

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 3115S
Date of Senate Approval 03/03/15

Statement of Faculty Senate Action:

APC Document 23 (MGMT): Add new course, MGMT 363, The Entrepreneurial Experience

Effective Date: Fall 2015

1. Add: On page 206, new course, **MGMT 363, The Entrepreneurial Experience:**

363 The Entrepreneurial Experience (2)

In this continuation of MGMT 360, students will further develop their understanding of entrepreneurial thinking by crafting their own organizational plan. Students will learn about and apply concepts including idea modeling, the lean start-up approach, and the business model generation canvas. Students will conduct market research and will design and develop a plan for launching an innovative, entrepreneurial organization. The course will end with an entrepreneurial elevator pitch.
Prerequisite: MGMT 360; Junior standing or permission of instructor. Fall.

Impact: This course change is a part of a larger transformational reorganization and consolidation of the current curriculum in order to offer students more in-depth content in the core courses and greater choice among electives. This elective course will be offered on a rotational basis using terms within a given semester. No additional faculty resources are required beyond those currently in place.

Rationale: This will be part of sequence course with MGMT 360 offered each fall semester during Term 2. Some content from MGMT 361 will be shifted to MGMT 360 and the proposed MGMT 363. External stakeholders, and particularly business leaders, are demanding that college graduates come to the workforce with the following traits and abilities: optimism and possibility thinking, a strong sense of initiative and self-direction, creative problem-solving abilities, capacity for innovation and “out of the box” thinking, creating value with scarce resources, and willingness to take calculated risks. In other words, students enrolled in these courses will be best equipped for success with a well-developed entrepreneurial mindset.