMITTEE DATE

 SEP 23 2009  
\_\_\_\_\_  
COLLEGE DEAN DATE

APPROVED BY:

\_\_\_\_\_  
CHAIR, UNIVERSITY COURSES & CURRICULA COMMITTEE DATE

\_\_\_\_\_  
CHAIR, COUNCIL ON UNDERGRADUATE EDUCATION DATE

\_\_\_\_\_  
DEAN OF UNDERGRADUATE ACADEMIC PROGRAMS DATE

APPROVED EFFECTIVE DATE \_\_\_\_\_

## Course Justification

This course allows students to develop their knowledge and understanding of critical entrepreneurial skills such as self analysis, leadership, networking, negotiation and creativity. Students will be required to participate in practical applications of these skills. This course also begins to provide an understanding of the fundamentals of opportunity analysis, research and development. Understanding this content is critical to the success of any entrepreneur. Currently there are no course options specifically geared towards teaching these skills in an entrepreneurial environment nor is there a course that offers the opportunity to earn these skills as well as entrepreneurial planning basics in one 3.0 credit hour course. Due to the limited course flexibility afforded by many of the academic programs at NC State, this course will allow students the opportunity to experience entrepreneurship with minimal impact on progress to degree. This course is required for the proposed University Certificate in Interdisciplinary Entrepreneurial Development.

## New Resources Statement

Please see the attached email from Dr. Tom Miller, Executive Director of the NC State Entrepreneurship initiative.



Jennifer Coley <jacoley@gmail.com>

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## resource statement for University Certificate in Entrepreneurship

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Tom Miller <tkm@ncsu.edu>  
To: Jennifer Coley <jacoley@gmail.com>

Tue, Jan 6, 2009 at 3:10 PM

Dear Jennifer,

I acknowledge that the funds for the University Certificate in Entrepreneurship and all associated courses will be covered by the budget of the NC State Entrepreneurship Initiative.

Thank you for your tremendous efforts in putting this program together. Sincerely,

Tom

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Thomas Kenan Miller III, Ph.D.  
Professor of Electrical and Computer Engineering  
Vice Provost for Distance Education and Learning Technology Applications  
Director, Engineering Entrepreneurs Program  
North Carolina State University  
E-mail: [tkm@ncsu.edu](mailto:tkm@ncsu.edu) Phone: (919)513-5006 FAX: (919)513-4237

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## **Consultation with other Departments**

A committee was formed by the Entrepreneurship Initiative with representatives from colleges interested in participating with the multidisciplinary entrepreneurship curriculum. The committee worked together during the 2008/2009 academic year to design the University Certificate in Interdisciplinary Entrepreneurial Development as well as the associated courses. Committee members are as follows:

Tom Miller – Executive Director, Entrepreneurship Initiative  
Jennifer Anderson – College of Management - Entrepreneurship  
Scott Daugherty - SBTDC/Office of Extension, Engagement and Econ. Dev.  
Jon Bartley - College of Management - Accounting  
Tim Clapp - College of Textiles - Textile and Apparel Technology and Management  
Seth Hollar - College of Engineering-EEP  
JP Isaza - Office of Extension, Engagement and Econ. Dev  
Mark Johnson - College of Engineering - Materials Science  
Craig Khachatoorian - College of Design - Industrial Design  
Troy Nagle - College of Engineering - biomedical engineering  
Jimmy Smith - College of Education - Curriculum, Instruction and Counselor Education  
Dave Townsend - College of Management - Entrepreneurship  
Mike Seibert - SBTDC/Office of Extension, Engagement and Econ. Dev.

With additional input from Erin Smith, College of Textiles and Ted Baker, College of Management.

After the committee finalized their recommendations, further consultation occurred with the College of Management.

## **Projected Enrollment**

Beginning Spring 2010	1 section per semester, 40 seats per section
Beginning Fall 2010	At least 3 sections per academic year, 40 seats per section

## History of EI requests for College of Management Consultation

Throughout the Spring 2009 semester, members of the Entrepreneurship Initiative worked with members of the College of Management to complete the consultation process for the Entrepreneurship Initiative curriculum including the proposed University Certificate in Entrepreneurship. By the end of the semester, one course (EI 201) was ready to proceed to the UCCC, however there were 3 other course proposals and the certificate proposal that were unable to be presented at that time.

