

# ALS 161: ARTS AND LETTERS ENTREPRENEURSHIP AND MARKETING

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## In Workflow

1. ALS College Committee Chair (abuckman@csus.edu)
2. ALS Dean (rfisher@csus.edu)
3. Academic Services (catalog@csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Dean of Undergraduate (james.german@csus.edu; celena.showers@csus.edu)
6. Dean of Graduate (cnewsome@skymail.csus.edu)
7. Catalog Editor (torsetj@csus.edu)
8. Registrar's Office (w lindsey@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Wed, 20 Oct 2021 21:54:26 GMT  
Alyson Buckman (abuckman): Rollback to Initiator
2. Tue, 01 Feb 2022 00:22:11 GMT  
Alyson Buckman (abuckman): Approved for ALS College Committee Chair
3. Tue, 01 Feb 2022 00:24:06 GMT  
Robin Fisher (rfisher): Approved for ALS Dean

## New Course Proposal

Date Submitted: Wed, 26 Jan 2022 00:06:25 GMT

**Viewing: ALS 161 : Arts and Letters Entrepreneurship and Marketing**

**Last edit: Wed, 26 Jan 2022 00:06:24 GMT**

Changes proposed by: Lauren Kelly (204947604)

### Contact(s):

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### Catalog Title:

Arts and Letters Entrepreneurship and Marketing

### Class Schedule Title:

Arts Entrepreneurship and Mktg

### Academic Group: (College)

ALS - Arts & Letters

### Academic Organization: (Department)

College of Arts & Letters

### Will this course be offered through the College of Continuing Education (CCE)?

No

### Catalog Year Effective:

Fall 2022 (2022/2023 Catalog)

### Subject Area: (prefix)

ALS - Arts and Letters

**Catalog Number: (course number)**

161

**Course ID: (For administrative use only.)**

TBD

**Units:**

3

**Is the primary purpose of this change to update the term typically offered or the enforcement of requisites at registration?**

No

**In what term(s) will this course typically be offered?**

Fall, Spring

**Does this course require a room for its final exam?**

No, final exam does not require a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

This course will serve as one of two core requirements in the Arts and Letters Entrepreneur Certificate Program and serves as a foundation for students to gain an understanding of the entrepreneurial mindset and its practical applications. Students will gain knowledge and skills through immersion in theory and practice of entrepreneurship and marketing.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

This course provides a foundation in understanding what it means to engage in entrepreneurial ventures and how to market such enterprises. Students will examine relevant literature to gain a broad understanding of theory and practice of entrepreneurial marketing as applied to a broad array of organizational types, including nonprofit, start-up, and corporate settings. Students will also explore local and regional organizations where entrepreneurship has been recognized as successful and learn the steps required for starting an entrepreneurial enterprise.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

No

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Lecture

**Lecture Classification**

CS#02 - Lecture/Discussion (K-factor=1 WTU per unit)

**Lecture Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."**

- 1) Analyze principles of entrepreneurship
- 2) Identify characteristics of an entrepreneurial lifestyle
- 3) Appraise the impact of innovation and entrepreneurship
- 4) Synthesize entrepreneurial mindset with individual aspirations
- 5) Identify entrepreneurial opportunities
- 6) Construct budgets using multiple revenue streams
- 7) Demonstrate marketing proficiency
- 8) Classify marketing components

**Attach a list of the required/recommended course readings and activities:**

Sample Syllabus - Entrepreneurship and Marketing r1.pdf

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

Midterm and final exams (ELO 1-8)  
 Written projects (ELO 1, 4, 5, 6, 7)  
 Oral presentations (ELO 1, 3, 5, 6, 7, 8)

**For whom is this course being developed?**

Other

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

Yes

**Has a corresponding Program Change been submitted to Workflow?**

No

**Identify the program(s) in which this course is required:****Programs:**

Certificate in Arts &amp; Letters Entrepreneurship

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

## University Learning Goals

### Undergraduate Learning Goals:

Competence in the disciplines

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

## GE Course and GE Goal(s)

**Is this a General Education (GE) course or is it being considered for GE?**

No

### Reviewer Comments:

**Torsa Ghosal (torsa.ghosal) (Wed, 20 Oct 2021 18:54:39 GMT):** Suggested changes: 1. Simplify learning outcomes—we suggest they contain a single verb, appropriate for the level of the course (consult Bloom's taxonomy), and a predicate that is broad rather than overly specific. Here is a link to useful documents developed by the committee, including Bloom's taxonomy: <https://www.csus.edu/college/arts-letters/internal/curriculum-resources.html>. 2. Any change in the form needs to be updated in the syllabus. Please follow the syllabus guidelines: [https://www.csus.edu/college/arts-letters/internal/\\_internal/al\\_syllabusguide.pdf](https://www.csus.edu/college/arts-letters/internal/_internal/al_syllabusguide.pdf)

**Alyson Buckman (abuckman) (Wed, 20 Oct 2021 21:54:26 GMT):** Rollback: Dear Lauren, please see comments from Torsa Ghosal for revisions to be made to your proposal. Please note that these changes must be completed by Thursday, 10/21, at 5pm in order to move forward from me to Robin Fisher through to the University Committee on Friday.

Key: 14612