

## Proposed Entrepreneurship Department Mission Statement

To provide quality educational and experiential programs in entrepreneurship that produce academically-prepared and business-world ready men and women with an entrepreneurial mindset

### Entrepreneurship Department Goal

Students will demonstrate a fundamental understanding of the role of entrepreneurship in creating economic value for society. This includes the following learning objectives:

### Learning Objectives

1. Students will demonstrate an understanding of key entrepreneurial concepts and strategies (earning a grade of C or better in required courses), including:
  - a) creativity and innovation
  - b) opportunity recognition
  - c) opportunity assessment
  - d) resource leveraging, including cash flow management
  - e) entrepreneurial leadership
  
2. Students will demonstrate the ability to think critically.

### Entrepreneurship Curriculum Map (drafted Sept. 9, 2014)

Learning Objective	ETR 3400	ETR 4300	ETR 4350	ETR 4400	MGT 3600
1a) Creativity and Innovation	I,P,C	I,P			
1b) Opportunity Recognition	I,P	I,P,C			
1c) Opportunity Assessment		I,P,C			
1d) Resource Leveraging/Cash Flow		I,P	I,P,C	P,C	
1e) Entrepreneurial Leadership		I	I,P,C		
2) Critical Thinking		I,P,C	I,P,C	P,C	I,P,C

Legend: 

I	Introduced
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P	Practiced
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C	Competency
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## Explanation of Learning Objectives\*

- 1a) Creativity and Innovation: the ability to recognize and create novel, appropriate, and useful solutions to problems
- 1b) Opportunity Recognition: the ability to recognize changing conditions, trends, or possibilities in the environment that represent potential entrepreneurial opportunities with financial returns
- 1c) Opportunity Assessment: the ability to evaluate potential opportunities to determine their relative level of attractiveness and risk
- 1d) Resource Leveraging and Cash Flow Management: the ability to understand, garner, and manage cash and other financial resources, as well as human, technological, and other resources to achieve entrepreneurial goals
- 1e) Entrepreneurial Leadership: To come
- 2) Critical Thinking: To come after discussion with Beni

### Assessment:

Creativity and Innovation:	Assignment #1 in ETR 3400 (Jim)
Opportunity Recognition:	Assignment #2 in ETR 3400 (Jim)
Opportunity Assessment:	Exam Qs/Screening Assign. in ETR 4300 (Phil)
Resource Leveraging/Cash Mgt:	Cash Flow Assignment ETR 4350 (Bev); Last Case Assignment ETR 4400 (Phil)
Entrepreneurial Leadership:	Exam #2 Qs in ETR 4350 (Bev)
Critical Thinking:	ETR 4400 Final Case Analysis

\* Modified from: Morris, Michael H., Donald F. Kuratko, and Jeffrey R. Cornwall (20??), *Entrepreneurship Programs and the Modern University*, p. 47-48.