

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL
(Attach copy of syllabus)

SUBMITTED BY:

Department	Business Administration	College/School	School of Management
Prepared by	Anita Hughes	Phone	Ext. 4622
Email Contact	<u>Alhughes2@alaska.edu</u>	Faculty Contact	Kevin Berry, kberry9@alaska.edu

1. ACTION DESIRED
(CHECK ONE):

Trial Course	<input type="checkbox"/>	New Course	<input checked="" type="checkbox"/>
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2. COURSE IDENTIFICATION:

Dept	MBA	Course #	F674	No. of Credits	3
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Justify upper/lower division status & number of credits:

This is a graduate level course requiring critical and analytical skills at the grad level.

3. PROPOSED COURSE TITLE:

New Venture Development

4. To be CROSS LISTED?
YES/NO

No	If yes, Dept:	Course #
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NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. To be STACKED?*

YES/NO	No	If yes, Dept.	Course #
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How will the two course levels differ from each other? How will each be taught at the appropriate level?:

* Use only one Format 1 form for the stacked course (not one for each level of the course!) and attach syllabi. Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi (undergraduate and graduate versions) will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online - see URL at top of this page.

6. FREQUENCY OF OFFERING:

Spring

Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) - or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING
(Effective AY2015-16 if approved by 3/31/2015; otherwise AY2016-17)

Spring 2016

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the Core Review Committee.

COURSE FORMAT:
(check all that apply)

<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input checked="" type="checkbox"/>	6 weeks to full semester
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OTHER FORMAT
(specify)

Lecture

Mode of delivery
(specify lecture, field trips, labs, etc)

9. CONTACT HOURS PER WEEK:

3/15

LECTURE
hours/weeks

LAB

hours /week

PRACTICUM

hours /week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-guidelines-for-computing/> for more information on number of credits.

OTHER HOURS (specify
type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

Example of a complete description:

FISH F487 W, O Fisheries Management
3 Credits Offered Spring

Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. Prerequisites: COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

MBA F674 New Venture Development
3 credits Offered Spring

This course will provide students with a venue for commercializing their own or selected innovative ideas through focused study in several key areas of entrepreneurship. The hands-on approach and experience will teach specific methods to assess and understand the industry, customers, and competitors for a new venture. Students will then learn to translate those insights into a winning venture idea, a business model, and set of distinctive new products and services. With this venture strategy in hand, students will then learn how to best raise venture financing, how to write a powerful business plan, and create a compelling pitch for investors. Topics in this course include the meaning of entrepreneurship, concept to new venture, opportunity and feasibility study, intellectual property protection, strategic management, marketing strategies, new venture financing, and human capital management. Prerequisites: must be admitted to the MBA program (3+0)

11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities

S = Social Sciences

Will this course be used to fulfill a requirement
for the baccalaureate core? If YES, attach form.

YES:

NO:

XX

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive,
Format 6

W = Writing Intensive,
Format 7

X = Baccalaureate
Core

11.A Is course content related to northern, arctic or circumpolar studies? If yes, a "snowflake" symbol will be added in the printed Catalog, and flagged in Banner.

YES

NO XX

12. COURSE REPEATABILITY:

Is this course repeatable for
credit?

YES

NO

XX

Justification: Indicate why the course can
be repeated (for example, the course follows
a different theme each time).

How many times may the course be repeated for credit?

TIMES

If the course can be repeated for credit, what is the maximum
number of credit hours that may be earned for this course?

CREDITS

If the course can be repeated with variable credit, what is the
maximum number of credit hours that may be earned for this course?

CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Changing the grading system for a course later on constitutes a Major Course Change - Format 2 form.

LETTER: ☒ XX

PASS/FAIL: ☐

RESTRICTIONS ON ENROLLMENT (if any)

14. **PREREQUISITES**

Must be admitted to the MBA program

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

16. **PROPOSED COURSE FEES**

\$

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. **PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously?

Yes/No

Y

If yes, give semester, year, course #, etc.:

Spring 2014, Spring 2015 as MBA F693

18. **ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

This course requires a classroom but we have been able to accommodate that in Bunnell. Faculty have taught this twice now and it has been fit into workload.

19. **LIBRARY COLLECTIONS**

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No

XX

Yes

This course uses texts and current

20. **IMPACTS ON PROGRAMS/DEPTS**

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

Only the MBA program

21. **POSITIVE AND NEGATIVE IMPACTS**

Please specify **positive** and **negative** impacts on other courses, programs and departments resulting from the proposed action.