Late this summer, the consultation process for the remaining items was continued as follows:

**August 5, 2009:** Jennifer Capps met with Dr. Shannon Davis for a very lengthy meeting during which they worked together to thoroughly go over each of the proposed documents. Dr. Davis was very generous with her time at this meeting to help ensure that there was no duplication of courses between the College of Management offerings and the proposed Entrepreneurship Initiative offerings. It was stated at this meeting that some of the key distinguishing factors between the two curriculums was the EI's emphasis on entrepreneurship skills, entrepreneurial thinking and a very broad approach to entrepreneurship education that covers entrepreneurial concept development as opposed to the College of Management's more in depth approach to the key elements of starting businesses and business planning. During this meeting, Dr. Davis requested that we change the names of the EI courses and Certificate as well as change the course numbers to more clearly distinguish the EI curriculum from the COM curriculum. At the end of this meeting, Jennifer was responsible for updating all of the documents with the changes and wording that she and Dr. Davis had agreed upon.

**August 7, 2009:** Jennifer sent all of the updated documents to Dr. Davis for distribution to the appropriate parties in the College of Management and indicated in that email that the EI's goal was to present these proposals to UCCC during the month of September.

**August 12, 2009:** Jennifer sent an email to Dr. Davis requesting a timeline for completing the consultation responses. Since this was so close to the start of the Fall semester, Dr. Davis understandably responded that they were swamped and would start the process the following week when the faculty had returned to campus.

**September 1, 2009:** Jennifer sent an email to Dr. Davis requesting a timeline for completing the consultation responses.

**September 14, 2009:** Jennifer sent another email to Dr. Davis requesting a timeline for completing the consultation responses and again reiterated the fact that this was time sensitive based on the fact that our goal was to have these on the books prior to registration for the spring semester which begins in mid-October.

**September 17, 2009:** Jennifer sent an email to Dr. Tom Miller and Catherine Freeman asking for a recommendation on where to proceed from this point in moving forward with presenting these materials to UCCC.

**September 22, 2009:** Catherine Freeman responded that we had taken the required steps per the consultation guidelines and that it would be appropriate to move forward with presenting to UCCC.

**September 22, 2009:** Jennifer notified Dr. Jerome Lavelle that Catherine Freeman had recommended that we move forward with presenting to UCCC.

**September 23, 2009:** Jennifer met with Dr. Jerome Lavelle and Dr. David Parish to finalize the signatures on the documents and then delivered the signed documents to Catherine Freeman.

from Jennifer Capps <jenniferanderson@ncsu.edu>  
to Shannon Davis <shannon\_davis@ncsu.edu>  
Jerome Lavelle <jerome\_lavelle@ncsu.edu>,  
cc David Parish <dwparish@ncsu.edu>,  
Catherine Freeman <catherine\_freeman@ncsu.edu>, Tom Miller <tkm@ncsu.edu>, hide details Aug 7  
date Fri, Aug 7, 2009 at 1:42 PM  
subject Certificate in Entrepreneurship Documents  
mailed-by gmail.com

Dear Shannon,

First of all, thank you so much for all of the time and effort that you have put into helping me get these documents ready to be presented. I couldn't have done all of this without your help!! Based on our meeting on Wednesday, August 5, I have made the agreed upon changes to the course action forms as well as the certificate proposal. Most notably the changes were as follows:

1. The names of the courses have been changed to reflect the titles Interdisciplinary Entrepreneurial Thinking based on our evaluation that the two largest distinctions between this program and the programs at the College of Management are that the EI focuses on interdisciplinary entrepreneurship and the development of entrepreneurship skills/entrepreneurial thinking
2. The name of the certificate has been modified to reflect these distinctions as well and is being proposed as the University Certificate in Interdisciplinary Entrepreneurial Development.
3. I have removed the indication that we are teaching students business planning and used wording that more appropriately describes our course work as entrepreneurial concept development.
4. I have changed the course numbers to more clearly distinguish them from the entrepreneurship courses offered through the College of Management





I looked at the UCCC schedule for the fall and I would like to present these proposals during the month of September if at all possible. (The first meeting is on Sept. 2 and the next on the 16th). Please review the attached revised documents and let me know of any comments, suggestions or concerns by Monday, August 17 at 5:00pm. This will allow me time to make any additional changes or modifications.

