

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond In Writing

Course Number: **ENTR 413**

or Degree Plan(s):

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost
	Campus-Level Academic Review¹						
	Change to a Course Include signatures from all chairs/program directors for cross-listed courses. ¹						
1.	Title (description unchanged)	A	A	A	I	I	I
2.	Description (not affecting content)	A	A	A	I	I	I
3.	Course term(s)	A	I	A	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	I	A
5.	Number of credit hours	A	A	A	A	A	A
6.	Course number within the hundred	A	A	I	I	I	I
7.	Course number beyond the hundred	A	A	A	A	A	A
8.	Prerequisites	A	A	A	I	I	I
9.	Course restriction (e.g., majors only, junior standing)	A	A	A	A	A	A
10.	Level change (U to G or G to U)	A	A	A	A	A	A
11.	Cross list course	A	A	A	A	A	A
12.	Department of record	A	A	A	A	A	A
13.	Open or close a course	A	A	A	A	A	A
	Change to a Degree Plan						
14.	Educational Program — Revise	A	A	A	A	A	A
15.	Educational Program — Adopt/revise admission requirements	A	A	A	A	A	A
16.	GPA — Revise program-required GPA	A	A	A	A	A	A
17.	Minor — Revise	A	A	A	A	A	A

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost	Campus Faculty	Senior VPAA	President
	Full Review									
	Change to Catalog Information (for Campus)									
18.	General requirements for Bachelor's and Associate Degrees	-	-	-	-	A	A	A	A	I
19.	Policies governing academic probation and suspension	-	-	-	-	A	A	A	A	I
20.	Requirements for graduating with honors	-	-	-	-	A	A	A	A	I
	Change to a Degree Plan									
21.	Educational Program — Add or Discontinue ²³	A	A	A	A	A	A	A	A	I
22.	Educational Program — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I
23.	Minor — Add or Discontinue	A	A	A	A	A	A	-	A	I
24.	Minor — Discontinue (Provost-proposed)	R	-	R	A	A	A	-	A	I
25.	Degree — Add or Discontinue	A	A	A	A	A	A	A	A	I
26.	Degree — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I

		Dept./School	College	Dean	AUAC	Provost	UGEC	University Faculty	Senior VPAA	President
	Change to General Education Requirements for Undergraduates (System)									
27.	Change course outcomes of an included course	A	A	A	A	A	A	-	A	I
28.	Add or drop a required course from the General Education Requirements	A	-	A	-	A	A	A	A	I
29.	Add or drop a course from a menu within the General Education Requirements	A	-	A	-	A	A	-	A	I
30.	Comprehensive revision of General Education Requirements	-	-	-	-	A	A	A	A	I

Notes

² Any change to a cross-listed course requires the signature of both department chairs or program directors overseeing the course to ensure that the courses stay in sync. This includes courses taught at other campuses (e.g. BIBL 101 and BIBO 101).

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible. Master's programs must include a minimum of 30 hours, and doctoral programs must include a minimum of 30 hours beyond the master's.

⁴ When a department/school or dean proposes closing a program, approval routing follows the typical process beginning with the department/school. An administrative proposal by the provost or senior vice president for academic affairs would follow the "provost-proposed" routing on the chart.

Updated 8/1/2023

Department/School(s)

 Phil Vardiman (Oct 4, 2024 11:43 CDT)	
Chair Signature	Date
 Phil Vardiman (Oct 4, 2024 11:43 CDT)	
Chair/Program Director Signature	Date

College Academic Council(s)

 Arisoa Randrianasolo (Oct 14, 2024 14:24 CDT)	Oct 14, 2024
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Chair Signature	Date
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Chair Signature	Date
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Dean(s)

	Oct 14, 2024
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Signature	Date
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Signature	Date
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Teacher Education Council

Signature	Date
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**Campus Academic Council:
Abilene Undergraduate or Abilene Graduate**

Signature	Date
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Provost

Signature	Date
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University General Education Council

Signature

Date

University Faculty

Abilene Faculty Senate Chair signature

Date

Dallas Faculty Council Chair signature

Date

Senior Vice President for Academic Affairs

Signature

Date

President

Signature

Date

Abilene New Course Application

You may delete the preceding instructional pages before submitting application.

Course ID (<i>Subject Code and Number</i>)	ENTR 413
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1. Systems and Catalog Information Complete each item.

