

Faculty Senate Course Form

Effective Date: **Fall 2025**

Submission Date: 09/3/2024

Department: Kelce Undergraduate Sch of Busine

College of: **Business**

Contact Person: Lynn Murray

Prefix: **ENTR**

Create New, Revise, Inactivate, or Reactivate: **New**

Course #: **201**

Course Form:

- Used to create new course numbers or new prefixes.
- Used to change Name, Grading, Hours, Description, Reactivate
- Used to inactivate a course from the current catalog. Courses are never deleted. They are made inactive and can be legislated to become active again.

1. Purpose/Justification for the Changes:

Entrepreneurship is vital to the health of the national, regional, and local economies. This course will provide insight into the various aspects of entrepreneurship and will serve as the foundation of upcoming academic programs in Entrepreneurship.

2. Is this related to, and/or affect, any other department/college/unit curricula or programs at Pittsburg State University? *If "Yes", please provide an explanation. Provide documentation of any discussions (e.g. copies of emails, memos, etc.) that have occurred.*

Yes No

3. Is this course to be considered for General Education?

If "yes" this requirement will need approval of the General Education Committee after the revisions have been approved by Faculty Senate. The General Education Course Approval form will also need to be submitted.

Yes No

4. Will this course be required of any education majors?

If "yes," this requirement will need approval of the Council for Teacher Education before upload to "College Curriculum Legislation" in SharePoint.

Yes No

5. Will additional resources or costs be required?

Yes No

If so, what will be needed?

6. Will any additional course fees be required (e.g. equipment, clothing, travel, licensing, etc.)?

If "yes," complete the Course Fee Form on the Faculty Senate website, it will need to gain approval of the President's Council.

Yes No

7. Objectives/Student Learning Outcomes for NEW courses only, as it will appear in the syllabus:

Attach with upload.

8. Assessment Strategies (e.g. exams, projects, university rubric, etc.), as it will appear in the syllabus:

Attach with upload.

Course Numbers cannot be changed, only created.

	Existing	New/Proposed
Title:		Foundations of Entrepreneurship
Course Number:		201
Credits:		3
Grading System:	Select One	A-F, IN
Pre/Co-Requisite(s):		None
Course Description:		Provides insights into the various facets of entrepreneurship including opportunity recognition, idea generation, business planning and strategy, innovation and creativity, along with other general insights to the entrepreneurial ecosystem.

Authorization Sign-Off

Checklist

- | | |
|-------------------------------------|-----------------------------------|
| <input checked="" type="checkbox"/> | Required fields completed. |
| <input checked="" type="checkbox"/> | Syllabus attached for new courses |
| <input checked="" type="checkbox"/> | Assignment Strategies Attached |

-Approved: Department Chair/Director

Date: 9/8/24

Signature, Chair/Director: _____

Alexander D. Binda

-Approved: College Curriculum Committee

Date: 12/16/24

Signature, Committee Chair: _____

Jennifer Puroley

-Approved: Dean of College

Date: 12/16/24

Signature, Dean: _____

Paul W. Gair

-Approved: Council for Teacher Education (if applicable)

Date: _____

Signature, Council Chair: _____

-Approved: University Undergraduate Curriculum Committee

Date: _____

Signature, Committee Chair: _____

-Approved: Faculty Senate

Date: _____

Signature, Recorder Faculty Senate: _____

Originating Department(s): After completing this form, please upload it to the SharePoint, within the appropriate College folder, "Preliminary Legislation", to allow for review and questions. Any modifications should be saved as "original file name.v2.docx" and uploaded as well.

Following final College Curriculum Committee approval, please apply the appropriate signatures, and send them to your College Administrator.