Again, thank you so much for all of your help and guidance!

Sincerely,

Jennifer Capps

**4 attachments** — [Download all attachments](#)

-  **Course Action Form EI 331 August 2009.docx**  
61K [View as HTML](#) [Open as a Google document](#) [Download](#)
-  **Course Action Form EI 332 August 2009.docx**  
52K [View as HTML](#) [Open as a Google document](#) [Download](#)
-  **Course Action Form EI 431 August 2009.docx**  
51K [View as HTML](#) [Open as a Google document](#) [Download](#)
-  **Certificate in Interdisciplinary Entrepreneurial Development Final Documentation August 2009.docx**  
32K [View as HTML](#) [Open as a Google document](#) [Download](#)

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>>> Jennifer Capps <jennifer\_capps@ncsu.edu> 08/12/09 10:24 AM >>>  
Shannon,

I just wanted to touch base to see if you had any questions or needed anything from me while you and your team are reviewing the entrepreneurship curriculum documents that I sent over last week. Please let me know if there is anything that I can do to help. I am still on track to finalize these documents by the middle of next week.

Thank you for all of your help. Hope you are having a great week.

Jennifer

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>>> "Shannon Davis" <shannon\_davis@ncsu.edu> 8/12/2009 11:37 AM >>>  
Jennifer -

I certainly appreciate your desire to get this finalized, but please realize the demands on faculty and my office at this time. Faculty are not yet back for the fall semester, so we won't be able to get a group together until next week. My office is swamped w/ pre-academic year preparations. I'll get the ball rolling, but the faculty will need time to discuss.

This is a BUSY time for all! Thanks for understanding.  
Shannon

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From: "Jennifer Capps" <jenniferanderson@ncsu.edu>  
To: "Shannon Davis" <shannon\_davis@ncsu.edu>  
Date: Wed, 12 Aug 2009 12:13:33 -0400  
Subject: Re: Entrepreneurship Course Action Plans - timeframe for review

Not a problem. I completely understand. Could you give me an estimated time frame for when I can expect a response so that I can try to set a schedule for proposals to the appropriate committees. I hope that everything is going well with getting ready for the new semester! I met one of your students yesterday at a Toastmasters meeting. She was very impressive!

Talk to you soon.

Jennifer

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from Jennifer Capps <jennifer\_capps@ncsu.edu>  
to Shannon Davis <shannon\_davis@ncsu.edu>  
date Tue, Sep 1, 2009 at 2:20 PM  
subject NC State Entrepreneurship  
mailed-by gmail.com

hide details Sep 1

Shannon,

I just wanted to touch base with you to see if you could give me an estimated time line for when I can expect to receive comments from the College of Management on the Entrepreneurship curriculum that we discussed. I know that you are at the mercy of other people to finalize their comments, but I'm being asked for an estimated

time that we can be ready to take these documents to committee. I would appreciate any information that you could provide!

I hope that you are having a great start to the semester!!

Jenn

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from Jennifer Capps <jennifer\_capps@ncsu.edu>  
to Shannon Davis <shannon\_davis@ncsu.edu>  
Tom Miller <tkm@ncsu.edu>,  
Catherine Freeman  
cc <catherine\_freeman@ncsu.edu>,  
David Parish <dwparish@ncsu.edu>,  
Jerome Lavelle <jerome\_lavelle@ncsu.edu> hide details Sep 14 (10 days ago)  
date Mon, Sep 14, 2009 at 12:19 PM  
subject Entrepreneurship Initiative Curriculum  
mailed-by gmail.com

Dear Shannon,

Could you please send a projected time line for the College of Management response to the curriculum documents that we discussed on August 5 (These documents can be found in an email from me dated August 7). I had hoped to be able to submit them for one of the UCCC meetings during early September, but we have already missed the Sept 2 and Sept 16 meetings. UCCC meets again on Sept 30 and I would like to be able to submit them at this time so that we are ready to go before registration begins in mid October. As of right now, we are already too late to make the CUE meetings in September and therefore, will not be able to submit to them until their Oct 23 meeting.