A	Course Developer	Jim Litton
B	Course Instructor	Jim Litton
C	Course Title	Small Business Management
D	Course Abbreviation for Banner if title is more than 30 characters	Small Business Management
E		COBA - Business Administration ▾
F		MGTS - Management Sciences ▾
G		3 ▾
G1		3 ▾
G2		0 ▾
H	Is the course for a fixed or variable number of credit hours?	Fixed ▾ If variable, explain rationale:
I	Is the course repeatable for additional credit?	No ▾
J	Maximum total number of credit hours a student can earn for this course	3.0
K		Lecture (LEC) ▾ See Schedule Type definitions in the Reference section.
L		3 ▾
M		Standard ▾
N	Maximum Enrollment	30

O	Catalog Description (50 words or less)	This course focuses on unique aspects that commonly face a small business owner, including issues of strategy, marketing, personnel, operations, and financing.
P	List any prerequisites (course/s, test scores, class standing, major, etc.)	Junior standing
Q	List any corequisites (these <i>must</i> be taken at the same time; note that a single requirement cannot be both a prerequisite <i>and</i> a corequisite)	N/A
R	If the course is cross-listed, specify the subject code and course number of the other course	N/A
S	Does this course require any additional student course fees?	No ▾ If yes, attach a completed course fee form .
T1	Will the course be offered in fall terms?	No ▾
T2	Will the course be offered in spring terms?	Yes, every year ▾
T3	Will the course be offered in summer terms?	No ▾
U	First semester this course will be offered under new Course ID. <i>May not be earlier than the coming fall semester.</i>	Spring 2025
V	Is this course required for a program(s)?	No ▾ If yes, attach a completed curriculum proposal to change the program(s).

W	Should the addition of this course be retroactively applied to the degree plan it supports? <i>This is rare, and rationale should explain compelling extenuating circumstances.</i>	No - If yes, provide rationale:
X	Has this course been offered as a Special Topics course? <i>New courses are not required to be taught as Special Topics courses prior to approval.</i>	Yes - If yes, provide course ID, term, and enrollment: Offered as ENTR 440: Small Business Management in Spring 2023 and Spring 2024 with 12 and 9 students enrolled, respectively.
Y	List any courses in which the content overlaps the proposed course. (Course ID and Name). <i>Attach a statement from the instructor/dept chair of the existing course justifying the new offering.</i>	N/A

2. Curriculum

- A. Explain any effects of this course on any degree plans. If the addition of the course alters program requirements, submit a separate [Approval Chart for Curriculum Change](#) to update the program.
 - a. This course will provide another upper-level, three-hour elective course in entrepreneurship. It will strengthen the menu of options for students to meet the requirements of the entrepreneurship minor and entrepreneurship track with the MGMT major.
- B. Justify the addition of this course to the current curriculum, explaining the gap it meets.
 - a. This course is part of a broader plan to introduce more opportunities for students pursuing one of the entrepreneurship degree options.
 - b. We have a strong history of students who expect to start a small business at some point in the future.
 - c. This course and its subject matter is common in entrepreneurship and business programs at other institutions.

3. Course Design

- A. Audience and Course Goal
 1. Describe the intended audience, including prerequisite skills.
 - i. This course is intended for undergraduate students who have an interest in entrepreneurship and/or small businesses and want to develop a better understanding of those types of enterprises. Students must successfully complete ENTR 325, have junior standing at the university or obtain instructor approval prior to taking this course.

2. State the overarching course goal(s) in performance terms.
 - i. The course is interactive in nature and will require students to work hard, both individually and in groups. Students pursuing a degree from the College of Business Administration must earn a grade of "C" or better in the course.

B. Student Learning Outcomes and Measurements

	Student Learning Outcome	Measurement
1	Understand the challenges commonly faced by small business owners	Quizzes
2	Engage in entrepreneurial thinking and demonstrate critical thinking and analytical skills applied in small business contexts.	Weekly Assignments
3	Demonstrate an ability to use tools and resources common to small business owners	Weekly Assignments
4	Develop a comprehensive plan for a small business	Final Report

C. Text and Resources

Give the full publication information of the textbook/s and other required resources and outside readings. For **combined undergraduate/graduate** courses, make two lists:

- a. Hatten, T. (2020). Small business management: Creating a sustainable competitive advantage (7th ed.). Thousand Oaks, CA: Sage.
ISBN: 9781544330860
SAGE Edge Site: <http://edge.sagepub.com/hatten7e>
- b. In addition, we will use two simulations available through Harvard Business Publishing. These materials will need to be purchased as part of an online coursepack available through Harvard Publishing.

