

Approved 3-21-06

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		04-636	05-46	App-4/22/08

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Dr. Joette Wisnieski	Email Address wisnie@iup.edu
Proposing Department/Unit Management	Phone

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☒ New Course ☐ Course Prefix Change ☐ Course Deletion ☐ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
Organizational Entrepreneurship—MGMT 472		
<u>Current Course prefix, number and full title</u>		<u>Proposed course prefix, number and full title, if changing</u>
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other		
<u>Current program name</u>		<u>Proposed program name, if changing</u>
4. Approvals		
Department Curriculum Committee Chair(s)	Joette Wisnieski	2-28-05
Department Chair(s)	PRN	2-28-05
UG College Curriculum Committee Chair	[Signature]	2 MAR 05
College Dean	R. Cong	3-02-05
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	Gail Sedquist	3-21-06

* where applicable

Received

MAR - 3 2005

Received

FEB 17 2006

FEB 24 2006

Liberal Studies

Liberal Studies

APPENDIX D

GRADUATE CURRICULUM AUTHORIZATION FORM

Check As Appropriate:

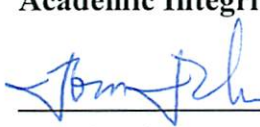
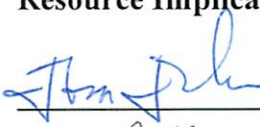
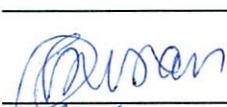
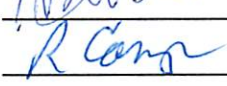
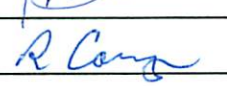
☐ Level I $\Rightarrow$ New Program ☐ or Program Revision ☐
☐ Level II $\Rightarrow$ Degree Program Revision ☐ or New/Revised COR ☐
☐ Level III Minor Program Revision
☐ Application for COR Renewal
☐ Deletion Course ☐ or Track ☐ or Minor ☐ or Program ☐
☐ Variability in Program Delivery
☐ Program Reactivation
☐ New Course $\Rightarrow$ Enter **CIP Code** (Contact Registrar's Office): _____
☐ Major Course Revision
☐ Minor Course Revision
☒ Dual-Level or Cross Listing
☐ Distance Education

Description of Proposal: MGMT 572 Organizational Entrepreneurship

Department: Management

Author or Contact Person: Dr. Joette Wisniewski (wisnie)

SIGNATURES OF APPROVAL

	Academic Integrity	Resource Implications ^T	Date
Department Curriculum Committee Chair:			<u>2-28-05</u>
Department Chair:	<u>JWB</u>	<u>JWB</u>	<u>2-28-05</u>
TECC Chair:	_____	_____	_____
College Curriculum Committee Chair:			<u>3-01-05</u>
College Dean:			<u>3-02-05</u>
Graduate Dean:	_____	_____	_____
Provost:	_____	_____	_____
Graduate Committee Chair:	_____	_____	_____

COMMENTS: _____

^T To sign off on resource implications, confirm that detailed justification of resource sufficiency has been made and approved

MGMT 472 Organizational Entrepreneurship

3c-0l-3cr

Prerequisite: MGMT 275 or MGMT 310

MGMT 572 Organizational Entrepreneurship

3c-0l-3cr

Prerequisite: MGMT 310 or equivalent

I. Catalog Description

Explores the theories related to intrapreneurship and managing innovation and technology. This course is theory based but practice-oriented. Through case discussions, students will learn how to apply the analytical tools of strategic management and organizational theory to address important challenges faced by today's managers.

II. Course Objectives

After successful completion of this introductory course, students will be able to:

1. Understand the range, scope and complexity of strategic issues related to managing innovation and technology in a large corporate setting.
2. Develop an understanding of the corporate entrepreneurship process and the many roadblocks organizations put in place that inhibit entrepreneurship.
3. Develop a conceptual framework for assessing and auditing the innovative capabilities of a business organization
4. Evaluate new business ideas within a company from a financial and strategic perspective.
5. Define and recognize strategic management problems related to technological innovation and corporate entrepreneurship

