**Submitted by:** Wei Chen and Lance Gentry  
**Date Prepared:** September 10, 2015

**Department/Discipline(s) and Course Number(s):** BUAD 456 to MGMT 421/MKTG 421

**Course Title:** Entrepreneurial Venture Creation

**Type of change (check all applicable):**

- Number* __X___  
- Title_____  
- Credits_____  
- Description X.  
- Prerequisites ____  
- Deletion_____  
- Cross list**_X__

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

**To cross list courses between departments/colleges, there should be two cover sheets submitted with the proposal – one by the chair of each department with signatures from the relevant College Curriculum Committee Chair.

**Effective Date:** FALL Semester, Year: Fall 2016

<table>
<thead>
<tr>
<th>Current Catalog Entry</th>
<th>Proposed Catalog Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course introduces entrepreneurship to students as creating something new that adds value to others. We will examine entrepreneurship from idea generation and feasibility analysis to financing and operation. Legal and ethical topics regarding business start-ups are also part of this course. Students will develop business plans in this class and become aware of entrepreneurship as a career option. (Credit is not granted for both BUAD 456 and BUAD 471UU).</td>
<td>Prerequisites: ACCT 101, ACCT 102, BLAW 201, DSCI 259, MGMT 301, and MKTG 301. This course introduces entrepreneurship to students as creating something new that adds value to others. Entrepreneurial Venture Creation focuses on the knowledge, skills, and processes required for starting a new business. Strategies and approaches for creating, managing, and marketing a new firm are emphasized throughout the course. Course previously taught as BUAD 456. Cross listed as MGMT (MKTG) 421.</td>
</tr>
</tbody>
</table>

**JUSTIFICATION** *(including impact on majors, minors, concentrations, and general education courses within the University curriculum; attach additional pages if required)*

The College of Business is renaming all of the discipline-specific classes to clearly communicate which classes belong to which business disciplines. It should make it much easier for students to find and schedule classes of interest to them.

**TRANSITION PLAN** *(describe how will students who are in Catalogs where the course is required for a major be accommodated; attach additional pages if required)*

We have discussed this with both the registrar and our advisor and there should be zero adverse impact. Since the same classes will be offered under a more precise name, students under the old catalog can simply substitute the new class for the old (for example, if a student needs BUAD 456, he or she will substitute MGMT 421 or MKTG 421).

**Approvals**

<table>
<thead>
<tr>
<th>Department Chair</th>
<th>Ken Machande</th>
<th>Date: September 16, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Curriculum Chair</td>
<td>Lance Gentry</td>
<td>Date: September 21, 2015</td>
</tr>
</tbody>
</table>

**Expediting course changes are posted for a 10-class day comment period. If no comments are raised during that time, the proposal becomes final. All expedited proposals approved in this way will be noted on the UCC web site.**

**If comments are raised, the proposal may be reviewed by the UCC and then approved or it may be returned to the CCC for additional deliberation (as required).**