4. Supporting Documentation

Required of all applications		
1	<u>Approval Chart for Curriculum Changes</u>	See Attachment A
2	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.	See Attachment B

4	Library — Submit new course application and syllabus to the Library dean's office. Attach the Library's memo.	See Attachment C
Attach if applicable		
5	Content Overlap — Include one document for each course you listed in Section 1Y. Attach statement from instructor/dept chair of existing course justifying the new offering.	N/A
6	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location(s).	N/A
7	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.	N/A
8	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.	N/A
9	Justification — Attach any documents to which you refer in Section 2B.	N/A

Updated 8/1/2023

ATTACHMENT A

Abilene Approval Chart for Curriculum Changes

ATTACHMENT B

Course Syllabus



Adams
Center

September 16, 2024

Jim Litton, J.D., M.B.A.
Director, Griggs Center for Entrepreneurship & Philanthropy
Associate Professor
COBA 105A
(325) 674-2210

Re: Review of Small Business Management (ENTR 413.01)

Dear Professor Litton,

Thank you for submitting Small Business Management (ENTR 413.01) to us for review. I have reviewed it based on the ACU Syllabus Guidelines. I found the syllabus to meet all aspects of the checklist.

Please note that this letter is intended as a reference, which will be read by the department chair and members of the council, who may also have questions or comments of their own. If you have any questions, please feel free to let me know.

Please also let me know if we can be of any help in the design and facilitation of this course.

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott E. Hamm'.

Dr. Scott E. Hamm,
Assistant Director, Adams Center

ENTR 413.01
SMALL BUSINESS MANAGEMENT
SYLLABUS - SPRING 2025
W 2:00 – 4:50, MBB 216, 3 CREDIT HOURS

To educate students for Christian service and leadership throughout the world. (ACU Mission)

We educate business and technology professionals for Christian service and leadership throughout the world. (ACU COBA Mission)

Professor Contact Information

Professor: Jim Litton, J.D., M.B.A.
Director, Griggs Center for Entrepreneurship & Philanthropy
Associate Professor
Phone: 325.674.2210
Email: jim.litton@acu.edu (easiest way to reach me)
Office: COBA # 105A
Office Hours: By appointment only

Course Description

This course focuses on unique aspects that commonly face a small business owner, including issues of strategy, marketing, personnel, operations, and financing.

About the Course

This course is designed to provide an overview of key issues that face small business owners. Each week we will address a different topic and focus on a practical application related to the concept.

This course will be interactive in nature and require you to work hard, both individually and in groups. You will be responsible for completing assigned readings and other deliverables that are described elsewhere in this syllabus. Class sessions will focus primarily on discussions of readings and weekly assignments. High performance in this course requires participation and preparation in all aspects of the course.

Prerequisites

Students must satisfy one of the following prerequisites to take this course:

- complete and earn a grade of “C” or better in ENTR 325: Raising Capital
- have junior or senior standing with the university
- instructor approval

Course Objectives

The primary learning objectives of this course are listed below along with the assignments used to assess your achievement of each objective.

Objective	Related Assignment(s)
Understand the challenges commonly faced by small business owners	Quizzes
Engage in entrepreneurial thinking and demonstrate critical thinking and analytical skills applied in small business contexts.	Weekly Assignments
Demonstrate an ability to use tools and resources common to small business owners	Weekly Assignments
Develop a comprehensive plan for a small business	Final Report

Course Materials

Hatten, T. (2020). Small business management: Creating a sustainable competitive advantage (7th ed.). Thousand Oaks, CA: Sage.

ISBN: 9781544330860

SAGE Edge Site: <http://edge.sagepub.com/hatten7e>

In addition, we will use two simulations available through Harvard Business Publishing. These materials will need to be purchased as part of an online coursepack available through Harvard Publishing.

Additional readings may also be posted on Canvas throughout the semester.

Grades and Assignments

All grades will be given on a 100 point scale. Final grades will be determined as follows:

- A = 90 or higher
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = below 60

Class assignments and the percentage of the final grade represented by each assignment are listed below. Detailed descriptions of the assignments are included later in this syllabus.

Assignment	Individual / Group	Percentage of Final Grade
Quizzes	Individual	20%
Weekly Assignments	Individual / Group	60%
Final Report	Individual	20%

While I am happy to discuss any grade that you receive, please note that you must wait **48 hours** before talking with me about your grade on a particular assignment.

Description of Assignments

The following are summaries of each graded assignment for the course. Please see the course schedule in this syllabus for the submission deadlines for each assignment.

Quizzes (20% of Final Grade)

Most weeks we will have a quiz to review your comprehension of core concepts covered in assigned readings and class discussions.