I have sent prior requests for time line updates on August 12 and September 1, but I have not heard anything yet. I know and understand that you are waiting on responses and feedback from others in the College of Management, and I know how difficult it can be to get timely responses from some people, but you and I have both been working on this for well over a month now, and I really need to get this moving forward again. I would appreciate any help that you could provide in getting others in the College of Management to provide their comments and in getting the College of Management response finalized.

Thank you so much for all of your help throughout this process. Please let me know if there are any questions or if you need anything else from me.

Jennifer

# SYLLABUS

## EI 331 Interdisciplinary Entrepreneurial Thinking I: Skills and Planning Basics

Course Website: <http://vista.ncsu.edu>

Jennifer Capps

Office: Venture II Suite 500

Email: [jennifer\\_capps@ncsu.edu](mailto:jennifer_capps@ncsu.edu)

Office Hours: By appointment. Please contact me via email at least 24 hours before your desired meeting time to schedule an appointment.

### Course Objectives: Students who successfully complete this course should:

- Have developed critical skills in entrepreneurship
- Be able to apply critical skills in entrepreneurship
- Be able to build a multidisciplinary management team for an entrepreneurial concept
- Be able to identify, research and develop entrepreneurial opportunities in a multidisciplinary context
- Have an expanded and enhanced awareness of opportunities in a variety of disciplines and industries

### Pre-Reqs: EI 201 Exploring Interdisciplinary Entrepreneurial Thinking

**Texts:** *Entrepreneur Power Plays: How the World's Most Dynamic Thinkers reach the Top of Their Game*, 1<sup>st</sup> Edition by Businessweek; McGraw-Hill Publishers \$16.95. Required for class.

*Successful Business Plan: Secrets and Strategies* by Rhonda Abrams. 4<sup>th</sup> ed., Running 'R' Media Publishers. \$29.95. Required for class.

### Expectations:

The cornerstone of your learning experience will revolve around lectures, class discussions and interactions, experiential learning, reading and research, and presentations. Entrepreneurs are aggressive learners! This course will provide opportunities and guidance to enhance and expand your knowledge in the area of entrepreneurship. Entrepreneurs face a complex and demanding environment. A key to entrepreneurial success is the ability to gather, interpret, and retain information and then to utilize that knowledge towards action. With respect to this approach, all students will be encouraged to think and perform in entrepreneurial fashion.

### Electronic Communication:

An email address is required for this course. Course announcements will be distributed using the email address listed with Registration and Records. It is the responsibility of the student to ensure that this mailbox is checked on a regular basis and that this mailbox is not over quota. It is highly recommended that you review the new NC State e-mail policies and procedures which can be found at [http://www.ncsu.edu/it/essentials/email\\_messaging/address-changes-2007.html](http://www.ncsu.edu/it/essentials/email_messaging/address-changes-2007.html)

### Attendance Policy:

Attendance is mandatory and expected. If you are not in your seat at the beginning of class for any reason, you will be considered absent during the entire class period. Students entering the classroom after class has started WILL NOT be counted as present, and therefore will be counted absent for the entire class period. Each unexcused absence will result in a grade deduction of 20 points.

Absences that are excused according to University Policy

([http://www.ncsu.edu/policies/academic\\_affairs/courses\\_undergrad/REG02.20.3.php](http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.3.php)) will be reviewed, evaluated and considered by the instructor. Absences excused by the instructor will not affect a student's grade. It is a violation of academic integrity to represent yourself as another student who is not present in class.

Each student must turn in a Request for Excused Absence Form for each absence on the day that they return to class. All assignments not turned in due to the absence must be attached. Upon review of the Request for Excused Absence Form, the instructor will either approve or disapprove the request. All disapproved requests will be treated as unexcused absences. Failure to submit the completed Request for Excused Absence Form on the day that the student returns to class will automatically result in an unexcused absence and any work missed due to the absence will be penalized according to the syllabus. Two Request for Excused Absence Forms will be provided to you. Additional Request for Excused Absence Forms can be found at <http://vista.ncsu.edu>.

