Section 1 - Approvals

[See the separate document entitled “BYU Hawaii Curriculum Proposal Instructions” for instructions. Reminder: delete or replace all text in square brackets. Retain all other text.]

Approvals

Name of Proposal: 2013 Willes Class Props

Submitted by: [typed name of submitter]  Signature:

Date: [the date the proposal number was assigned by the office of the AAVP]

<table>
<thead>
<tr>
<th>Procedure</th>
<th>Recommendation/Signature</th>
<th>Date</th>
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<tr>
<td>Faculty Vote: For [number], Against [number], Abstain [number], Absent [number]</td>
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<tr>
<td>1. Approved by Department [separate block for each dept]</td>
<td>Signature:</td>
<td>4/12/2013</td>
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<tr>
<td>Chair: Richard S. Tanner</td>
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<td>2. Approved by College [separate block for each college]</td>
<td>Signature:</td>
<td>4/12/2013</td>
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<tr>
<td>Dean: Glade Tew</td>
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<td>3. Approved by General Education (if any GE course is affected)</td>
<td>Signature:</td>
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<tr>
<td>GE: David Beus</td>
<td>n/a</td>
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<td>4. Approved by University Curriculum Committee</td>
<td>Signature:</td>
<td>4/16/13</td>
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<td>UCC: Jennifer Lane</td>
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<td>5. Approved by Deans’ Council</td>
<td>Signature:</td>
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<td>AVP: Max Checketts</td>
<td>n/a</td>
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<td>6. Approved by the President's Council (for new programs)</td>
<td>Signature:</td>
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<td>Pres: Steven Wheelwright</td>
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Summary:
The Willes Center is restructuring the whole list of its course offerings to create a connected sequence of classes that will take the student from the introductory phase of entrepreneurship through a capstone experience. The intent behind the entire sequence is to teach the knowledge and skills of entrepreneurship and small business primarily to the non-business major.

The two courses being dealt with first are ENTR 283 and ENTR 483. The ENTR 283 will be second in the series of courses and is considered to be the beginning of the core classes in the sequence. The ENTR 483 class is the most academically demanding of our class series. It is modeled after a class currently taught at Harvard Business School. At Harvard Business School this is the most highly rated class for first year MBA students. This is a rewrite of the ENTR 483 course that is currently in the catalog. Other offerings will be submitted as we get the materials put together.

Changes in Graduation Requirements:
There would be no changes in graduation requirements as this is an elective class.

Changes in Expected Teaching Load:
This class is being added as a permanent addition to the offering of the Willes Center. At the same time we are also acquiring an additional faculty member to teach the two classes we are currently proposing. This will not change anyone's teaching load. The addition of these two classes will require classroom space.
Section 4 - Course Proposal (core)

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new course proposal.

College: Business, Computing, and Government
Course Prefix: ENTR
Course Number: 283

NEW COURSE.

Full Title: Small Business Creation

Short Title (for Transcript, 30-char max): Small Business Creation

Catalog Entry (50-word recommended maximum):

Introduction to small business creation, including: fundamentals of sales and capital. Uses mentors and case studies. Learn traits and practices of entrepreneurs and small business owners, managerial processes used to identify, establish, and operate a new business, and/or purchase of an existing business, including elements of business plan modeling.

Prerequisites: None

Credit Hours: 3

Frequency: FWS

Grading Method: Standard percentage grading based on a cumulative total. A-B-C.

Learning Objectives: Each student who passes this course will be able to do the following:
1. Identify and describe personality traits and practices of entrepreneurs.
2. Identify and evaluate personal attributes and skills associated with entrepreneurs and compare them to typical entrepreneurial traits.
3. Discuss and analyze the process used to establish and operate a new business venture that originated from a business idea, franchise, or family-owned business.
4. Discuss and analyze the process used to select an existing business to purchase and successfully operate.
5. Develop practical skills by applying information, principles, and practices to small business situations through case studies and outreach projects.
6. Demonstrate influential presentation skills and effective teamwork skills useful in the business environment through team presentations and competitions.
7. Demonstrate a passionate spirit of entrepreneurship by examining business possibilities, writing business plans, and executing fundamental entrepreneurial practices.
8. Identify the basic elements of a business plan and write a unique business plan for a new business venture.
9. Discover entrepreneurs in the community, perform interviews with one, and write about their experiences.
10. Discuss how you can become a job creator as an entrepreneur rather than a job taker.
11. Create a plan in which you can create wealth and be a social entrepreneur.
Assessment Methods:
Grading
The grading categories and points for the course are as follows:
$100 Entrepreneur Challenge 190
My Entrepreneurial Journey (Journal) 140
Book Reports 100
Quizzes 100
Teach One Another Discussions 100
Case Studies 80
Harvard Manage Mentor 80
Interview with an Entrepreneur 75
Acton Hero 60
Weekly Start-up Nation Assignments/Great Idea 40
Learning preparation 35
Total 1000

All grades are calculated according to the BYU-Hawaii grading scale as shown below.
93–100% = A 80–82% = B- 67–69% = D+
90–92% = A- 77–79% = C+ 63–66% = D
87–89% = B+ 73–76% = C 60–62% = D-
83–86% = B 70–72% = C- <59% = F

Following this page, attach PDF copies of the online catalog web pages that should change as a result of this proposal. Indicate the location of changes that should be made.
Section 4 - Course Proposal (core)

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new course proposal.

