

# UH Core Curriculum Supplement

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Academic Unit / Office Bauer/MARK and Entrepren

Catalog Year of Implementation 2019-2020

Course (Prefix / Number) ENTR / 3310

Course Title Entrepreneurship

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## PROPOSAL ACTION TYPE:

- Add existing UH course to Core
- Add new UH Course to Core, see Course Proposal
- Revision current Core, switch Component Area
- Revision current Core, substantive change (e.g. prerequisites, course requirements, course level, restricted enrollment)

SYLLABUS ATTACHED

## ***Core Proposal Rationale and Justification for adding/revising the course?***

Please provide a rationale for including, or continuing to include, this course in the UH Core Curriculum: Business disciplines such as Marketing, Management, and Finance are forms of applied social science related to fields such as Psychology, Sociology, and Economics. A course in Entrepreneurship integrates these disciplines and provides students with a general educational background of sociological and psychological theory and context for these disciplines. Entrepreneurs must consider how a proposed organization will serve an economic or social purpose, understand marketing theory and strategy for various socio-economic levels, apply empirical knowledge for funding and measuring profitability, and understand the psychological factors in leading an organization. It therefore fits within the guidelines for a Social and Behavioral Science Core course.

## **COURSE LEVEL?**

Is the course lower-division (1000/2000 level)?  NO  YES

If upper division (3000/4000 level) please provide a rationale for including the course in the UH Core Curriculum.

**This course goes into more depth than a lower division course in terms of critical thinking, communication, quantitative skills, and social responsibility. Critical thinking is addressed in various ways, including consideration of whether a proposed business will have revenues adequate to cover costs. Communication is addressed through consideration of marketing efforts needed to inform potential customers about the product, and through activities such as networking, presentations, and/or team assignments. Empirical and quantitative skills are addressed through consideration of market research and financial analysis. Social responsibility is addressed through discussion of the social and psychological theory as a context for entrepreneurship, including ethical considerations. Teamwork and personal responsibility are addressed through discussions of leadership and/or team assignments.**

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**STEP 1: IDENTIFY THE FOUNDATION CORE COMPONENT AREA** for this course

*If the course is intended to be listed under Math/Reasoning or Writing in the Disciplines it must first qualify for Core under one of the Foundation Component Areas and under Step 2.*

SELECT ONE	FOUNDATION COMPONENT AREA	REQUIRED CORE OBJECTIVES (see THECB Core objectives)					
		CT	COM	EQS	TW	SR	PR
<input type="checkbox"/>	COMMUNICATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<input type="checkbox"/>	MATHEMATICS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
<input type="checkbox"/>	LIFE & PHYSICAL SCIENCES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<input type="checkbox"/>	LANGUAGE, PHILOSOPHY, & CULTURE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	CREATIVE ARTS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	AMERICAN HISTORY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	GOVERNMENT/POLITICAL SCIENCE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	SOCIAL & BEHAVIORAL SCIENCES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	

KEY : CT= Critical Thinking , COM = Communication, EQS = Empirical and Quantitative Skills  
PR= Personal Responsibility, SR = Social Responsibility, TW = Team Work

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**STEP 2 :** *If not selecting a course for Core Math/Reasoning or Writing in the Disciplines proceed to Step 3.*

IDENTIFY THE COMPONENT AREA OPTION for this course – Requires Step 1 & Step 2

*If the course is intended to be listed under Math/Reasoning or Writing in the Disciplines it must first qualify for Core under one of the Foundation Component Areas identified in Step 1. Identify the Foundational Component Area and required Core Objectives.*

SELECT ONE	UH Component Area Options:	Meets definition of Foundational Component Area (FCA) identified in Step 1	Double-List? *	CT	COM	EQS	TW	SR	PR
<input type="checkbox"/>	MATH/REASONING	<i>MATHEMATICS in Step 1 must select Mathematics</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
<input type="checkbox"/>	WRITING in the DISCIPLINES	<i>Identify Foundational Component Area: Select One:  &amp; select additional objective(s) that align with the associated foundation component area selected in Step 1 (e.g. Language, Philosophy, Culture select SR, PR)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**\*DOUBLE –LIST?**

UH Core course typically serve under only one component area.

Indicate request for the course be evaluated to also be listed in the Catalog under the Foundational Component Area (for example, *Language, Philosophy, Culture & Writing in the Disciplines*).

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## STEP 3: CORE OBJECTIVE ASSESSMENT

Select the applicable required Core Objectives for the associated Foundation Component Area.

For each required Core objective identify:

- How students will demonstrate achievement of the objective in the course (e.g. critical thinking, communication)
- What course assignment that may be used to assess student performance related to the objective. *An assignment may serve as a tool to assess more than one Core Objective.*

