

## A Proposal to Revise the Undergraduate Minor in Innovation & Entrepreneurship

### 1. General Information

Name of current minor: Innovation and Entrepreneurship Minor

Name of revised minor: Entrepreneurship Minor

Proposed Implementation date: AY 2024-2025

### 2. Summary

The proposed revisions to the Innovation & Entrepreneurship Minor revises the curriculum to broaden the appeal of the minor to more students across the entire university. The revised minor will be renamed “Entrepreneurship Minor.”

In the current fifteen credit hour program, students have only one elective. Required courses include nine credit hours from FCOB, three hours from COE, and three hours from Design. The revised program includes only six credit hours of required core courses from FCOB. The additional nine hours come from courses offered all over the university offering relevant coursework. Three of those elective hours need to be practicum/experiential learning hours.

### 3. Background

A working group consisting of representatives from academic and administrative units across The Ohio State University propose a revision to the Innovation & Entrepreneurship Minor ([I&E Minor](#)). The new program will be named the Entrepreneurship Minor and it will be made available to students in academic year 2023-2024. In proposing revisions to the I&E minor, we aim for an entrepreneurship program architecture that serves the Ohio State University’s Mission (e.g., *preparing a diverse student body to be leaders and engaged citizens and fostering a culture of engagement and service*) and Values (*stimulating creativity, critical thinking, and problem solving and welcoming differences and making connections among people and ideas*).

At present, Ohio State undergraduates can get exposure to entrepreneurship-relevant programming from a number of somewhat disconnected sources. Some students take a GE course on the topic (MHR 2500 Entrepreneurship), some pursue the fifteen-credit I&E minor, some pursue extra-curricular opportunities that are housed in units like the Kenan Center for Entrepreneurship ([Kenan Center](#)) and the College of Nursing’s Innovation Studio ([Innovation Studio](#)), and still others through their respective courses of study develop expertise in content areas that have entrepreneurship potential (e.g., the music media student who wants to manage emerging hip-hop artists, the mechanical engineering student who wants to productize an analog sequencer/sampler, the neuroscience student who wants to revolutionize how students study, the communications major and former starting defensive tackle who wants to launch a clothing line, the architecture student seeking to build a VR-based solution for

interior designers, and the sustainability student who wants to build a food waste solution). The revised program co-locates these offerings and makes it easier for students to access an interdisciplinary experience that aligns with the university's mission and values.

**Target audience.** It is understood that students bring with them to an entrepreneurship minor different backgrounds, experiences, and goals. The revised program will be of interest to students who

- plan on launching an entrepreneurial venture during or after completing their baccalaureate.
- see themselves working with/for entrepreneurial ventures launched by others.
- plan on working for larger organizations where an entrepreneurial mindset is valued.
- want to understand how entrepreneurship works and the role that entrepreneurial ventures play in making the world a better place.

We anticipate that the program will appeal to students from all of Ohio State's colleges and regional campuses and that there will be interest from students whose preferred instructional modality is distance/online and from students who seek a largely in-person instructional experience.

**Core competencies and skills.** This heterogeneity notwithstanding, there is a core set of competencies and skills that would be expected of all students who complete the entrepreneurship minor. These learnings reside at levels that range from understanding/knowing to application/doing.

Students who complete the entrepreneurship minor will understand the following:

- the importance of entrepreneurship to society.
- the different types of entrepreneurship (e.g., corporate, social, international, etc.).
- business models and their sustainability in a given economic context.
- the issues associated with launching and managing a new business venture (e.g., accessing the resources needed to launch and sustain a venture, legal issues, managing growth, customer development, exiting etc.).

Students who complete the entrepreneurship minor will be able to

- identify a problem and develop and test solutions through experimentation/lean startup approaches (i.e., focus on doing over planning including customer discovery, prototyping a minimum viable product, etc..)
- formulate a strategy for commercializing the solution (i.e., accounting for competition, designing a business model, finding funding).
- plan the HR, accounting/financial, legal, and marketing features of a new venture.
- communicate a venture idea to various audiences, including identifying sources of funding (e.g., private capital markets and government and commercial lending).

#### 4. Structure of the revised program

The entrepreneurship program will consist of fifteen credit hours, six required and nine electives. The two required courses will be

- MHR 2500 Entrepreneurship
- MHR 3510 Innovation and Entrepreneurship

The nine hours of elective coursework will come from a list of over thirty courses. Three of the elective hours must be practicum. See the table below for the list of electives and see the Appendix for short-form syllabi.

**Required courses.** The first core course in the new minor will be MHR 2500 Entrepreneurship, a GE course that satisfies a social science requirement, is open to all undergraduate students at Ohio State, and is currently incorporated in existing minors from Music Management to Nursing. The rationale for making it a requirement of the Entrepreneurship Minor is as follows:

- MHR 2500 covers all the “understanding” oriented core competencies in a survey format.
- All MHR 2500 students work on a semester-long simulation that provides a realistic simulation of the lean-startup experience associated with starting a new venture.
- MHR 2500 students are introduced to a variety of individuals/guest speakers who take them behind the scenes of their established entrepreneurial ventures and who give them a sense of a day-in-the-life of an entrepreneur.
- Since 2016, 804 individuals have completed the I&E minor. Of these individuals, 363 (45%) also completed MHR 2500 Entrepreneurship. In other words, a substantial percentage of students minoring in I&E already take MHR 2500.

The second required course, MHR 3510 Innovation and Entrepreneurship, covers the application-oriented core competences. This is the only course from the current I&E minor that will be required of students in the new entrepreneurship minor.