Additional objective for graduate students

6. Develop a strategic plan for managing entrepreneurship within a corporate setting.

III. Detailed Course Outline

Topics	# of hours
Introduction: integrating technology and strategy a general management perspective	6
Technological Innovation	3
Technological Innovation and Strategy	3
Sources of Innovation	3
Types and Patterns of Innovation	3
Standards Battles and Design Dominance	3
Timing of Entry	3
Formulating Technological Innovation Strategy	3
Defining the organization's technological strategy	3
Colloboration Strategies	3
Organizing for Innovation	3
Managing the New Product Development Process	3
Project presentations + tests	2+3

IV. Evaluation Methods

Grading Method	Description	Under grad. Weight	Grad. Weight
2 Exams--Mid-term and Final	Exams will comprise of one or more of the following: objective type questions, short answers, problems, essays, case analysis, etc.	60%	40%
Journal Article	Each <i>undergraduate</i> student will discuss <u>one</u> assigned journal article in class and distribute a 1-page summary to the entire class for	5%	15%

	discussion. <i>Graduate students</i> will be assigned <u>three</u> articles and will be expected to conduct more thorough review and analysis.		
Term Paper & Presentation	Students will be required to develop a term paper (about 10-15 double-spaced typed pages) based on current readings of journals and business periodicals, business survey, and/or interviews. Students will make a class presentation. The expectation pertaining to literature review, synthesis and original contribution of <i>graduate students</i> will be higher than that for undergraduate students	15%	25%
Quizzes/ Assignments	Will include quizzes, assignments, etc.	10%	10%
Class Participation	Attendance and active class participation	10%	10%

V. Sample Grading Scale

Grade Distribution: $\geq 90\%$ --A; 80-89.99%--B; 70-79.99%--C; 60-69.99%--D; $< 60\%$ --F

Only undergraduate students can earn "D" grade. For graduate students, $<70\%$ results in F.

VI. Attendance Policy

As determined by the professor.

VII. Required Textbook

Schilling, M.. (2005), "Strategic Management of Technological Innovation, 1st Edition," McGraw-Hill.

VIII. Special Resource Requirements

None

IX. Bibliography

- Astebro, T. (2004). "Key Success Factors for Technological Entrepreneurs' R&D Projects," *IEEE Transactions on Engineering Management*, 51(3), pp.314+
- Burgelman, R., Christensen, C., Wheelwright, H. (2005), "Strategic Management of Technology and Innovation, 4th Edition," McGraw Hill.
- Fitzgerald, E., (2002), "Identifying variables of *entrepreneurship*, privatization, and competitive skills in central europe: a survey design." *Competitiveness Review*, 12 (1), p. 13.
- Gruber, M., (2003), "Research on marketing in emerging firms: key issues and open questions," *International Journal of Technology Management*, 26 (5/6), pp. 600.
- Kosnik, T., (2002). "The secret motivational forces," *Innovation*, 3 (2), p. 49.
- Kuratko, D. & R. Montagno, (1989), "The Intrapreneurial Spirit," *Training and Development Journal*, 43 (10), pp. 83.
- Jackson, M., Mandeville, T., & J. Potts, (2002), "The Evolution of the Digital Computation Industry," *Prometheus*, 20 (4), p. 323.
- Sullivan, C. & Cherwitz, R. (2002), "Intellectual entrepreneurship," *Change*, 34 (6), p. 22.
- Zhao, F. (2004), "Commercialization of research: A case study of Australian universities," *Higher Education Research and Development*, 23 (2), pp. 223.

MGMT 472/572
Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

MGMT 472 will be an elective course for the undergraduate management majors and 572 will be a required course for the MBA Entrepreneurship concentration

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

No

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

MGMT 481/581 is being offered Spring 2005 for the first time as a special topics course.

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

Yes, dual Level.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

N/A

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Three examples from Graduate Certificates in Entrepreneurship—Babson College, Georgia Tech, Rutgers.

- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

No.

Section B: Interdisciplinary Implications

- B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

N/A

- B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

N/A

- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

N/A

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Currently, we are offering Mgmt 325 every semester. It will be offered only once a year to allow us to offer this once a year.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

***Space--Adequate**

***Equipment--Adequate**

***Laboratory Supplies and other Consumable Goods—N/A**

***Library Materials—Adequate with dozens of books and several management journals**

***Travel Funds-N/A**

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

Once every year

- C5 How many sections of this course do you anticipate offering in any single semester?

One

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

About 35 students

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No

- C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

N/A

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

None