Select related required Objectives from Step 1 & 2)	Core Objectives	How will students demonstrate achievement of the objective in the course?	Assignment to be Assessed (e.g. Essay #2, Project, Test #3)
<input checked="" type="checkbox"/>	<b>CT</b> <i>*required for all courses</i>	Critical thinking is addressed through the application of economic and social demographic data and financial analysis to a proposed business and marketing plan.	Exam 1 and business plan
<input checked="" type="checkbox"/>	<b>COM</b> <i>* required for all courses</i>	Communication is addressed through consideration of the marketing efforts needed to inform potential customers about a product or service, and through networking, presentations, and team assignments.	Exam 3, presentations, and team assignments
<input checked="" type="checkbox"/>	<b>EQS</b> <i>*required for Math/Reasoning</i>	Empirical and quantitative skills are addressed through consideration of economics and social demographics, market research and financial analysis.	Exam 2 and financials
<input type="checkbox"/>	<b>TW</b>		
<input checked="" type="checkbox"/>	<b>SR</b>	Social responsibility is addressed through a study of the economic and social content and theory of business, and psychological drivers of CEO, employee, and consumer behavior.	Exam 4 & Final
<input type="checkbox"/>	<b>PR</b>		

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**UNIVERSITY OF HOUSTON**  
**ENTR 3310 - Entrepreneurship**  
**Syllabus Effective Fall 2019**

**Description**

The role of entrepreneurship in society and behavioral aspects of starting and building a successful business.

**Prerequisite:** None.

**Note:** Credit not given for both ENTR 3310 and ENTR 3311.

**Course Goals and Objectives:**

Entrepreneurship plays a significant role in the U.S. and global economy, and requires a theoretical and empirical understanding that drives that sector and the behavioral aspects of starting and building a successful business, including recognizing an idea and opportunity, fully developing the idea and opportunity, bringing it to market and providing an understanding of the process for starting and growing a business. The primary focus of the course will be on entrepreneurship as a social science, but includes practical skills needs to start and grow a business.

**Lecture, Discussions, and Assignments will focus on:**

- Role of entrepreneurship in the U.S. and global economy
- Role of entrepreneurship as a driver for social opportunity
- Understanding the psychological mindset for entrepreneurship
- Entrepreneur's stress and well-being
- Character of a successful entrepreneur
- Understanding economic, social and cultural indicators of business opportunities
- Empirical measures of a successful venture: balance sheet, profit/loss and cash flow statements
- Business models and plans
- Identifying the financial and social capital required to develop a business
- Analyzing financial resources to fund a new venture
- Outside the business requirements: psychological drivers of the CEO, employees, and customers, ethics, leadership, legal and other resources

**GRADING:**

There are 4 semester exams plus a final exam; for a total of 5 exams. The lowest of the 4 semester exams grades will be dropped. However, the Final Exam will count for all students. Additionally, students will earn 5 points per class (total of 100 points) for participation in the networking exercise which will be explained. The remaining four grades plus the total earned from networking exercise will be totaled and then divided by 5. That number is your grade.

The following scale is used to calculate your grade. Please note: There is no curve on the grading scale and no points "given" for any reason. For example, for an A, you must earn the full 93 points. A 92.9999 is an A-. This example applies to the entire grading scale.

**FINAL SEMESTER GRADES:**

A	93 – 100	C	73 - 76
A-	90 – 92	C-	70 - 72
B+	87 – 89	D+	67 - 69
B	83 – 86	D	63 – 66
B-	80- 82	D-	60 - 62
C+	77 – 79	F	59 and below

All exams will be given via Blackboard. You will not attend class on test days and are strongly encouraged to familiarize yourself with Blackboard prior to the first exam. All questions regarding Blackboard should be directed to the Blackboard office. They offer a variety of classes to assist you with the program.

**ACADEMIC HONESTY**

The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook which can be downloaded at <http://www.uh.edu/dos/publications/handbook.php>. Students are expected to be familiar with this policy.

**AVAILABILITY OF COUNSELING SERVICES**

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS ([www.uh.edu/caps](http://www.uh.edu/caps)) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus. [http://www.uh.edu/caps/outreach/lets\\_talk.html](http://www.uh.edu/caps/outreach/lets_talk.html)

**CLASS SCHEDULE:**

<b>Class</b>	<b>Discussion Topic</b>
1	Welcome / Course Introduction and Overview
2	Entrepreneurial Environments 1: Impact on the U.S. and Global Economy
3	Entrepreneurial Environments 2: Driver of Social Opportunity
4	Social Dimensions of Entrepreneurship: Networking
5	Psychological Mindset of Entrepreneurs: Innovation and Creation of Ideas
6	Economic, Social, and Cultural Indicators of Business Opportunities
7	Market Research with Economic and Social Demographic Resources
8	Comparative Study of Business Models
9	Review and Q/A Session
10	<b>Exam 1</b>
11	Empirical Business Measures 1: Financials Overview
12	Empirical Business Measures 2: Key Indicators
13	Consumer Behavior and Pricing
14	<b>Exam 2</b>
15	Business Plan Basics
16	Understanding Financial and Social Capital
17	Effective Communication Styles
18	Marketing Communication Theories for Effective Presentations
19	Review and Q/A Session
20	<b>Exam 3</b>
21	Understanding Psychological Drivers for Teams and Clients
22	Entrepreneurial Leadership Styles
23	Human Resource Theory and Practice 1: Hiring Employees
24	Human Resource Theory and Practice 2: Evaluation and Incentives
25	<b>Exam 4</b>
26	Legal and Contractual Aspects of Entrepreneurship
27	Ethical Business Practices and Business Impact on Society
28	Economic and Social Role of Entrepreneurship and the Local Economy (includes study of the SURE Program: <a href="http://bauer.uh.edu/sure">bauer.uh.edu/sure</a> )
29	Review and Q/A Session
30	<b>Final Exam</b>