Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: CADC
   Department: Environmental Design

2. Course Prefix and Number: ENVD 5030
   3. Effective Term: Fall 2014

4. Course Title: Studies in Design Thinking and Entrepreneurship
   Abbreviated Title (30 characters or less): Entrepreneurship Studies

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course
   Current Course Number: ENVD 5030
   Proposed Course Number: ENVD 5030
   Type of Revision:

6. Course Credit:
   Contact/Group Hours: 3
   Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study): seminar
   Weekly or Per Term?: weekly
   Credit Hours: 3
   Anticipated Enrollment: 25
   Maximum Hours (Repeatability): 3
   Total Credit Hours: 3

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   none

9. Restrictions: List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Study and application of design and innovation thinking in entrepreneurship, with a special emphasis on social entrepreneurship.

11. May Count Either:
    EnVD 5030 or EnVD 6030
    (Indicate if this particular course cannot be counted for credit in addition to another)
    Program Type
    (e.g.: minor, major, etc.)
    Program Title
    (e.g.: MS in Chemistry, Performance Option, Minor in Art)
    Requirement or Elective?
    (required or optional?)
    major

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    major Bachelor of Science in Environmental Deg requirement

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification:
Additional ENVD course that expands ENVD curriculum offerings and provides instruction in an area of particular interest not only to ENVD students, but to other CADC students, and to the larger university audience. The course provides study and application of design and innovation thinking in entrepreneurship, with an emphasis on social entrepreneurship. It is a seminar course that is built around case studies (most are contemporary), invited presentations from regional guest lecturers; and individual and collaborative student proposals.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:
No additional library resources needed; faculty will be selected from the existing CADC faculty.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e. Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:
Students will be able to:
- understand the development of a design project from the conceptual to the fabrication stage;
- understand the business forces that shape design proposals;
- develop a simple design proposal within a viable business structure;
- understand the types of patent and the patent procedures;
- analyze various design proposals based on their business viability;
- develop an assessment method for, and analysis of an impact of the project;
- develop collaborative strategies;
- understand the potential of social entrepreneurship in transforming communities;
- apply design thinking in a problem-solving process.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:
Week 1.
What is Entrepreneurship?
Introduction to the course; introduction to different types of entrepreneurship (individual, business, social)
Week 2.
Design and The Pursuit of Entrepreneurship
Introduction to the entrepreneurship basics.
Week 3.
The Role of Patent in a Design Process
Discussion of the role of patents in IP in product design development.
Week 4.
Case Studies: lectures by CADC professors
Professors and/or guest lecturers will present their projects, and the process behind seeking a patent or other intellectual property protection.
Week 5.
Social Entrepreneurship
An overview of social entrepreneurship including multiple examples (mostly contemporary, some historical examples).
Week 6.
How to change the world -- think globally, act locally
Different strategies in which individual, or collaborative initiative can transform local and global communities.
Week 7.
Design Thinking and Social Entrepreneurship
Application of design methods to problem-solving issues in social and business systems.
Week 8.
Case Studies: lectures
Invited designer entrepreneurs lecture on different approaches to entrepreneurial endeavors.

Week 9.
Design of an Entrepreneurial Proposal
Project development – from small to large scale.

Week 10.
Case Studies: lectures
Invited designer entrepreneurs lecture on different approaches to entrepreneurial endeavors.

Week 11.
Design of a Viable Business System
Creation of a viable business funding, including crowd-sourced and alternative funding models.

Week 12.
Entrepreneurship Ecosystem
Discussion of entities that promote a culture of invention and entrepreneurship, including social entrepreneurship.

Week 13.
Evaluating Impact
Discussion of the scale and impact of the project and appropriate assessment (evaluation) methods.

Week 14.
Design collaboration across different systems
Class discussion and review of the case studies/lectures/class presentations; summary of findings.

Week 15, FINAL
Individual Project proposal review
Review of individual students’ proposals.

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Project Proposal</td>
<td>40%</td>
</tr>
<tr>
<td>Case Study Summaries/Handbook</td>
<td>40%</td>
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</tbody>
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(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

A 100-90; B 89-80; C 79-70; D 69-60; F 0-59-0
Each time when 2 unexcused absences are accumulated = 5% final grade deduction

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

n/a

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.
Make-Up Policy: Arrangement to make up a missed major examination (e.g. hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2056 (V/TT).
Approvals

Department Chair / Head

College / School Curriculum Committee

College / School Dean

Dean of the Graduate School (for Graduate Courses)

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

2/14/2014

Date

2. 14. 2014

Date

Date

Contact Person: 

Telephone: 

E-Mail Address: 

Fax: 
From:   Norman Godwin  
Sent:   Tuesday, March 11, 2014 4:27 PM  
To:     Bret Smith  
Cc:     Constance Relihan; Kevin Snyder; Magdalena Garmaz; Karen Rogers;  
Sarah Stanwick  
Subject:        RE: Revision of ENVD 5030  

Bret,  

Yes, the Harbert College supports the proposal as revised. Thank you for the opportunity to comment on it.  

Regards,  
Norman  

________________________  
Dr. Norman H. Godwin, CPA  
Associate Dean for Academic Affairs  
Raymond J. Harbert College of Business  
Auburn University  
516 Lowder Hall  
Auburn, AL 36849  
334 844-6225  

From: Bret Smith  
Sent: Tuesday, March 11, 2014 4:23 PM  
To: Norman Godwin  
Cc: Constance Relihan; Kevin Snyder; Magdalena Garmaz; Karen Rogers  
Subject: Revision of ENVD 5030  

Hi Norman,  

It was great talking with you this morning. As we agreed in our conversation, I have replaced Entrepreneurship with the phrase “design praxis,” throughout the document. All that is needed now is an email from you to Constance Relihan with a cc to Kevin Snyder and myself from you stating that your college supports the course proposal in its new form. We are submitting this for the upcoming curriculum committee meeting, so the email will be helpful if you could send your email this week.  

Thanks again for your assistance in this matter.  

Regards,  
Bret  

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