College: Business, Computing, and Government
Course Prefix: ENTR
Course Number: 483

NEW COURSE.

Full Title: Entrepreneurial Management
Short Title (for Transcript, 30-char max): Entrepreneurial Management
Catalog Entry (50-word recommended maximum):
An intense, fast-paced course designed to help students learn how to make decisions. Students participate in two HBS case studies each week. Develop analytical skills to know if a venture has reasonable prospects, evaluating costs and benefits, and identifying risk, scalability, and when to exit.

Prerequisites: None – Jrs and Srs only
Credit Hours: 3
Frequency: FW
Grading Method: Standard percentage grading based on a cumulative total. A-B-C.

Learning Objectives: Each student who passes this course will be able to do the following:
1. Make decisions through analysis and evaluation using the decision-making process.
2. Develop good analysis.
3. Communicate and defend a solid recommendation to key stakeholders.
4. Decide whether a given venture has reasonable prospects.
5. Evaluate the costs and benefits of various forms of financing.
6. Identify key risks and design risk reducing experiments.
7. Identify areas for expansion and demonstrate how to scale those activities.
8. Weigh why they entered a venture and decide to continue in it or receive a financial payout.

Assessment Methods:
Grading Poll Verification 10%
YouSeeU Videos 15%
Case Discussion 15%
Key Takeways 10%
Study Questions 10%
Assignments 10%
Midterm Exam 10%
Final Exam 20%
TOTAL 100%
<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>93--</th>
<th>80--82.9</th>
<th>67--69.9</th>
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<tbody>
<tr>
<td>100</td>
<td>A</td>
<td>B-</td>
<td>D+</td>
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<tr>
<td>90--92.9</td>
<td>A-</td>
<td>77--79.9</td>
<td>D</td>
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<tr>
<td>87--89.9</td>
<td>B+</td>
<td>73--76.9</td>
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<td>83--86.9</td>
<td>B</td>
<td>70--72.9</td>
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Entrepreneurship

201R. Entrepreneurship Leadership Practicum (1-2) Learn and apply leadership principles, guided by a faculty member, and evaluate leadership experience.

275. Entrepreneurship Leadership Training (1) (F, W, S) Students learn practical steps to leadership in life and business. Achieving a successful life both temporally and spiritually.

375R. Entrepreneurship Lecture Series (1) (F, W, S) Wille Center sponsors successful entrepreneurs and leaders to BYU-Hawaii Campus to share their experiences and allow students to engage and question these guests.

380. Social Entrepreneurship (3) (F, W, S) An introduction to solutions of some of the world's problems through entrepreneurship, focusing on leadership skills, NGO's innovation, and business management.

383. Entrepreneurship and Small Business Management (3) (TBA) This course is for non-business students to develop their entrepreneurial skills to start a small business. Students will learn the range of activities from identifying opportunities to operating the business.

385. Applied Entrepreneurship Skills (3) (F, W, S) This entrepreneurship practicum exposes students from any major to the basic requirements for success as business owners and entrepreneurs by helping them start, run, and shut down a small enterprise.

390R. Special Topics in Entrepreneurship (1-3) (Variable) Special Topics in Entrepreneurship.

399R. Internship in Entrepreneurship (1-12) (F, W, S) Credit for applied experience in entrepreneurship management. Prior approval must be obtained and coordinated by a faculty member and on-site supervisor.

401R. Leadership Practicum (1-2) (F, W, S) Learn and apply leadership principles, guided by a faculty member, and evaluate leadership experience.

483. Entrepreneurship (3) (F, W, S) Emphasizes assistance to potential entrepreneurs in starting a small business. An integrative course, applying all the functional concepts to small business situations for both business and nonbusiness majors who intend to open their own business enterprise.

495R. Independent Study (1-4) (F, W, S) An opportunity to pursue subjects otherwise not offered by the department. Instructor’s permission required.
Syllabus – ENTR 283
Small Business Creation

Course Description
This course offers an introductory level overview of the major elements of entrepreneurship and small business management. This course is especially good for students who plan to launch a business while going to school or plan to utilize their current education as part of their own business in the future.

