

gpp 2/19/91

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 34e
Action: _____
Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: Small Business / Entrepreneurship Internship (ES 493)
Suggested 20 Character Course Title: _____
Department: Management and Marketing
Contact Person: Steven Osborne

II. If a course, is it being Proposed for:

- Course Revision/Approval Only
- Course Revision/Approval and Liberal Studies Approval
- Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

<u>Steven W. Osborne</u>	<u>[Signature]</u>
Department Curriculum Committee	Department Chairperson

<u>Steven W. Osborne</u>	_____
College Curriculum Committee	College Dean *

_____	_____
Director of Liberal Studies (where applicable)	Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____
to UWUCC: _____

Semester to be
implemented:
Fall 1991

Date to be
published
in Catalog:
Fall 1991

Catalog Description
ES 493 Small Business Entrepreneurship Internship

Credits: 3 - 12

Prerequisites: Permission of Department Chairperson
2.75 QPA Overall
ES-403
All other requirements of College of Business

This course involves practical entrepreneurial experience or on-site consulting with small business firms. Students will generally work for a semester on functionally related topics in accounting, finance, marketing, MIS or on general topics such as business planning, forecasting, policy and general management.

Section A

A1 The course fills the academic need of creating a practical experience in the entrepreneurial/small business area. Students who wish to become entrepreneurs or small business managers benefit greatly from work in real situations. This course will be required for all entrepreneurship/small business majors.

The course fits naturally into the sequence of the entrepreneurship/small business major as one of the capstone or culminating courses. Later in the students' coursework they should have the academic skills to aid the business as well as benefit from the challenge from the real life problems.

The course is designed to be taken only by those entrepreneurship/small business majors who have taken all, or most, of their business courses or by COB majors who have special skills and aptitudes related to entrepreneurship and small business. Ideally, the course should be taken by graduating seniors. This course should not be considered in the Liberal Studies course list.

A2 This course does not require changes in the context of existing courses.

A3 This course is similar to the traditional types of internships offered in the Management/Marketing Department (e.g., MG 493 and MK 493).

A4 This course was offered from 1984-1986 as Management or Marketing internships and since then as part of a variety of upper-level courses in marketing, management, MIS and Policy.

A5 This course will not be dual-level. (Although a graduate-level version will undoubtedly be introduced in the near future.)

A6 This course will be variable credit (3-12 credits). Credit load will be determined by the number of work hours of the internship (generally 40 hours for every credit) and the quality of the internship relative to its association with breadth of academic exposure. The decision on credits will be made jointly by the Department Chairperson and the Dean of the College of Business.

A7 Other regional and national institutions currently offer such courses. Our sister schools of Slippery Rock and Clarion have this type of internship opportunities. Duquesne, Pitt, St. Francis, and Carnegie Mellon are local schools who offer similar kinds of experiences. There are also numerous national examples that could be cited.

A8 This course is not required by an accrediting agency. It is recommended by entrepreneurship and small business support organizations like the Small Business Administration, Small Business Institute Association and International Congress on Small Business. I've attached a letter from District SBA officials commenting on the quality of the SBI program, which is very similar to what we're proposing. (See attached letters from Raymond Becki of the SBA).

This kind of practical experience is difficult, if not impossible, to incorporate into existing courses due to the special need for on-the-job experiences. We have tried it with a variety of upper-level COB courses and have almost always suboptimized both the classroom experience and the practical experience due to time limitations and conflicting demands.

Section B

B1 This course will be taught by individual instructors.

B2 A number of correlating courses in the Entrepreneurship/Small business major are needed with this course and are being proposed in conjunction with this course.

B3 There is no overlap with courses offered by other departments. There should be no conflicts with other departments to resolve.

B4 At this time, no students from the School of Continuing Education will be taking this course.

Section C

- C1 Resources for this course exist presently in the Management/Marketing Department. We will be phasing out the general management major as well as streamlining the Human Resource and Industrial Management majors. The stack created from this movement of students should be absorbed by the expansion of this area of study.
- C2 Some of the resources for this course will come regularly from grants from the Small Business Administration and periodically from other research granting sources. This project not only has the support of the Dean of the College of Business, but has taken a leadership role in changing our department to initiate this proposal. (See letter from Dean supporting this proposal.)
- C3 This course will be offered every semester and generally during at least one summer session.
- C4 One or two sections of this course will be offered each semester.
- C5 Each course will accommodate from 15 to 20 students. Class sizes must be kept small since the internship activity of the students needs to be monitored closely, thus realistic limiting the number of students in each section.
- C6 Professional societies do not explicitly recommend enrollment limits for this course.
- C7 This course will be a curriculum requirement for all Entrepreneurship/Small Business majors. This will not affect the number of free electives (6-9 credits) typically offered to other Business majors, nor does it affect the typical 124 credit program.

D Miscellaneous