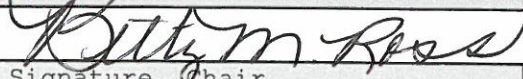
This course might draw students from other MBA electives but those are rotated by the department to ensure a balance between solid enrollment and availability of all electives. On the positive side, a student from the Spring 2014 course took his project to a competition in Anchorage and won an award and help bringing his idea to market. This course encourages new venture development here in Alaska which is good for the small business sector.

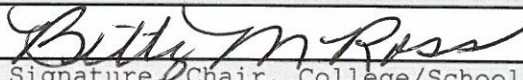
JUSTIFICATION FOR ACTION REQUESTED

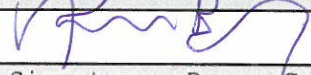
The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

This course material was requested by students in the MBA program who had taken MBA F673, Innovation Management. It adds to the curriculum for the MBA program as we work to make it more relevant to challenges and opportunities in Alaska.

APPROVALS: Add additional signature lines as needed.

 Date 10/2/2014
Signature, Chair,
Program/Department of: _____

 Date 10/2/2014
Signature, Chair, College/School
Curriculum Council for: _____

 Date 10/2/14
Signature, Dean, College/School
of: _____

Offerings above the level of approved programs must be approved in advance by the Provost.

Signature of Provost (if above level of approved programs) Date _____

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair
Faculty Senate Review Committee: _____ Curriculum Review _____ GAAC
_____ Core Review _____ SADAC

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

Signature, Chair,
Program/Department of: _____ Date _____

Signature, Chair, College/School
Curriculum Council for: _____ Date _____

Signature, Dean, College/School
of: _____ Date _____

UNIVERSITY OF ALASKA FAIRBANKS

MBA674 New Venture Development

(3 Credits)

Spring

Instructor: Ping Lan, Ph.D
Office: 218A Bunnell Building
Phone: 907-474-7688
Email: Plan@alaska.edu
Office hours: 3:30-4:30 PM, Monday & Wednesday. Also available by appointment
Meeting: 5:30-6:50 PM, Monday & Wednesday at Bunnell 313

Textbook

Marc H. Meyer and Frederick G. Crane (2014). *New Venture Creation: An Innovator's Guide to Entrepreneurship*, Second Edition. SAGE Publications: New York. ISBN: 978-1-4522-5721-1

1. Prerequisite

MBA standing

2. Course Description

This course has been designed to provide students with a venue for commercializing their own or selected innovative ideas through focused studying in several key areas of entrepreneurship. The hands-on approach and experience will teach you specific methods to assess and understand the industry, customers, and competitors for a new venture. And you will then learn how to translate those insights into a winning venture idea, a business model, and set of distinctive new products and services. With this venture strategy in hand, you will then learn how to best raise venture financing, how to write a powerful business plan, and create a compelling pitch for investors. Topics included in this course cover the meaning of entrepreneurship, concept to new venture, opportunity and feasibility study, intellectual property protection, strategic management, marketing strategies, new venture financing, and human capital management. For those students who wish to start their own venture, today or at some point in the future, this is the ideal course to learn real-world new venture planning. It will also be valuable for students who work for a large corporation and want to create entirely new businesses within that corporation.

3. Course Objectives

The academic goal is to develop the skills necessary for evaluating and creating a new venture, with the ability to communicate the endeavor effectively through written and verbal presentation. The business goal is to get you comfortable building and evaluating new product and business opportunities both as an entrepreneur and an operator within an established company. Upon completing the course, students will be able to:

- Understand varied aspects of entrepreneurship.
- Produce a solid business plan.
- Carry out a new venture development project.

4. Gained Knowledge & Skills

Through undertaking the coursework students will obtain or enhance the following skills and expertise:

- Exercise your powers of innovation and creativity, and improve your critical thinking skills.
- Improve your presentation and communication skills.
- Gain extensive experience in business planning and project management skills.
- Improve your risk analysis and market research skills, and enhance your entrepreneurial spirit.

5. Course Work & Assessment

The course is an experiential learning one. Therefore, the course work and assessment are project centric, which includes the following items (Details about the requirements for each item will be provided in course work guidelines):

- Write a Self-Introduction (5%)
- Chapter Presentation (10%)
- Class Participation (20%)
- Business Plan & Presentation (25%)
- Carry out a New Venture Development Project with required documentation (40%).