#### **Electives and practicum options for students pursuing the entrepreneurship minor**

It will be the responsibility of the Academic Director of the program to manage this list of elective options, with consultation from the curricular Deans of the Colleges and the director of the Keenan Center. Initially, we have worked with leadership at each college to propose the following list of electives:

Course Title	Credit Hours	Prerequisites	Delivery Mode (subject to change)	When Offered (subject to change)	Satisfies the practicum requirement
AEDE 4100: Self employment and entrepreneurship in the food, agriculture, and resource sectors	3	AEDE 2001 or Econ 2001	In-person	Usually Autumn	
BUSADM 3531: Entrepreneurship and	3	MHR 3510, Design 2700, and	In-person	Spring	

innovation: General startup-based entrepreneurship		MechEng 5682 or ISE 5682			
BUSADM 3532: Entrepreneurship and Innovation: Corporate Entrepreneurship	3	MHR 3510, Design 2700, and MechEng 5682 or ISE 5682	In-person	Autumn and Spring	
BUSADM 4510: Entrepreneurship and Innovation practicum	3	MHR 2500, MHR 3510	In-person	Autumn and Spring	Yes
BUSFIN 4215: Entrepreneurial Finance	1.5	FIN 4211 and 4221	In-person	Autumn and Spring	
BUSMHR 5530: Topics in Social Entrepreneurship	3		In-person	Autumn or Spring	
BUSML 4240: New Product Management	1.5	M&L 4201, 4202, MHR 2292	In-person or online	Autumn or Spring	
CSCFFS 3270: Families in business	3	Soph standing or above	In-person or online	Autumn and Spring	
CSFRST 3330: Corporate social responsibility, sustainability, & entrepreneurship in fashion and hospitality industry	3		In-person	Autumn and Spring	
CSFRST 3585: Retail merchandising I	3	Math 1116 or equivalent	In-person	Autumn and Spring	
CSFRST/CSHMGT 2300: Branding in fashion, hospitality, and sport industries	3		In-person and online	Autumn and Spring	
CSHSPMHG/CSFRST 5780: Leadership for the service industry	3	Sr or Grad standing or permission of instructor	Online	Autumn	
Design 2700: Introduction to design practice	3		In-person and online	Autumn and Spring	
Design 3105: Exploring design thinking	3				
Design 3305: Visualization as thinking	3				
Design 3505: Presentation as thinking	3				
EDU T&L 5700: Training in informal science outreach	3		In-person		Yes
ENGLISH 5191: Internship in English studies	1 (repeatable to 9)		In-person		Yes
ENR 3900: Sustainability metrics	4	ENR 2000 or AEDE 2005 or other GE data analysis course	In-person and online	Autumn and Spring	
ESHESA/BUSMHR 3221: Innovation and leadership	3		In-person	Spring	
FDSCTE 5720: Food product development	3	2400 and Sr or Grad standing	In-person	Autumn	

FDSCTE 5730: Technical problem solving	3	FDSCTE 5600 or 5710, and 5536 or 4536, and 5400, 5410, 5420, 5430, 5450, or MeatSci 4510, and Sr standing; or Grad standing	In-person	Spring	
History 2010: History of American capitalism	3	English 1110, GE foundation writing and info literacy course, or permission of instructor	In-person	Autumn or Spring	
History 3706: Coca-Cola Globalization: The history of American business and global environmental change 1800-today	3	English 1110, GE foundation writing and info literacy course, or permission of instructor	In-person	Autumn and Spring	
ISE 5610: Ergonomics in the product design process	3	ISE 3600 and ISE 3700 or permission of instructor	In-person		
MECHENG 5682.01: Fundamentals of product design engineering	3	Jr, Sr, or Grad standing in the College of Engineering, or permission of instructor	In-person		
MECHENG 5682.02: Product design engineering for entrepreneurs	3	Enrollment in major outside of engineering, enrollment in Entrepreneurship Minor	In-person	Autumn and Spring	
NURSING 3110	3	Experiential Learning for the Innovation Studio: Bringing an idea to Life, From concept to prototype	In-person		Yes
PUBAFRS 4191.01 (Columbus)	3		In-person		Yes
PUBAFRS 4191.02 (DC)	3		In-person		Yes
PUBAFRS 5595: Non-profit social enterprise	3		In-person	Autumn and Spring	
PUBAFRS 5750: Public policy: The business-government relationship	3	Junior standing or above	Online	Spring	
RURLSOC 5500: Diffusion of innovations	3		In-person	Autumn	
SOCWORK 2110: Sport and positive youth development	3		In-person	Autumn and Spring	

SOCWORK 3700: Social work practice with digital technologies	3		In-person and on-line	Spring	
SOCWORK 5028: Macro-practice in community youth development	3	Junior standing or above	In-person	Spring	
THEATRE 2000.12: Technical production practicum: self production	.5 to 1		In-person	Autumn or Spring	
THEATRE 2100: Introduction to theater	3		In-person	Autumn or Spring	
THEATRE 5220: Professional aspects	3		In-person	Autumn or Spring	
WGSST 4524: Women's work: sex, race, class & labor	3		In-person	Spring	
WGSST 4525: Feminist critiques of markets: Profiting from inequality	3		In-person	Autumn and Spring	

**Summary of proposed changes.** The table below shows how the proposed entrepreneurship minor departs from the current innovation and entrepreneurship minor.

<b>Current (I&amp;E) Program Structure</b>	<b>Revised Program Structure</b>
Fifteen credit hours that are not fully integrated with other relevant curricular and extra-curricular offerings at OSU	Fifteen credit hours that include curricular and extra-curricular offerings campus-wide
Twelve hours of required coursework from three colleges: FCOB (6), COE (3), and Design (3)	Six hours of required instruction that cover the core competencies/skills
Three credit hours of elective work offered by FCOB & Three hour required practicum offered by FCOB	Nine hours of elective coursework; at least three hours must be from a list of practicum/experiential learning electives

To summarize, in its current format, the program consists of fifteen credit hours, twelve of which are required (i.e., there is only one three-credit elective). Students who complete the I&E minor take nine hours from FCOB, three hours from COE, and three hours from Design.

In the revised program, students will take six hours that cover the program's core competencies/skills, and the remaining nine hours will come from anywhere in the university that offers pertinent coursework (or extra-curricular programming that can be designed in a credit-bearing format). It is expected that some of the core learnings described above may be addressed in the elective coursework that students complete; however, assurance of learning would tie primarily to the two required courses.