### Grading Policy:

	Points
Networking Events and Write Ups (2)	150
Self Development Journal (3)	225
Leadership Book Report	100
Opportunity Identification/Feasibility Exercise	100
Environmental and Industry Analysis Exercise	100
Competitor Analysis Exercise	100
Target Market Analysis Exercise	100
Class Participation/Skills Applications	50
Final Presentation	75
Total	1000

### Individual Assignment Grades

A+: 100	C+: 77
A: 95	C: 75
A-: 92	C-: 72
B+: 87	D+: 67
B: 85	D: 65
B-: 82	D-: 62
	F: 0

### Final Grades

A+ : 960 - 1000	C+ : 760 - 799
A : 930 - 959	C : 730 - 759
A- : 900 - 929	C- : 700 - 729
B+ : 860 - 899	D+ : 660 - 699
B : 830 - 859	D : 630 - 659
B- : 800 - 829	D- : 600 - 629
	F : 0 - 599

Incomplete grades will be assigned only if unavoidable and unforeseen events occur, such as a medical emergency, preventing the student from completing a course requirement before the final grades are submitted. Incompletes must be made up before the end of the next regular semester in which the student is enrolled and in no case may be made up more than 12 months after the end of the semester in which the IN is awarded, unless the teacher or department offering the course is not able to provide the student with an opportunity to make up incomplete work, in which case the period can be extended. Make up work is to be limited to accomplishing the work not completed.

### **Academic Integrity**

For all written assignments, students will be expected to adhere to the **University Honor Code**: "I have neither given nor received unauthorized aid on this test or assignment." It is the understanding and expectation of the instructor that the student's signature on any test or assignment means that the student neither gave nor received unauthorized aid.

### **Networking Events:**

One of the best ways to learn about a subject is to find someone with experience in that subject and pick their brains. It is critical that entrepreneurs know how to approach people and how to talk to people to learn from them, and it is critical that entrepreneurs learn how to seek out opportunities. Each student will be required to attend at least 2 networking events of their own choosing throughout the course of the semester. Students will turn in a write up of each event that is no less than one full page in length and be prepared to present the information learned to the class. Grading will be based on the quality and completeness of the write-up and event. (75 points each). Failure to submit the write-ups by each individual due date will result in an "F" for that assignment. All assignments must be submitted in hard copy format at the beginning of class on the assigned due date.

**2 Networking Events:** Each student must attend at least two networking events throughout the course of the semester. To be considered a networking event, the event must be sponsored by a reputable group or organization in the Triangle, and have the potential for at least 20 participants. These events are wonderful places to practice networking skills as well as meet people involved in the entrepreneurship community.

Write ups should cover the following topics, but should not be limited to just these topics:

- What did you do well?
- What do you need to improve on?
- What did you learn about networking?
- What will you do differently next time? Why?
- What was the event?
- Why did you choose that event?
- Prior to attending, how did you think the event would benefit you?
- What goals did you set for yourself prior to the event?
- Was the event helpful to you? How?
- Did you accomplish the goals that you had set? Why or why not?
- Anything else

### **Self Development Journal**

Self-discovery and self-awareness are critical to the success of any entrepreneur. People must have an understanding of who they are in order to fully understand what they want to accomplish. Therefore, each student will be required to keep a journal that documents his or her personal growth and development throughout the course of the semester. Students will turn in 3 journal entries throughout the semester worth 75 points each. Journals will be due at the beginning of class on the assigned due date. This journal is a personal document and students should feel free to write it in any way that they choose. The only requirements are that entries must contain elements of what has been accomplished in this class as related to the topics assigned below and how the information and/or experiences pertain to the individual student, be at least one full page in length, and be typed. Grading will be based on the quality and completeness of the journal entries. Any journal entry not turned in on the appropriate due date will result in an "F" for that particular journal assignment. All assignments must be submitted in hard copy format at the beginning of class on the assigned due date

**Journal 1:** Discuss at least 2 strengths and 2 weaknesses that you have and how they affect you.

**Journal 2:** Based on the Myers Briggs personality types, discuss what you have learned about your personality and the personality characteristics of others. How have you used what you learned?

**Journal 3:** Discuss 2 leadership strengths that you have and 2 leadership weaknesses. How have they affected you in the past and how do you think they will affect you in the future? What will you do to counteract or improve on the weaknesses?

