

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 #: **690**

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 capstone course will provide students with the opportunity to experience the entrepreneurial process and culminates in a pitch competition.

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:		Business Generation
Course Number:		690
Credits:		3
Grading System:	Select One	A-F, IN
Pre/Co-Requisite(s):		ENTR 201 Foundations of Entrepreneurship; ENTR 310 Entrepreneurial Finance; ENTR 320 Entrepreneurial Marketing; ENTR 510 Gorilla Consulting OR ENTR 670 Internship in Entrepreneurship
Course Description:		Explores the challenges and complexities of leadership in an entrepreneurial environment, specifically startups, family businesses, traditional small-to-mid-sized businesses and franchises. Prerequisite: ENTR 201 Foundations of Entrepreneurship; ENTR 310 Entrepreneurial Finance; ENTR 320 Entrepreneurial Marketing; ENTR 510 Gorilla Consulting OR ENTR 670 Internship in Entrepreneurship

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. Bink

-Approved: College Curriculum Committee

Date: 12/16/24

Signature, Committee Chair: _____

Jennifer Purcell

-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.



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Business Generation
ENTR 690
[Course Room]
[Course Days, Time, Semester]

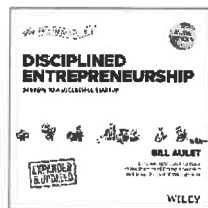
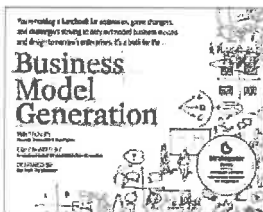
Instructor: [Name and Rank]
Office: [Kelce Room #]
Hours: [Times and Days – must be accessible]
Phone: [Office # and others if appropriate]
E-mail: [Official Pitt State address]

Textbooks

Osterwalder, Alexander and Yves Pigneur (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley. ISBN: 978-0-470-87641-1

Bill Aulet (2024). *Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Expanded & Updated 2nd Edition*. Wiley. ISBN: 978-1394222513

Bill Aulet (2017). *Disciplined Entrepreneurship Workbook*. Wiley. ISBN: 978-1119365792



Catalog Course Description

This capstone course ties earlier coursework together. An experiential course that explores and uses various frameworks of new venture development; provides a step-by-step guide to launching new ventures or new products. Culminates in a pitch competition. Prerequisites: ENTR 201, ENTR 310, ENTR 320 and either ENTR 670 OR ENTR 510
Prerequisites
Bus 3xx Foundations of Entrepreneurship

Course Objectives / Learning Outcomes

- Experience the entrepreneurial process:
 - Learn about ideation, market research, business planning, and launching a new venture.
 - Gain insights into the challenges and risks of starting a business.
- Develop business acumen:
 - Learn how to identify market opportunities and assess business ideas.
 - Understand financial management, budgeting, and fundraising for startups.
 - Explore different business models and revenue streams.

- Experience the startup environment:
 - Work in a fast-paced, dynamic, and often resource-constrained environment.
 - Develop adaptability, problem-solving, and critical thinking skills.
 - Understand the importance of teamwork, collaboration, and communication.
- Enhance entrepreneurial skills:
 - Practice pitching ideas and communicating value propositions effectively.
 - Develop negotiation, networking, and relationship-building abilities.
- Cultivate creativity, innovation, and an entrepreneurial mindset.

Course Topics

- Course Introduction
- Stage 1: Entrepreneurial Foundations
 - Goals
 - Systems
- Market Testing
 - Market Research
 - Assets
 - Marketing
 - Sales – Early customers
- Product Development
 - Roadmap
 - Design
 - Testing
 - Engineering – from product design to development
- Resource Acquisition
 - Legal
 - Finance
 - Fundraising
 - Hiring
- Pitch

Teaching Methods

A mix of lecture, discussion, and experiential learning will be used in this course.

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

Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). I do not distinguish between excused and unexcused absences – you are here or you are not. Your presence is necessary as your classmates will depend on you. *However*, the health and safety of your classmates also depends on you. Please use common sense – if you aren't feeling well, if you've been told to quarantine or isolate, **DON'T COME TO CLASS!**

There is always the possibility of us needing to meet remotely due to weather or other reasons – I plan for these to be *synchronous* unless otherwise noted.