**Program administration.** Primary responsibility for administration and/or oversight of the entrepreneurship minor will reside with an academic director and academic advisor within the Fisher College of Business. Together, their portfolio of responsibilities will include the following:

- Recruiting, advising, and tracking the progress of students
- Coordinating course development and offerings with relevant academic and staff units
- Engaging with entrepreneurship-focused student groups
- Alumni relations
- Outreach to community stakeholders
- Assessment of learning
- Reporting to an advisory board consisting of curricular deans from the Fisher College, the College of Engineering, and the College of Arts & Sciences.
- the Ohio State Office of Distance Education and E-learning (ODEE) which will have a critical role to play in adapting some portion of the program content to an online format

**Mode of delivery.** The program's required courses will be offered in both in-person and online formats. Elective courses will be offered in-person and, to the extent possible, on-line as well. Offering multiple modes of delivery should make it possible to serve regional campus students as well as Columbus campus students who would like an on-line experience. Note that practica that are designed for an on-line audience may require some in-person presenting and collaboration, so it might not be possible to fulfill all the program requirements entirely online, but the in-person requirements will not be extensive.

## 5. Assessment Plan

The two core required classes (BUSMHR 2500 and BUSMHR 3510) focus on the following learning outcomes, which will be measured commensurate with AACSB best practices in the second course.

1. Develop a general understanding of the entrepreneurship process from identifying (ideation), assessing (incubation), and scaling (launching) entrepreneurial opportunities.
2. Begin to develop an entrepreneurial mindset (e.g., growth mindset, bricolage, self-efficacy, cognitive flexibility) through experiential simulations and developing business ideas into minimum viable product/service prototypes (MVP).
3. Understand business models, their sustainability in a given economic context, and the customer development process.
4. Experience being an entrepreneur by creating a business model, building a lean canvas, testing an idea through an MVP, and building a business plan that includes addressing initial customer revenues and feedback.

5. Explore the ideas of others that led to new business formation as one way to understand the entrepreneurial intention of others and to see oneself as potentially possessing entrepreneurial intention.



## Appendix

### Short Form Syllabi for A Selection of the Elective Courses

**Course Name:** Self-employment and Entrepreneurship in the Food, Agriculture, and Resource Sectors

**Course Number:** AEDE 4100

**Credits:** 3

**Prerequisites:** 2001 or Econ 2001

**Course Description:** This course analyzes self-employment patterns in the food, agricultural, and resource sectors and considers the role of entrepreneurship in forming and reshaping business and social enterprises in these sectors.

**Course Objectives:**

Students will think critically about the challenges and opportunities of self-employment and entrepreneurship in the food, agricultural and resource sectors.

Students will be prepared to pursue their own self-employment or entrepreneurial planning and/or assess the soundness of plans for self-employment and entrepreneurship proposed by others in these sectors.

**Content Topic List:**

Assessing the importance of self-employment in the food, ag & resource sectors

Differences between working for yourself and working for others

The relationship between entrepreneurship and self-employment

The process of entrepreneurship

Opportunity recognition

Market assessment via customer discovery process

Technical feasibility analysis with biological processes

Legal and Regulatory Issues in Food, Ag and Resource Sectors; Intellectual property

Creativity and generating business ideas in the Food, Agriculture and Resource Sectors

Opportunities and challenge specific to Food, Agriculture and Resource Sectors

Developing a Business Plan and Venture Creation

Market Research and Planning

Business Models and Organizational Planning

Financial Models and Planning

Capital Sources for Food, Agriculture and Resource Sectors

Growth Strategies, Managing Growth, Succession Planning

The Human Challenge: Working in a Family-Owned Business

Ethical Issues; Dealing with Failure of the Venture

Business Proposal Poster Sessions

**Course Name:** Entrepreneurship and Innovation: General, Startup-Based Entrepreneurship

**Course Number:** BUSADM 3531

**Credits:** 3

**Prerequisites:** 3510, and Design 2700 and MechEng or ISE 5682

**Course Description:** Transformation of knowledge captured through creative, person-centered design into conceptual, viable, commercial concepts in the area of product/service based general entrepreneurship and entrepreneurial start-ups. Examination of a variety of business models appropriate for commercializing product/service based conceptualizations.

**Course Objectives:**

Understand the critical and unique differences between general, startup –based entrepreneurship and other types of entrepreneurship

Create processes supportive of innovation within a startup

Identify multiple forms of general start-ups

Assess the environment within an service based start-up in terms of how much it supports or constrains growth

Create, capture and deliver value to consumers or customers through a culture, org structure, incentive program and marketing strategy that garners intended results

**Content Topic List:**

General Entrepreneurship – Creating Value through effective ideation and development

Processes for Successes – Value Capture Mechanisms

Value Delivery Mechanisms

**Course Name:** Entrepreneurship and Innovation: Corporate Entrepreneurship

**Course Number:** BUSADM 3532

**Credits:** 3

**Prerequisites:** 3510, and Design 2700 and MechEng or ISE 5682

**Course Description:** Develop skills and understanding of theories and their application to develop new ideas and viable new businesses within an established firm. Address the development of an internal culture of innovation, processes for reviewing ideas and developing concepts, strategic analysis, positioning for competitive advantage, forms of corporate ventures, and the qualities of corporate entrepreneurs.

**Course Objectives:**

Understand the critical issues in corporate entrepreneurship and difference between corporate and start-up entrepreneurship

Create processes supportive of innovation throughout an established organization

Identify multiple forms of corporate venturing

Assess the environment within an established company in terms of how much it supports or constrains entrepreneurship

Gain an understanding of the connection between corporate strategies and innovation

**Content Topic List:**

Corporate Entrepreneurship

Corporate Entrepreneurial Processes

Forms of Corporate Entrepreneurial Ventures and Culture

**Course Name:** Entrepreneurship and Innovation: Technology Entrepreneurship

**Course Number:** BUSADM 3533

**Credits:** 3

**Prerequisites:** 3510, and Design 2700 and MechEng or ISE 5682

**Course Description:** Examine the innovative transformation of knowledge captured in scientific discoveries into conceptual, viable, commercial products and services.

**Course Objectives:**

Understand the key concepts and options in technology commercialization.

Understand how to assess technologies for their commercialization potential.

Understand the steps that a technology goes through in the journey from the laboratory to the marketplace

Explore the roles that intellectual property protection, and licensing play in the commercialization process

**Content Topic List:**

The commercial potential of “live” technologies.

Analysis of product-market concepts surrounding new technologies.

Design scalable business models associated with capturing value around their innovative product-market concepts

**Course Name:** Topics in Social Entrepreneurship

**Course Number:** BUSMHR 5530

**Credits:** 3

**Prerequisites:** Not open to students with credit for 691 or 694.52.

**Course Description:** Developing a business plan in social entrepreneurship.

**Course Objectives:** The primary purpose of this course is to understand the theory of social enterprise and to be able to develop a business plan for a social enterprise project.