ENTR 201 Foundations of Entrepreneurship

[Course Room]

[Course Days, Time, Semester]

Instructor: [Name and Rank]
Office: [Kelce Room #]
Hours: [Times and Days – must be accessible]
Phone: [Office # and others if appropriate]
E-mail: [Official Pitt State address]

Textbook

Mariotti, S. & Glackin, C. (2020). *Entrepreneurship: Starting and Operating a Small Business*, 5th Edition
ISBN-13: 9780135210529

Catalog Course Description

ENTR 201 Foundations of Entrepreneurship (3 credit hours): Provides insights into the various facets of entrepreneurship including opportunity, recognition, idea generation, business planning and strategy, innovation, and creativity, along with other general insights to the entrepreneurial ecosystem.

Prerequisites

None

Course Objectives / Learning Outcomes

- Define entrepreneurship and what entrepreneurs do and define small business.
- Identify primary business plan contents and be able to use them to create a business plan.
- Explain marketing mix and be able to figure out the pricing for your business.
- Assess the costs of starting a business.
- Explain what shows up on each of the 4 financial documents used to assess business health.
- Understand the importance of cash flow management.
- Analyze the different types of financing for a business.
- Define the different types of legal structures for a business.
- Explain the types of licenses, permits, and certificates required to start your business.
- Examine options for harvesting and exiting a business.

Course Outline

Week 1 Course Introduction
Week 2 Entrepreneurs and Entrepreneurship
Week 3 Pathways to Success: Processes and Instruments
Week 4 Creating Business from Opportunity
Week 5 Exploring Your Market
Week 6 Developing the Marketing Mix and Plan
Week 7 Smart Selling and Effective Customer Service
Week 8 Understanding and Managing Start-Up, Fixed, and Variable Costs

Week 9	Using Financial Statements to Guide a Business
Week 10	Cash Flow and Taxes
Week 11	Financing Strategy and Tactics
Week 12	Addressing Legal Issues and Managing Risk
Week 13	Operating for Success
Week 14	Management, Leadership and Ethical Practices
Week 15	Franchising, Licensing, and Harvesting: Cashing in Your Brand
Week 15	Final Exam

Teaching Methods

This course is a mix of lecture and experiential learning, including (but not limited to) homework, short homework, discussion, and guest speakers.

Canvas

Announcements, assignments, and other resources for your use will be posted on Canvas. Many of these will also be announced in class, but not necessarily all – it is your responsibility to regularly check CANVAS for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: geeks@pittstate.edu or 620-235-4600.

Attendance Policy

Attendance is required and roll will be taken each class period. Five (5) unexcused absences will result in the loss of a letter grade. Class exercises/homework/quizzes missed because of an **unexcused** absence cannot be made up. If you will be absent from class, notify the instructor **in advance**.

Classroom Conduct

Classroom courtesy is not only expected but enforced.

- Be **on time** for class.
- Do not talk or leave the room during class unless it is an emergency.
- Do not pass notes, make noises, or allow your cell phone to ring.
- No texting.
- Students are expected to act professionally in all communications with the instructor and with other students in discussion forums.

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of

Business.

If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodation may be available through the contacts listed on the current Syllabus Supplement.

Inclement Weather

If the university calls off class due to inclement weather, this class will NOT meet in person. The instructor may provide the opportunity for Zoom on those days to answer questions/study session for a test, but it will not be mandatory.

Course Evaluation Methods

Your grade will be determined by your performance as follows:

Exams	60%
In-class work	15%
Homework	10%
Project	10%

Grading Scale

If you have at least	You will earn
90%	A
80%	B
70%	C
60%	D

Faculty Notification of Student Academic Progress

You'll be able to track your progress and grades in this course through the Canvas gradebook. I anticipate grading your work within one week of the assignment due date. I participate in the Navigate progress reporting system and will report midterm grades as well.

Notes

Please see PSU's Syllabus Supplement for this semester, available through the Registrar's Office at <https://www.pittstate.edu/registrar/syllabus-supplement.html>

The instructor reserves the right to amend and to reorganize this syllabus at any time.

ENTR 201 Foundations of Entrepreneurship Learning Objectives

- Define entrepreneurship and what entrepreneurs do and define small business.
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