## Leadership, Networking or Negotiation Book

There are many different theories and styles that accompany the topics of leadership, networking and negotiation. Each leader has their own individual style of leadership, and learning about the leadership styles of others will help you to become a more effective leader as well as help you to better understand those who may be your leaders. There are also many books written by people with years of experience in both networking and negotiation. Learning from the experiences of others can help you create your own most effective style of networking and negotiation. Each student will be required to read a book about leadership, networking or negotiation and present the knowledge gained to the class. All books must be approved by the instructor. To ensure that no duplication of efforts occurs, each student will submit a completed wish list (a blank wish list will be provided to you) of at least three books including the title, author and copyright year of each book, at the beginning of class on date. One book will then be assigned to each student. I will try to give you one of your three choices, but **there is no guarantee** that you will receive one of your choices. Failure to complete and submit the list provided to you on the due date will result in an "F" for the entire assignment including both the outline and the presentation. A detailed outline of the book will be due on date at the beginning of class, and presentations will occur on date. Failure to complete and submit the outline on the due date will result in an "F" for the entire assignment including both the outline and the presentation. **There will be absolutely NO book substitutions or changes allowed after the wish list has been handed in and book assignments are made.** Anyone who outlines or presents a book other than the book assigned to them will receive no credit for the entire book assignment. The book assignment must be submitted in hard copy format at the beginning of class on the assigned due date. The book assignment will be worth 100 points total. Grading will be based on the quality and completeness of the assignment according to the following criteria:

- 1) Preparation
- 2) Subject Matter Knowledge
- 3) Communication

## Concept Identification and Development

Every new venture faces unique decisions in the process of creating and developing a business concept. Based on the material that will be covered in class, each student team must come up with an idea for a new business concept that they would be interested in starting and then perform analysis exercises for that concept on the assigned topics. Each team member will receive the grade that each assignment receives. Students may also be required to present their analysis throughout the semester. Assignments will be graded based on the completeness, quality and presentation of the information. Failure to submit the write-ups by each individual due date will result in a zero for that assignment. All assignments must be submitted in class in hard copy format on the assigned due date. If a hard copy of the assignment is not submitted on time, the assignment will be considered late and will be penalized according to the syllabus. E-mailed copies will not be accepted. A breakdown of required assignments is below.

**Opportunity Identification/Feasibility Exercise:** 100 points

**Environmental and Industry Analysis Exercise:** 100 points.

**Competitor Analysis Exercise:** 100 points.

**Target Market Analysis Exercise:** 100 points.

**Final Presentation:** 75 points.

## Participation:

During our meetings, individual students will have the opportunity to discuss a particular issue related to the topic of the day. The performance of the student during discussions will be graded according to the following criteria:

- 1) Preparation
- 2) Subject Matter Knowledge
- 3) Communication

'No shows' will receive a grade of zero.

## Skills Application:

Students will have the opportunity to display the skills learned during the course of the semester. Grading will be based on quality, ability to display skill, and understanding of the skill. Each of the three aspects will carry equal weight. An unexcused absence, as defined by university policy, will receive a grade of "zero".

## Students with Disabilities:

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653. [http://www.ncsu.edu/provost/offices/affirm\\_action/dss/](http://www.ncsu.edu/provost/offices/affirm_action/dss/)

For more information on NC State's policy on working with students with disabilities, please see the [Academic Accommodations for Students with Disabilities Regulation](http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.1.php) ([http://www.ncsu.edu/policies/academic\\_affairs/courses\\_undergrad/REG02.20.1.php](http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.1.php))

## Anti-Discrimination statement:

NC State University provides equality of opportunity in education and employment for all students and employees. Accordingly, NC State affirms its commitment to maintain a work environment for all employees and an academic environment for all students that is free from all forms of discrimination. Discrimination based on race, color, religion, sex, creed, national origin, age, disability, veteran status or sexual orientation is a violation of state and federal law and/or NC State University policy and will not be tolerated. Harassment of any person (either in the form of quid pro quo or creation of a hostile environment) based on color, religion, sex, creed, national origin, age, disability, veteran status or sexual orientation is also a violation of state and federal law and/or NC State University policy and will not be tolerated. Retaliation against any person who complains about discrimination is also prohibited. NC State's policies and regulations covering discrimination, harassment, and retaliation may be accessed at [http://www.ncsu.edu/policies/campus\\_environ](http://www.ncsu.edu/policies/campus_environ) or [http://www.ncsu.edu/equal\\_op](http://www.ncsu.edu/equal_op). Any person who feels that he or she has been the subject of prohibited discrimination, harassment, or retaliation should contact the Office for Equal Opportunity (OEO) at 515-3148.