**Content Topic List:**

Introduction to Social Entrepreneurship

Nonprofits, Governments, and Social Entrepreneurship

Philanthropy and Driving Change

Social Entrepreneurship and the challenges of scale

Capital/Funding/Financing

Competition and Measuring and Managing performance

For-profit Social Venture Models/Marketing

Partnerships/Change

**Course Name:** Entrepreneurial Finance

**Course Number:** BUSFIN 4215

**Credits:** 1.5

**Prerequisites:** 4211 and 4221. Not open to students with credit for 590

**Course Description:** The roles of business plans, Angel Investors, and venture capital in private firms.

**Course Objectives:**

Case based class exposing the student to a multitude of finance and business related challenges faced by Entrepreneurs and how to begin framing the issues, establishing key evaluation criteria and generate viable financing.

**Content Topic List:**

- Business Plans
- Angel Investors
- Venture Capital

**Course Name:** New Product Management

**Course Number:** BUSML 4240

**Credits:** 1.5

**Prerequisites:** 4201, 4202, and BusMHR 2292 or equiv

**Course Description:** Examines strategies for development of successful new products. The five modules of the process (i.e., opportunity identification, concept generation, concept evaluation, product design and development, and launch) will be covered.

**Course Objectives:**

- Opportunity identification
- Concept generation
- Concept evaluation
- Design and development
- Launch of new product

**Content Topic List:**

- Product development process and organization
- Customer needs
- Industrial design
- Concept generation
- Product specifications
- Concept testing
- Product development economics

**Course Name:** Families in Business

**Course Number:** CSCFFS 3270

**Credits:** 3

**Prerequisites:** Soph standing or above. Not open to students with credit for CSFmFnS 567

**Course Description:** Students explore family business topics such as family dynamics, conflict, gender, ethnicity; and relative to the business formation: growth, strategic management, professionalization and succession.

**Course Objectives:**

Define a family business.

Analyze a situation and identify common examples of ways family relationships influence business.

Analyze a situation and identify examples of common issues in the management of family businesses and potential solutions.

**Content Topic List:**

- Entrepreneurial family businesses
- Individual life cycle stages and family businesses
- Family life cycle stages and family businesses
- Business life cycle and family businesses
- Product, industry and economic cycles and family businesses
- Resources for starting and managing a family business
- Starting a family business
- Growing a family business
- Managing a mature family business
- Degeneration or regeneration of a family business
- Issues of gender in starting, growing, managing regenerating family businesses
- Ethnic diversity in starting, growing, managing regenerating family businesses



**Course Name:** Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion & Hospitality Indus

**Course Number:** CSFRST 3330

**Credits:** 3

**Prerequisites:** Jr or Sr standing, or enrolled in HRL certificate program. Cross-listed in CSHspMg

**Course Description:** Examination of corporate socially responsible and sustainable decision-making and regulatory processes used in advertising and promoting fashion retail and hospitality products and services.

**Course Objectives:**

Define characteristics of socially responsible business practices, such as advertising and promotion, in fashion retail and hospitality industries.

Describe socially responsible business practices in fashion retail (apparel, beauty) and hospitality (hotel, restaurant) industries.

Explain voluntary and government regulation in CSR and sustainable practices.

Analyse and evaluate diverse perspectives of multiple stakeholders in negotiating socially responsible business practices.

Critically assess communication activities of CSR specific to an organization.

Compare and contrast sustainable strategies used in fashion retail and hospitality industries.

**Content Topic List:**

Evaluate entrepreneur strategies for creating and maintaining viable fashion retail and hospitality businesses.

Socially responsible advertising & promotion, stakeholder theory, social & cause marketing in fashion and hospitality industries, communication strategies, green initiatives, recycling & upcycling, fair trade sourcing, implications for industries

**Course Name:** Retail Merchandising I

**Course Number:** CSFRST 3585

**Credits:** 3

**Prerequisites:** 2373, and CSE 1111 or 2111, and Math 1116 or equiv

**Course Description:** Retail buyer's role in merchandise management: decision making, planning, control process, negotiating, buying, pricing, and selecting merchandise for sale. Understanding retail math applications to optimize merchandise assortment and profit. Analysis and synthesis of merchandising management practices and problems. Use of industry practices for decision making, planning, and merchandise control.

**Course Objectives:**

Demonstrate an understanding of the retail environment.

Learn the fundamentals of the buying and merchandise functions in retail. Synthesize and integrate data to develop assortment plans and control inventories. Evaluate price decisions

**Content Topic List:**

Profit/Loss, Pricing, Inventory Control

**Course Name:** Branding in Fashion, Hospitality and Sport Industries

**Course Number:** CSFRST/HMGT 2300

**Credits:** 3

**Prerequisites:** None listed

**Course Description:** Examine branding as a business strategy in fashion, hospitality, sport and special events industries, including luxury, mass market, and boutique fashion, hotel and restaurant brands. Cross-listed in CSHspMg.

**Course Objectives:**

Demonstrate an understanding of what a brand is.

Explain how to develop a brand.

Examine the different categories of fashion, hospitality, sport, and special event brands.

Identify and explain the challenges and opportunities technology holds for brands in the 21st Century.

Discuss the future of branding in the 21st Century.

Identify and analyse different brand categories, such as luxury and private label, by exploring customer profiles and strategies.

Define and use relevant terminology such as positioning, identity, and image.

Identify career opportunities in the various segments of marketing, fashion, hospitality, sport and special event industries.

**Content Topic List:**

Terminology, brief history of branding, vision and positioning strategies, brand communication, luxury brands, mass market brands, boutique brands, special event brands, fashion brands, restaurant and hotel brands, sport brands, emotional branding.

**Course Name:** Leadership for the Service Industry

**Course Number:** CSHSPMHG/CSFRST 5780

**Credits:** 3

**Prerequisites:** Sr or Grad standing, or permission of instructor. Cross-listed in CSHspMg & CSFRSt

**Course Description:** This course introduces leadership theory at two levels - the individual level (people as leaders) and the organizational level (companies as leaders). This course provides both an in-depth presentation of leadership theory and a discussion of how it applies to real-life business situations.