Classroom Conduct

I expect you behave as a professional whether working with clients, colleagues, or faculty (including me). This is a time to develop the habits necessary for a successful career.

Communication

Please use the email function in Canvas to contact me regarding the class. I will NOT respond to course related emails through my campus email address! Please ensure the email listed in Canvas is correct.

Electronic Devices

Unless otherwise specified, NO electronic devices are to be used in class—no laptops, tablets, or phones.

Academic Integrity

Academic honesty is fundamental to the activities and principles of a university. Academic integrity can be boiled down to five words:

YOUR WORK MUST BE YOURS!

Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. Following University guidelines (<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>), my response to academic dishonesty will be one of the following:

- ◆ You will fail the assignment;
- ◆ You will fail the class;
- ◆ You will fail the class and your transcript will show an XF, indicating failure due to academic dishonesty.

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement (<https://www.pittstate.edu/registrar/syllabus-supplement.html>). 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 shall:

- ◆ Refrain from class disturbances.
- ◆ Arrive on time and remain until dismissed at all class sessions and to 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.
- ◆ Prepare for and participate in all classes.
- ◆ Treat fellow students, staff, faculty and administrators with respect.
- ◆ Prepare assignments and exams honestly.
- ◆ Avoid plagiarism or unacknowledged appropriation of another's work in any academic work.
- ◆ Refrain from giving or receiving inappropriate assistance.
- ◆ Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- ◆ Respect University property and use resources in the most effective and efficient manner.
- ◆ Be fair and constructive in the evaluation of faculty.
- ◆ 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 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 accommodations may be available through the contacts listed on the current Syllabus Supplement.

Course Evaluation Methods

New Enterprise & In-Class Work (75%)

This capstone course revolves around the development of a new enterprise and culminates in a pitch.

	Exceptional	Good	Adequate	Needs Work	Not Included	Point Value
Operational Goals & KPIs						20
Systems Development						10
Market Research - Secondary						10
Market Research - Primary						10
Visual Assets						10
Customer Personas						15
Early Customer Demand Generation						15
Product Roadmap						15
Product Design						15
User Testing						10
Transitioning from Design to Development						10
Financial Model						15
					Pitch	155
<i>Writing proposal will include above plus:</i>						
Legal (written proposal only)						15
Fundraising (written proposal only)						15
Hiring (written proposal only)						15
					Written Proposal	200

Exams (25%)

Two exams will be administered during the term

Grading Scale

Grading Scale	
To earn	Minimum Percentage
A	90
B	80
C	70
D	60

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. You will be notified if this occurs.

ENTR 690 Business Generation Learning Objectives

- Experience the entrepreneurial process:
 - Learn about ideation, market research, business planning, and launching a new venture.
 - Gain insights into the challenges and risks of starting a business.
- Develop business acumen:
 - Learn how to identify market opportunities and assess business ideas.
 - Understand financial management, budgeting, and fundraising for startups.
 - Explore different business models and revenue streams.
- Experience the startup environment:
 - Work in a fast-paced, dynamic, and often resource-constrained environment.
 - Develop adaptability, problem-solving, and critical thinking skills.
 - Understand the importance of teamwork, collaboration, and communication.
- Enhance entrepreneurial skills:
 - Practice pitching ideas and communicating value propositions effectively.
 - Develop negotiation, networking, and relationship-building abilities.
- Cultivate creativity, innovation, and an entrepreneurial mindset.

ENTR 690 Business Generation Assessment Plan

New Enterprise & In-Class Work (75%)

This capstone course revolves around the development of a new enterprise and culminates in a pitch. The rubric for each is below.

	Exceptional	Good	Adequate	Needs Work	Not Included	Point Value
Operational Goals & KPIs						20
Systems Development						10
Market Research - Secondary						10
Market Research - Primary						10
Visual Assets						10
Customer Personas						15
Early Customer Demand Generation						15
Product Roadmap						15
Product Design						15
User Testing						10
Transitioning from Design to Development						10
Financial Model						15
					Pitch	155
<i>Writing proposal will include above plus:</i>						
Legal (written proposal only)						15
Fundraising (written proposal only)						15
Hiring (written proposal only)						15
					Written Proposal	200

Exams (25%)

Two exams will be administered during the term

Grading Scale

Grading Scale	
To earn	Minimum Percentage
A	90
B	80
C	70
D	60