## Some Final Information

**Do Not** call the instructor at home.

Retain Copies of all work turned in as all originals will be retained by the instructor.

All assignments must be submitted in hard copy format on the respective due date. E-mailed assignments will not be accepted. Any assignment not submitted in hard copy format on the given due date will be considered late and will be penalized according to the syllabus.

All work handed in must be typed. Any assignment handed in that is not typed will receive a grade of "zero".

All grades of an "F" will receive a numerical grade of "zero".

Due dates are considered to be the date given in the syllabus at the beginning of class. Any assignments turned in after the beginning of class will be considered past the due date and will be penalized according to the syllabus.

Excused absences are defined by university policy. [http://www.ncsu.edu/policies/academic\\_affairs/courses\\_undergrad/REG02.20.3.php](http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.3.php)

Any unexcused absence on a due date resulting in an assignment not being turned in will result in a "zero" or an "F" for that assignment.

Students are responsible for transportation to all class activities.

Grades will only be discussed in person. Phone, email, or other means will not be utilized.

The instructor retains the right to alter the content of this syllabus in order to add to the students learning opportunity

## Course Schedule

<i>Week</i>	<i>Topic</i>
1	Introduction/ Strengths and Weaknesses, TEXT: Readings 1-3
2	Passions and Motivations, Personality TEXT: Readings 4-6
3	Communication, Leadership TEXT: Readings 7-9
4	Networking, Negotiation TEXT: Reading 10-12
5	Entrepreneurship and Creativity, TEXT: Readings 13-14
6	Entrepreneurial Management Teams/Presentations
7	Business Planning Process/Research
8	Opportunity Identification/Feasibility Analysis TEXT: Chapters 1-3
9	Environmental Analysis for Entrepreneurial Concepts TEXT: Chapter 4
10	Industry Analysis for Entrepreneurial Concepts TEXT: Chapter 6
11	Presentations
12	Competitor Analysis for Entrepreneurial Concepts TEXT: Chapter 8
13	Target Market Analysis for Entrepreneurial Concepts TEXT: Chapter 7
14	Special Topics
15	Final Presentations

## **Course Objectives**

Upon successful completion of Interdisciplinary Entrepreneurial Thinking I: Skills and Planning Basics, a student should:

- Have developed critical skills in entrepreneurship (Bloom's Application)
- Be able to apply critical skills in entrepreneurship (Bloom's Application)
- Be able to build a multidisciplinary management team for an entrepreneurial concept (Bloom's Analysis)
- Be able to identify, research and develop entrepreneurial opportunities in a multidisciplinary context (Bloom's Synthesis)
- Have an expanded and enhanced awareness of opportunities in a variety of disciplines and industries (Bloom's Comprehension)

## **Course Learning Outcomes**

Upon successful completion of Interdisciplinary Entrepreneurial Thinking I: Skills and Planning Basics, a student will be able to:

- Analyze positive leadership, communication, networking and negotiation skills and integrate those skills into their personal abilities
- Analyze the needs of an entrepreneurial concept and select a management team based on those needs
- Identify and evaluate viable entrepreneurial opportunities
- Research, evaluate, analyze and develop entrepreneurial concepts
- Support and defend entrepreneurial concepts with valid data
- Calculate trends to support entrepreneurial concepts using available data
- Develop key written components to a business plan
- Work as a productive member of a multidisciplinary team
- Evaluate the entrepreneurial concepts of others as well as provide useful feedback on the perceived viability of these concepts

## **Assessments**

- Journal entries that discuss what the student has learned from class discussions and how they are applying that knowledge (Specific topics: leadership, self analysis, communication, networking, negotiation)
- Interactive, guided activities in class with follow up group discussions and feedback from peers, instructor and business mentors (Specific topics: leadership, communication, negotiation, networking and creativity)
- Opportunity Identification/Feasibility Exercise
- Environmental and Industry Analysis Exercise
- Competitor Analysis Exercise
- Target Market Analysis Exercise
- Each student will be responsible for evaluating the concepts of other groups and providing feedback to each group throughout the semester through presentations and small group interactions