**Course Objectives:**

- Describe and evaluate leadership theories, styles and philosophies in a service industry context.
- Identify various ethical principles related to managing in the service industry.
- Self-evaluate student's leadership style to effectively utilize personal strengths and beliefs in leading people and service organizations.
- Summarize the importance of long-term focus, and how to align service organizations aims, mission, vision, value and strategies.
- Analyze various service industry sectors in order to identify critical leadership success factors.

**Content Topic List:**

- Leader vs Manager
- External speaker on Leader vs Manager
- Empathetic leadership
- External speaker on Trait approach
- Leadership – Behavioral and situational approach
- Transformational Leadership
- Authentic Leadership
- External speaker on Leadership
- Servant Leadership
- Culture and leadership
- Leader-Member exchange theory
- Emotional Intelligence

**Course Name:** Introduction to Design Practice

**Course Number:** DESIGN 2700

**Credits:** 3

**Prerequisites:** None listed

**Course Description:** Introduction to theory, rationale, practice, and societal impact of design; design process, critical issues, relationship to the environment.

**Course Objectives:**

Familiarity with concepts related to basic theories of design, design processes, and design and the environment.

**Content Topic List:**

- Introduction to basic theories of design
- Introduction to design processes
- Introduction to design and the environment

**Course Name:** Sustainability Metrics

**Course Number:** ENR 3900

**Credits:** 4

**Prerequisites:** 2000 or AEDEcon 2005, or other GE Data Analysis course.

**Course Description:** Addresses the use of metrics, data, and indicators to measure sustainability and track progress. The course will survey a broad range of environmental challenges and evaluate the choices confronting public and private groups. Students will use software tools to quantify sustainability measures.

**Course Objectives:**

- Recognize the environmental and social impacts of a product or service from cradle to grave
- Evaluate demographic, environmental, operational, and performance data to develop sustainability indicators
- Identify social, political and environmental risks associated with the organization's operations and incorporating these costs into product, process and project decisions
- Locate secondary data sources and analyze data using spreadsheet functions and GIS

**Content Topic List:**

- Life Cycle Analysis
- Measuring Sustainability
- Risk Assessment
- Environmental Challenges and Case Studies

**Course Name:** Measurement of Food Perception and Liking

**Course Number:** ENR 5500

**Credits:** 3

**Prerequisites:** ComLdr 3537, AEDEcon 2005, AnimSci 2260, HCS 2260, ENR 2000, or Stat 1450

**Course Description:** Examine the sociological processes involved in disseminating new ideas and technologies in U.S. and developing nations. Assess the consequences of new technologies for communities, households, and individuals particularly in rural contexts.

**Course Objectives:**

- Understand the major theoretical perspectives applied to the topic of innovation diffusion
- Understand the major theoretical perspectives applied to the topic of social change
- Develop writing and analytical skills for advanced work in the social sciences

**Content Topic List:**

- Innovation-diffusion-- why and how innovations diffuse throughout a society
- The impact of technology on society
- Perspectives on social change

**Course Name:** Innovation and Leadership

**Course Number:** ESHESA 3221

**Credits:** 3

**Prerequisites:** None listed

**Course Description:** This course is built on intellectual and experiential engagement with innovative leadership. Students are challenged to develop better problem solving skills in a team-oriented atmosphere, and through the use of creativity, learn to view challenges from new and different perspectives. Cross-listed in BusMHR.

**Course Objectives:**

1. Students will: understand theories of leadership and the historical and cultural influences which affect their use
2. Students will understand the innovative problem solving framework and its use in tackling problems in leadership settings
3. Students will understand personal leadership style and the influence individual attributes, values, and identities have in forming one's personal style
4. Students will appreciate the real-world impact of team-based, innovative solutions in tackling today's challenges and understand personal agency for enacting change

**Content Topic List:**

Goal setting/visioning

Personal leadership style

Teambuilding

Motivation

Giving and receiving feedback

Project management

Leadership self-efficacy

Human-centered design

Critical perspectives of leadership theory

Organizational culture

Ethical leadership

Innovative thinking/critical analysis

Creativity

Barriers to innovation Resilience building Framework for innovation

Innovative leadership for social change



**Course Name:** Food Product Development

**Course Number:** FDSCTE 5720

**Credits:** 3

**Prerequisites:** 2400, and Sr standing, or Grad standing. Not open to students with credit for 650

**Course Description:** Development of a new food product including generation of concepts, consumer panel testing, development of prototypes, process optimization and consumer testing.

**Course Objectives:**

Be able to identify the processes and stages required to bring a new food product from conception to commercialization

Have produced in the laboratory a prototype of a new product that has a high probability that it could be produced commercially

Be aware of the dynamics of working on a product development team

Understand how to write product formulas and finished product specifications

Know what technical and scientific data must be available before a product can be manufactured

**Content Topic List:**

- Overview of product development (Consumer vs. Food service)
- Concept development
- Stage Gating (the development process).
- Culinary influence
- Formulation approaches
- Food additives
- Experimental design
- Sensory evaluation
- Consumer testing
- Project management
- Process flowcharting
- Process scale-up specifications (raw material, finished product, packaging, HACCP)
- Cost estimation

**Course Name:** Technical Problem Solving

**Course Number:** FDSCTE 5730

**Credits:** 3

**Prerequisites:** 5600 or 5710, and 5536 or 4536, and 5400, 5410, 5420, 5430, 5450, or MeatSci 4510, and Sr standing; or Grad standing

**Course Description:** Analysis of technical problems in food science; fostering creative thinking to the approach and solution of problems; preparation and oral presentation of paper.

**Course Objectives:**

- Learn the principles of problem solving
- Provide an opportunity to practice being a leader
- Improve technical writing skills
- Learn how to find information to solve problems

**Content Topic List:**

- Magic formula for problem solving
- Sample problem solving
- Long term problem
- Basic Kinds of Problems
- Presentation Tips

**Course Name:** History of American Capitalism

**Course Number:** HISTORY 2010

**Credits:** 3

**Prerequisites:** English 1110.xx. Not open to students with credit for 387. GE historical study course.

**Course Description:** Study of the evolution of "American Capitalism" from pre-capitalist economies of the medieval period to the early 21st century.