Weekly Assignments (60% of Final Grade)

Each week students will be asked to complete an assignment focused on the practical application of content and/or resources discussed in class. This includes both individual and group assignments depending upon the week. Additional details about the required preparation and in-class discussion process are included elsewhere in this syllabus.

Final Report (20% of Final Grade)

Each student will prepare a written report summarizing his or her work throughout the semester and outlining plans for launching or growing a small business.

ADA Compliance Policy

Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please call our office directly at (325) 674-2667 or email alpha@acu.edu.

Academic Integrity

Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failing to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submitting papers or projects obtained from another source (e.g., research service or club paper file) as one's own, 3) Falsifying information orally or in writing, and 4) Receiving, giving, or using unauthorized aid on an examination or quiz. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of the College of Business Administration, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following this [link](#).

Anti-Harassment Policy

As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the ACU Counseling Center. All of your options are available for review by clicking on the [link](#) to ACU's policy.

Other Policies

Minimum Course Grade

- If you are majoring in business, you must earn a course grade of "C" or higher.

Attendance

- You may miss two face-to-face sessions without penalty.
- University-sponsored absences (e.g., band, athletics) will be excused when documentation is provided in advance.
- Five percentage points will be deducted from your overall grade for each subsequent unexcused absence.

Late Work Policy

- Assignments will not be accepted late.
- If an assignment is due at the beginning of class, it is considered late if it is submitted after the beginning of class. For example, if an assignment is due at the

start of class (e.g., 6:00) it would be considered late if a student arrived to class late (e.g., 7:30) and submitted the assignment.

COBA Honor Code

Objective

COBA faculty, staff and students will strive to proclaim in their lives competence, character and community. In joining COBA, students, faculty, and staff covenant to abide by the following ethical principles.

Competence

To lead and serve well requires competence. And to become competent requires diligence and hard work. We owe it to all who have prepared the way and who will follow in our footsteps, to be good stewards of opportunities and resources. Thus, in all you do: set priorities, seek excellence and professionalism in your work, satisfy requirements, and take responsibility for your learning and performance. You cannot build competence if you lie, cheat, steal, or tolerate those who do.

Character

A reputation of good character is built slowly through testing, yet can be destroyed in an instant by compromise or careless work, just as it can through injustice. Guard your character; it is worth more than a grade or promotion. "A good name is more desirable than great riches; to be esteemed is better than silver or gold" (Proverbs 22:1). You cannot build character if you lie, cheat, steal, or tolerate those who do.

Community

A spirit of fellowship and mutual encouragement holds each community member accountable. Accountability leads to a healthy community through adequate preparations for the tasks at hand, respectful truthfulness in all situations, and adding value to the tasks at hand. As a community, we must hold each other accountable to the principles of competence, character, and community. You cannot build community if you lie, cheat, steal, or tolerate those who do.

Course Schedule

The following course schedule is subject to change. Updates to the schedule will be announced through the "Announcements" feature on Canvas. It is your responsibility to consult Canvas on a regular basis for updates regarding class preparation and assignments.

Wk	Topic(s)	Pre-Class Reading	Class Exercise
1	Course Introduction / Formation Issues		Preparing Legal Documents
2	Human Resources (HR)	Ch 15	Hiring Employees

Wk	Topic(s)	Pre-Class Reading	Class Exercise
3	Operations	Ch 16	Scheduling Dilemma + Inventory Case
4	Cash Flow Management	Ch 8	Simulation: Managing Growth (v2)
5	Financing	Ch 9, HBR Article	Case Study
6	Pricing	Ch 13	Case Study
7	Marketing	Ch 11	Amazon FBA vs other platforms
8	Marketing	HBR Article	Create Shopify Website Store
SPRING BREAK			
9	Franchising	Ch 5	Guest Entrepreneur
10	Family Business	HBR Article	Simulation: Honey Heritage
11	Buying a Business	Ch 6, HBR Article	Guest Entrepreneur
12	Selecting a Location	Ch 12	Site Visit with Real Estate Agent
13	Taxes	IRS Instructions	Complete a Tax Return
14	Local Resources for SMB	Ch 4	Guests from Local Community
15	Semester Recap	N/A	Course Survey / Discussion
Finals	Final Report	N/A	N/A

ATTACHMENT C

Library Memo

Abilene Christian University Library

MEMORANDUM

Date: October 2, 2024
To: Jim Litton
From: Mark McCallon, Associate Dean for Library Services
RE: Course Application for ENTR 413 – Small Business Management

After reviewing the course application and syllabus, the library can adequately support the proposed course. Please contact Mark McCallon (mccallonm@acu.edu), Librarian Liaison for COBA, if additional resources are needed for the course. Thank you for letting us examine the course proposal