A number of assignments will be completed throughout the semester, all of which will focus on successful implementation of Entrepreneurship. Several readings, videos, writing assignments, and projects will facilitate the development of Entrepreneurship skills.

The course is split up into 6 units. Each unit will focus on a different area of entrepreneurship. Each unit will contain 2-3 lessons. Each lesson represents ONE week in the course. For example the first unit in the course is titled “What is an Entrepreneur.” Within that unit you will find the Introduction Lesson: Dream Big, and Lesson 1: Entrepreneur Resources. Each of these Lessons represent 1 week in the course.

You will have multiple dues dates each week. In general reading assignments and initial discussion board posts will be due on Tuesdays, quizzes will be due on Fridays, and the majority of other assignments will be due on Saturdays. Make sure that you are familiar with the course schedule found in I-Learn and that you keep up with your work.

Course Objectives
With the successful completion of course requirements, the student will be able to do the following:

1. Identify and describe personality traits and practices of entrepreneurs.
2. Identify and evaluate personal attributes and skills associated with entrepreneurs and compare them to typical entrepreneurial traits.
3. Discuss and analyze the process used to establish and operate a new business venture that originated from a business idea, franchise, or family-owned business.
4. Discuss and analyze the process used to select an existing business to purchase and successfully operate.
5. Develop practical skills by applying information, principles, and practices to small business situations through case studies and outreach projects.

1B 283 Small Business Creation
6. Demonstrate influential presentation skills and effective teamwork skills useful in the business environment through team presentations and competitions.
7. Demonstrate a passionate spirit of entrepreneurship by examining business possibilities, writing business plans, and executing fundamental entrepreneurial practices.
8. Identify the basic elements of a business plan and write a unique business plan for a new business venture.
9. Discover entrepreneurs in the community, perform interviews with one, and write about their experiences.
10. Discuss how you can become a job creator as an entrepreneur rather than a job taker.
11. Create a plan in which you can create wealth and be a social entrepreneur.

COURSE REQUIREMENTS
Supplemental Text
There is no “Textbook” for this course; however, in each lesson there are readings and videos as well as a Harvard Manage Mentor assignment. The Harvard Manage Mentor assignments and the
readings and videos serve as the textbook for this course. These readings will give you the background and knowledge in order to complete your other assignments, complete your $100 Challenge project, and become a successful entrepreneur.

You will also need to purchase and read the following books during the semester.
The Alchemist: Paulo Coelho
1st Edition, by Paulo Coelho, (Cost of this text is approximately $8)
The E-Myth Revisited: Why Most Small Businesses Don’t Work and What to Do About It
3rd Edition, by Michael E. Gerber, (Cost of this text is approximately $15)
In the projects folder you will find a list of Best Entrepreneur Books that you can select from. You must select at least one of these books to read.

Materials
• $75 Fee for My Entrepreneurial Journey (www.myej.org)*
• $13 Business Course Fee

POLICIES
Projects and Grading
Throughout the semester there will be several projects and assignments that you will be working on. A list of your major projects and assignments are listed below. There will also be other smaller assignments throughout the semester that you will be required to complete.
*Financial Assistance may be available from the Entrepreneurial Center to help cover this cost.

$100 Entrepreneur Challenge
Innovation, idea generation, opportunity recognition, and product/market match are all-important components of entrepreneurship. You will have 1 week to identify an opportunity, 1 week to create a business plan, and then 8 weeks to create a product or service, raise capital, sell the product or service, and liquidate the company. After the challenge is over you will have 1 week to create a presentation to share with the class, and one week to write a report about your experience. Your goal is to earn at least $100.00 at the end of the challenge from the sale of your product or service. All proceeds that you earn will then be donated to Kiva or other BYU-Hawaii approved entity to help provide support to aspiring entrepreneurs. You are limited to a beginning capital of $20.00. The three students that bring in the most profit at the end of the semester will receive extra credit. The student with the most profits will receive 15 points of extra credit, the second place student will receive 10 points, and the third place student will receive 5 points of extra credit. This project is separated into 6 parts. Please look at the due dates listed below:
Part 1 Due Saturday Intro Lesson @ 11:59 PM (Oceanic Time) Part 2 Due Saturday Lesson 02 @ 11:59 PM (OT)
Part 3 Due Saturday Lesson 03 @ 11:59 PM (OT) Part 4 Due Saturday Lesson 10 @ 11:59 PM (OT)
Part 5 Due Saturday Lesson 12 @ 11:59 PM (OT)
Part 6 Due Friday Conclusion Lesson @ 11:59 PM (OT)

Weekly Start-up Nation Assignments/Big Idea
1. Startup Nation: Throughout the semester, you will follow a ten-step process found on startupnation.com. This process is called “10 Steps to Open for Business” in which there are videos, readings, and activities that help people start a company. Each week (except for the last few weeks of the semester), you will study one of the 10 steps and do an assignment related to the material that you have learned.
2. **Great Idea:** You will also be required to brainstorm and come up with a small business that you would like to start one day in the future. You should answer these questions to help you: “What is my dream business?” and “If I could start any small business, what would it be?” This “Great idea” or “dream business” is designed to help you to dream big and start thinking of what you will need to do in order to start your own small business.