**Course Objectives:**

None listed in curriculum

**Content Topic List:**

- Interaction of business with society over time
- History of the firm
- Industry
- Management
- Management-labor relations
- Business-government relations
- History of economic thought
- Evolution of American-style capitalism
- Labor
- Consumerism
- Environmental impact

**Course Name:** Coca-Cola Globalization: The History of American Business and Global Environmental Change 1800-Today

**Course Number:** HISTORY 3706

**Credits:** 3

**Prerequisites:** English 1110.xx, or permission of instructor. GE historical study and diversity soc div in the US course.

**Course Description:** This course offers an introduction to the fields of environmental history and business history, beginning with the industrial revolution of the early nineteenth century and ending in the twenty-first century. It chronicles the rise of some of America's biggest multinational corporations and examines how these firms, working with governments and other institutions, shaped global change.

**Course Objectives:**

Students will investigate major contests and debates in American environmental history and analyze how those debates were resolved over time.

Students will also analyze how historical knowledge is generated and investigate methodologies environmental historians deploy to better understand the past.

Students will analyze how firms adapted to local environments when expanding overseas, and assess the degree to which American businesses alleviated or exacerbated social, racial, and gender inequalities through their international operations.

Students will understand the ways in which different ethnic, gender, and racial groups interact with the ecological world.

**Content Topic List:**

- Environmental history
- Business history
- Big Business
- Industrial Revolution
- Conservation and environmental movements
- Banana republics
- Agribusiness
- Automobile industry
- War and nature
- GMOs
- Climate change



**Course Name:** Ergonomics in the Product Design Process

**Course Number:** ISE 5610

**Credits:** 3

**Prerequisites:** ISE 3600 and ISE 3700 or permission of instructor.

**Course Description:** This course is comprised of a series of discussions led by students or by invited guests with expertise in relevant topics. Students are assigned to lead a small group through design exercises during each in-class session. Towards the end of the class session, the daily group leaders will give a short informal presentation summarizing what their team did and what was learned through the design exercise.

**Course Objectives:**

To learn where and how ergonomic principles are incorporated into the design and evaluation of consumer products.

**Content Topic List:**

Where does ergonomics/human factors fit into the product design process?

Understanding user needs

Ethnography

Brainstorming

Applying anthropometric design principles

Handle and hand tool design

Anthropometry

Mental models

Controls

Focus groups

Physical models

Usability testing

Aging

Universal design

Design of instructions

Product misuse

Warning labels

Product liability

Patents & IP

**Course Name:** Product Design Engineering for Entrepreneurs

**Course Number:** MECHENG 5682.02

**Credits:** 3

**Prerequisites:** Enrollment in a major outside of the College of Engineering, and enrollment in the Entrepreneurship & Innovation minor.

**Course Description:** An engineering perspective on product development for non-engineering students in the Entrepreneurship & Innovation minor. This course covers fundamentals of the product design process, from user research to concept creation to final implementation and manufacturing. Not open to students in the College of Engineering, does not count as an engineering Technical Elective.

**Course Objectives:**

Provide the student with a thorough understanding of the entire product design process: from the initial inception of a concept based on user needs through system and detail design to product fabrication.

Provide the background necessary to critically analyze products and product concepts

Understand the role that engineered products play in our culture

Exposure to the local design and entrepreneurship community through guest speakers

Students will gain an appreciation for the roles played by disciplines other than engineering in the development of products, such as industrial design and marketing.

Students will understand product system architecture, and how it can enable or impede rapid product evolution and the development of flexible product portfolios.

Students will understand the basic tenets of design for assembly, disassembly and manufacturing.

**Content Topic List:**

- Introduction
- Context & Constraints
- Product Opportunities Discussion: Lecture 2 Articles
- Video - IDEO
- Distilling Information
- Design Evolution
- Movie: Design + Thinking and Product Benchmarking
- Product Portfolios
- Product architecture
- Designing for Manufacture & Assembly
- Processes and Materials
- Designing for Humans
- Design Project 2 work and prototyping
- Several guest speakers
- Two field trips to local design firms

**Course Name:** Ethics in the Professions: Introduction to Engineering Ethics

**Course Number:** PHILOS 1332

**Credits:** 3

**Prerequisites:** Not open to students with credit for 1300. GE cultures and ideas course.

**Course Description:** An examination of contemporary issues in engineering ethics in the context of major ethical theories.

**Course Objectives:**

Students evaluate significant cultural phenomena and ideas in order to develop capacities for aesthetic and historical response and judgment; and interpretation and evaluation.

**Content Topic List:**

- Ethical theories of right and wrong
- Ethical topics with application to engineering contexts
- Legal versus moral decision making



**Course Name:** Introduction to Logic

**Course Number:** PHILOS 1500

**Credits:** 3

**Prerequisites:** Math 1060 or 1075 or equiv; or an ACT Math subscore of 22 or higher; or Math Placement Level R or better. Not open to students with credit for 1500.01, 1500.02, or 1501. GE quant reason math and logical only course.

**Course Description:** Deduction and induction; principles of clear statement and valid reasoning; fallacies; and the methods by which theories and laws are established.

**Course Objectives:**

Students comprehend mathematical concepts and methods adequate to construct valid arguments

Understand inductive and deductive reasoning

Increase their general problem solving skills

**Content Topic List:**

- Nature of arguments
- Deduction
- Induction and probabilistic reasoning
- Fallacies

**Course Name:** Introduction to Logic and Legal Reasoning

**Course Number:** PHILOS 1501

**Credits:** 3

**Prerequisites:** Math 1075 or equiv, or an ACT Math subscore of 22 or higher, or Math Placement Level R or better. Not open to students with credit for 1500 (150) or 151. GE quant reason math and logical anly course.

**Course Description:** An informal introduction to elementary deductive and inductive logic, concentrating on application to reasoning in legal contexts (e.g., courtroom argumentation and jury deliberation).

**Course Objectives:**

None listed in curriculum

**Content Topic List:**

- Nature of arguments
- Deduction
- Induction and probabilistic reasoning
- Fallacies

**Course Name:** Probability, Data, and Decision Making

**Course Number:** PHILOS 1520

**Credits:** 3

**Prerequisites:** Math 1075 or equiv, or an ACT Mathematics Subscore of 22 or higher, or Math Placement Level R or better. Not open to students with credit for 153. GE data only course.