The course will use the following grading scale:

A+	A	A-	B+	B	B-	C+	C	C-	D	F
97-100	93-96	90-92	87-89	83-86	80-82	77-79	73-76	70-72	60-69	0-59
4.0	4.0	3.7	3.3	3	2.7	2.3	2	1.7	1.3	0

6. Students with Disabilities

Students with disabilities are encouraged to make an appointment with the Office of Disability Services (Phone # 474-7043). Please meet with me during office hours so that we can collaborate with the Office of Disability Services to provide the appropriate accommodations and supports to assist you in meeting the goals of the course.

7. Further readings:

Chris Guillebeau (2012). *The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future*. Crown Business: New York.

Eric Ries (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business: New York.

Steve Blank and Bob Dorf (2012). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K&S Ranch, Inc.: Pescadero, California.

8. Additional Web Resources

- <http://www.sba.gov>
- <http://www.fourhourworkweek.com/blog>
- <http://www.entrepreneur.com/startingabusiness/index.html>
- <http://ecorner.stanford.edu>

9. MBA Fatal Error Policy

Formal written assignments must meet basic requirements. The violation of the following Fatal Error Policy will result in the paper being returned to students immediately with a penalty of a full letter grade. Please use UAF Writing Center (Room 801, Gruening) to avoid fatal errors.

Category		Fatal Error
Format		<ul style="list-style-type: none">• No assignment title• No author names listed
Spelling & Grammar		<ul style="list-style-type: none">• Greater than three spelling or grammatical errors
Structure & Organization	Abstract/ Introduction	<ul style="list-style-type: none">• Paper lacks an introduction or abstract that identifies the paper's purpose
	Body	<ul style="list-style-type: none">• Lack of separation between important points in the paper
	Conclusion	<ul style="list-style-type: none">• Missing conclusion to sum up main points and provide outlook
	Citation	<ul style="list-style-type: none">• Citations not listed where necessary
	References	<ul style="list-style-type: none">• Failure to list references

10. Tentative Course Schedule (students can tailor it to their own circumstances)

Week	Topic	Reading	Expected Outputs & Homework
1	Hands On a Successful Venture	Handouts	-Clarify the course features -Specify the course work requirements -Q&A
2	Select a Venture & Make a Working Plan	Chap.1	-Self-Introduction Due -Select a project -Decide business type & ownership -Produce an overall working plan -Establish mile stones
3	Product/Service Clarification	Chap. 4	-Competitor or benchmarking analysis -Produce prototype/refine product -Create a product description
4	Market Segmentation	Chap. 2	-Image/experience consumption -Segment market -Locate a unique selling point
5	Customer Development	Chap. 3	-Market research -Customer profiling
6	Business Model	Chap. 5	-Identify crucial success factors -Suggest a model for handling crucial success factors
7	Marketing	Chap. 6	-Determine positioning & branding -Estimate marketing expenditure
8	Venture Concept Check	Chap. 7	-Scan enablers -Design venture culture -Refine business model
Spring Break			
9	Produce a Business Plan	Chap. 11	-Understand the components & requirements of a business plan -Draft a business plan
10	Finance Clarification	Chaps. 8 & 9	-Project financial performance -Identify financial gap -Check available financial sources
11	Management Team	Chap. 10	-Build up a management team -Culture a firm culture
12	Pitch Investors	Chap.12	-Learn pitching skills -Prepare pitching materials -Complete Business Plan Due
13	Competition	Your plan	-Attend Alaska Business Plan Competition
14	Venture Reality Check	Your project	-Pack the venture -Work on contingency
15	Auction of the Venture	Your project	-Auction presentation & negotiation -Investor Pitch or Auction Presentation Slides Due

11. Presentation Topics

Student	Presentation Topic	Main Reading	Week
	Venture Selection & Your Case	Chap.1	Week 2
	Product or Service Development & Your Case	Chap. 4	Week 3
	Market Segmentation & Your Case	Chap. 2	Week 4
	Customer Research & Your Case	Chap. 3	Week 5
	Business Model Design & Your Case	Chap. 5	Week 6
	Marketing Strategy & Your Case	Chap. 6	Week 7
	Venture Concept Check & Your Case	Chap. 7	Week 8
	Business Plan Elements & Your Case	Chap. 11	Week 9
	Finance Source & Your Case	Chap. 8	Week 10
	Venture Financial Performance & Your Case	Chap. 9	Week 10
	Management Team Organization & Your Case	Chap. 10	Week 11
	Making a Pitch & Your Case	Chap.12	Week 12

12. Confidentiality

All ideas and concepts associated with the new ventures undertaken by you and your classmates are deemed to be confidential and proprietary to the individual or members of a group. All class members will sign legally binding confidentiality statements at the beginning of the semester.