**Interview with an Entrepreneur**

During the semester, you will select an Entrepreneur and interview them. A report will be written on the things that you have discussed and learned. Find someone that interests you. No relatives or BYU-Hawaii employees or volunteers will be allowed.

**Entrepreneur Journal**

The Entrepreneur Journal is a place where reflection and personal experiences can be recorded for future use. Write what you want, record lessons learned, and make plans for the future. You will need to submit a copy of your entries on the “My Entrepreneurial Journey” site each week.

**Acton Hero (Acton University)**

The Acton Hero is a brief story of a successful entrepreneur that was put together by the people at the Acton MBA program. Each week you will watch and read about an Acton Hero and write one paragraph (150 or more words) about the most important insight that you have learned.

**Case Studies**

There will be a series of case study assignments throughout the semester. Your instructor will post a few questions on a discussion board that you need to answer. Then a discussion will take place where you can share the decisions you would make if you were the person in the case.

**Harvard Manage Mentor**

Many of the lessons will contain readings and exercises from Harvard Business School (HBS) called Harvard Manage Mentor. After studying the material each week, you will take a quiz that will ask you questions based on a given scenario. These quizzes will help you to apply the principles learned while studying the HMM. The HMM and other readings serve as the textbook for the course.

**Other Readings and Videos**

Each week there will be several readings with corresponding assignments that you will need to complete. These readings will provide a background and foundation that will be needed for the materials covered each week. It is important that you carefully read and complete the associated activities, as they will help you to be successful in your other assignments and projects.

**Book Reports**

Throughout the semester you will read two books and write a book report for each. You will be required to read *E-Myth Revisited*, and one other book of your choice. You will choose your book from a list of “Best Entrepreneur Books” found in the Projects folder in I-Learn. Some of the books are available in electronic format from the BYU Hawaii library. See the Library Reference page in the Resources folder in Canvas to see the list of book available in electronic format.

In addition to the book *E-Myth Revisited*, your first book (student choice book) must be read by the end of Lesson 01, and the book report is due the following Tuesday of Lesson 02. It is recommended that you choose which book that you want to read and locate a copy of it as soon as possible.
My Entrepreneurial Journey (Entrepreneur Journal)
You will be allowed to use www.myej.org to record your journal notes and complete assignments which will help you develop the skills and expertise of a successful and principled entrepreneur. As you complete each reading and assignment you will have a mentor who will review your work and hold you accountable for the goals you set as you pursue the creation of your own business or organization.

Note
All papers submitted as a Word Document need to be double-spaced, 12 point, Times New Roman font, with the margins set to 1 inch on all sides. For assignments that are submitted in Canvas using the embedded text box, there is no formatting requirement.

Grading
The grading categories and points for the course are as follows:
$100 Entrepreneur Challenge 190
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87–89% = B+ 73–76% = C 60–62% = D-
83–86% = B 70–72% = C- <59% = F

Late Work
This is not a move at your own pace course. There are weekly deadlines and due dates that you will be expected to keep up on. As a general policy NO late work will be accepted.  
  i. Personal technology issues are not an excuse for late assignments. If there is a system issue, please call tech support and send an email to your instructor with details of the incident along with the support ticket.
  ii. If you are unable to submit via Canvas for any reason, please email your instructor with the assignment to avoid consequences of a late submission.
  iii. Start your weekly coursework early. This gives you the opportunity to ask questions before the assignment is due.

Attendance/Participation
Stay involved in all group work and class activities. Not being involved directly affects your classmates and will cause deductions to your grade.
Time Commitment
The online class policy is that for every credit hour, you should expect to spend 3 hours of work per week. For example, in a 3-credit course, there would be 9 hours of work each week. For this class, you should plan on spending at least 9 hours per week.

RESOURCES Help Desk
If any technical difficulties arise throughout the course, you may contact the Help Desk. The Help Desk is located in GCB 120 and the call center is 808.675.3921.

MyEJ.org
My Entrepreneurial Journey is operated by the Acton School of Business out of Austin, Texas. The website is http://www.myej.org and the login page is http://app.myej.org/app. The contact person for this tool is Julie Rogers (julie.rogers@myej.org).