**Course Description:** How to make rational decisions when confronted by uncertainty; foundational issues and techniques pertaining to probability, selection of utilities and analysis of data relevant to decision making.

**Course Objectives:**

None listed in curriculum

**Content Topic List:**

- Probability theory
- Rational choice theory
- Decision-making under uncertainty

**Course Name:** Social Enterprise

**Course Number:** PUBAFRS 5595

**Credits:** 3

**Prerequisites:** None listed

**Course Description:** A comprehensive introduction to the core concepts and key principles of social enterprise. Social enterprises are defined as nonprofit organizations that draw on market principles to pursue their social mission as well as governments and businesses as well. This course applies concepts and principles to the analysis of the social enterprise activities of individuals and organizations.

**Course Objectives:**

Upon completion of this course students will be able to: • Identify examples of social enterprises and differentiate as well as relate social entrepreneurship and social enterprise. • Describe the legal statuses available to social enterprises and explain the advantages and disadvantages of each. • Evaluate the social value of a social enterprise and various social enterprise strategies and formats. • Recognize the hazards of social enterprise, including mission drift.

**Content Topic List:**

- 1 Defining SE
- 2 Design Thinking
- 3 Legal Forms for SE
- 4 SE Opportunity Recognition 5 The SE Mission
- 6 SE Canvases
- 7 Mobilizing SE Resources
- 8 Accountability in SE
- 9 Innovation & Risk in SEs
- 10 Meeting SE Demand
- 11 Financial Management for SE 12 Strategic Planning for SE 13 OpenIDEO Shareout
- 14 SE Canvas Presentations
- 15 Final Case Analysis

**Course Name:** Public Policy: The Business-Government Relationship

**Course Number:** PUBAFRS 5750

**Credits:** 3

**Prerequisites:** Jr standing or above

**Course Description:** Business tools and strategy for influencing government; evolution and direction of public policy toward business.

**Course Objectives:**

Provide an overview of the relationship and important issues of government-business relations

Provide an understanding of the main theories and policies of our current economic and business systems. Provide an opportunity to research and prepare an analysis of a company.

Improve your ability to communicate ideas in an online setting.

**Content Topic List:**

- Corporations and Democracy
- Corruption and the regulation of politics
- Industrial policy
- Regulation and politics

**Course Name:** Prevention & Youth Development through Sport, Recreation, and Play

**Course Number:** SOCWORK 2110

**Credits:** 3

**Prerequisites:** Not open to students with credit for 310

**Course Description:** Focuses on how characteristics of environmental contexts contribute to the development of social/academic/health-related problems among youth. Knowledge and skills of generalist social work practice are applied to guide the design and delivery of prevention and youth development programs in sport/recreation/play settings. There will be sports and recreational activities, so dress accordingly.

**Course Objectives:**

Understand and assess the various risk factors that contribute to social, academic and health-related problems among youth, as well as protective factors that promote positive youth development using a risk and resilience framework.

Understand how participation in evidence-based prevention and youth development programs/activities contributes to positive developmental outcomes for youth.

Apply theory and knowledge related to human behavior and the social environment to guide the design, implementation, and evaluation of evidence-based prevention and youth development programs/activities in sport, recreation, and play settings.

Understand the role of social work ethics and ethical decision-making in work with youth in sport, recreation, and play settings.

Understand differences in risk and protective factors by child age, gender, race or ethnicity, or sexual orientation. Demonstrate sufficient self-awareness to eliminate the influence of personal biases and values in working with diverse groups.

**Content Topic List:**

- Introduction, Course Overview, Youth Indicators, and Risk and Resilience.
- Positive Youth Development for All.
- Conduct site observation.
- Critically Examining the Literature Related to Prevention, Risk, Resiliency, and Sport.
- Group Presentations on Youth Development Priorities.
- Group Presentations on Youth Development Priorities (#2).
- Conduct site observation (#2).
- Designing Quality Positive Youth Development Programs.
- Sport, Physical Activity, Play, and Recreational Programs.
- Example Program Models.
- Example Program Models (#2).
- Example Program Models (#3)
- Focusing on Broader Social System Outcomes.
- Activity Day.

**Course Name:** Social Work Practice with Digital Technologies

**Course Number:** SOCWORK 3700

**Credits:** 3

**Prerequisites:** 3501

**Course Description:** This elective BSSW course examines the complex intersections of digital technologies and social work practice through the lens of The Grand Challenges for Social Work Initiative. In this course, students develop cutting-edge competencies and practical digital skills through hands-on application of course principles in an activity-based, experiential learning 'Laboratory Approach'.

**Course Objectives:**

Negotiate personal and professional digital identities as individual social workers, and on behalf of social service organizations.

Ethically consider digital technologies in professional social work practice.

Critically evaluate, integrate, and utilize digital technologies in social work practice with diverse populations in various contexts to achieve practice goals and enhance capacities.

Thoughtfully explore emerging opportunities for social work practice in digital settings.

Participate as social work professionals in digital technology development (e.g., application development).

Build a foundation for career-long development and maintenance of digital practice skills.

**Content Topic List:**

- Technology – A 'Grand Challenge' for Social Work; Introduction to Fundamental Technology Skills for Course
- Building a Professional Identity Online – Individuals; Evaluating and Refining Your Digital Footprint
- Building a Professional Identity Online – Organizations; Critiquing an Organizational Brand
- Ethics of Digital Technologies in Practice – Navigating Regulations; Critical Case Studies
- Digital Technologies in Offline Clinical Practice; Structured App Tours
- Digital Technologies in Offline Community Practice; Managing an Organization Online
- Digital Technologies in Policy & Research; PechaKucha-Style Presentations
- Emerging Opportunities for Online Clinical Practice; Cybercounselling Role-Play
- Emerging Opportunities for Online Community and Policy Practice; Wands Up! The Harry Potter Alliance (<https://www.thehpalliance.org/>)
- Digital Technology with Diverse Populations – Inequities in Access and Usage; 'Digital Inequality' Simulator
- Building Equitable & Just Digital Technologies; Learning to Use Accessibility Tools on Devices
- Guided Presentations for Assignment 3
- Field Trip – VR Experience
- Digital Flagship Mobile Design Lab; Assignment 4 Building Session

**Course Name:** Macro-Practice in Community Youth Development

**Course Number:** SOCWORK 5028

**Credits:** 3

**Prerequisites:** Jr, Sr, or Grad Standing

**Course Description:** Prepares students to be informed, resourceful, and proactive in addressing the complex and dynamic issues influencing youth in underserved communities. Prepares students to engage, assess, and evaluate how policy affects service delivery, and the role of macro-level social work practice in promoting positive youth development (PYD).

**Course Objectives:**

Demonstrate an understanding of past and current issues in community youth development.  
Demonstrate knowledge of important theoretical approaches underlying community youth development strategies and apply this knowledge to different community-based organizations and program models.  
Demonstrate knowledge of the socio-political context of youth development, including relevant policy and macro issues.  
Understand the importance of assessment, programming and evaluation within youth organizations.  
Apply theory and research to the assessment of community needs and the development, implementation and evaluation of community-based programs to support youth.

**Content Topic List:**

- Introductions, Overview of the Course, and Expectations.
- History and Principles of Positive Youth Development (PYD), Macro-Level Social Work Practice, Social Work Ethics.
- Theoretical Frameworks Guiding Macro-level Social Work Practice in Community PYD.
- Theoretical Frameworks Guiding Macro-level Social Work Practice in Community PYD (cont.).
- Objectives and Outcomes of Community PYD.
- Analyzing Community Problems and Asset Mapping.
- Effective Models of Community PYD.
- Contexts for Community Youth Development: Pre-School and Early Childhood; Afterschool Programs; Schools and School Districts.
- Contexts for Community Youth Development: Music, Theater, Art, & Drama; Faith-Based Organizations; Youth Sport and Recreation.
- Contexts for Community Youth Development: College and Career Readiness; Leadership and Civic Engagement; Service-Learning, Internships/Workforce Development.
- Social Justice in PYD & Funding Youth Organizations.
- Evaluating Youth Development Organizations.
- Community PYD Challenges.
- Peer review of final papers.
- Papers Due.



**Course Name:** Technical Production Practicum: Self Production

**Course Number:** THEATRE 2000.12

**Credits:** .5 - 1 units

**Prerequisites:** None listed

**Course Description:** Provides training and experience in self-production of theatrical events.

Repeatable to a maximum of 3 cr hrs or 6 completions.

**Course Objectives:**

To understand the fundamental skills required for the art and process of production.

To become acquainted with the aesthetic, technological and leadership practices involved in producing a theatrical event.

To work collaboratively with a variety of practitioners involved in the art of theatrical production.

To identify areas of specific interest and pursue avenues for further study or practice.

To contribute to the creation of a student-lead theatrical event.

**Content Topic List:**

- Theatre
- Production

**Course Name:** Introduction to Theatre

**Course Number:** THEATRE 2100H

**Credits:** 3

**Prerequisites:** Honors standing or permission of instructor. Not open to students with credit for 2101H (101H), 100, or 100H. GE VPA and diversity soc div in the US course.

**Course Description:** A study of the art and profession of live theatre with emphasis upon its cultural and social influences in our society.

**Course Objectives:**

None listed in curriculum

**Content Topic List:**

- Theatre
- Audience
- Playwright
- Actor
- Director

**Course Name:** Professional Aspects

**Course Number:** THEATRE 5220

**Credits:** 3

**Prerequisites:** Not open to students with credit for 600

**Course Description:** Study of the professional theatre as a business; contracts, unions, the theatre marketplace; preparation of resumes, portfolios, audition pieces, interview.

**Course Objectives:**

None listed in curriculum

**Content Topic List:**

- Contract
- Union
- Resume
- Portfolio
- Interview

**Course Name:** Women and Work

**Course Number:** WGSST 4524

**Credits:** 3

**Prerequisites:** Not open to students with credit for 524

**Course Description:** The social, cultural, and historical factors that influence women's work and the multiple ways work is gendered.

**Course Objectives:**

None listed in curriculum

**Content Topic List:**

- Feminized work and reproductive/caring labor
- Domestic labor
- Sweat shops
- Sex work
- Femicide
- Welfare

**Course Name:** Feminist Critiques of Markets - Profiting from Inequality

**Course Number:** WGSST 4525

**Credits:** 3

**Prerequisites:** None listed

**Course Description:** Should sexist forms of advertising be permissible? Should we be able to charge a higher price on the basis of gender or race? Should we refuse to buy from or sell to people if our moral commitments are incompatible? Feminist Critiques of Markets will engage feminist readings and critiques in the service of answering concerns like these at the intersection of gender, sexuality, race, & class.

**Course Objectives:**

- Goal 1: Analyze texts.
- Outcome 1A: Compare texts and interpretive frameworks.
- Outcome 1B: Identify the core argument of advanced texts.
- Outcome 1C: Put theories in conversation with each other.
- Goal 2: Articulate clear and cohesive thoughts through writing.
- Outcome 2A: Demonstrate the components of clear writing.
- Goal 3: Articulate how categories of social difference, including, but not limited to, gender and sexuality, are created and upheld by differentials of power.
- Outcome 3A: Explain how social inequalities are maintained through interlocking multiple systems of power.
- Outcome 3B: Imagine new ways of cultivating interactions that create more just and equitable futures.
- Goal 4: Enact everyday practices with awareness of local/global interconnections.
- Outcome 4A: Recognize the local and global in everyday practices.
- Outcome 4B: Evaluate the impact of the local and global on everyday practices.

**Content Topic List:**

- - Define feminist critique of markets
- - Feminist alternatives to gender-, race- and class-blind regulatory structures
- - Feminist pursuits of equality under conditions of neoliberalism and globalization
- - Homophobia and limits of free market exchange
- - Market dimensions of feminist activism (Ethical consumption)
- - Sexist, homophobic and racist advertising
- - Race based predatory market practices (Reverse redlining)
- - Lying and cheating under conditions of economic and social inequality
- - Gender and race-based discriminatory pricing and exclusion (Airbnb while Black and Pink Tax)
- - Privatization of public rights at the intersection of racism, xenophobia and global inequality (Mass incarceration, immigration, pollution)
- - Gendered goods and services (Breastmilk, reproduction and sex)