

4-16-2007

Minutes, Crummer Graduate School of Business Faculty Meeting, Tuesday, April 17, 2007

Crummer Graduate School of Business Faculty
Rollins College

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**Roy E. Crummer Graduate School of Business
Rollins College
Faculty Meeting Agenda
Room 108, 1:30 PM.**

April 17, 2007

Welcome.....Craig McAllaster
Review/Approval of Minutes.....Craig McAllaster
Integration of Leadership into the curriculum.....Jim Higgins
Center for Entrepreneurship updateMike Bowers
Curriculum Committee update.....Jim Gilbert
(See attached handouts)
Other Business.....Craig McAllaster
Kudos.....Craig McAllaster
Adjournment.....Craig McAllaster

**Next Faculty Meeting
September 2007
Date TBD
Room 108
1:30 – 3:00 pm**

Faculty Meeting – Room 108
Tuesday April 17, 2007
1:30 – 3:00 pm

Crummer Faculty & Staff Present:

Jana Allen, Susan Bach, Lynda Boyce, Jackie Brito, Pam Clark, Steve Gauthier, Craig McAllaster, Erica Sorrell, Laurel Adams, Ilan Alon, Mike Bowers, Sam Certo, Henrique Correa, David Currie, Marc Fetscherin, Jule Gassenheimer, Jim Gilbert, Ted Herbert, Jim Higgins, Mark Johnston, Halil Kiyamaz, Ed Moses, Bob Prescott, Jame Reimers, Clay Singleton, Keith Whittingham, Provost, Roger Casey

Welcome.....Craig McAllaster

Approval of MinutesCraig McAllaster

Integration of Leadership into the curriculum Jim Higgins

A PowerPoint presentation was given to outline the building blocks of our curriculum and how to integrate leadership into all classes. After examples of how leadership is already in some of the courses, and how it would be difficult to have it in others, it was voted that leadership should become a part of all classes and decided that further discussion and training would be done at the Faculty retreat in August.

Center for Entrepreneurship update.....Mike Bowers

The Center for Entrepreneurship is starting two new initiatives: The first is the Entrepreneurs Advisory Group - a team of advisors helping to take student developed companies to launch. We have our first test case, Redesigning Women, for which we are seeking legal and accounting advisors (and office space). The second is the Crummer Challenge. This will begin in the fall term. Student teams will compete for prizes as they develop venture plans for a previously identified business concept. The winning team may be offered the opportunity to bring their venture to reality.

Curriculum Committee update (handouts).....Jim Gilbert

Eight items were discussed:

- 1) Thank you to all the Committee Members who served this Academic year:
Jana Allen, Alice Argeros, Jackie Brito, Sam Certo, David Currie, Steve Gauthier, Jule Gassenheimer, Jim Gilbert, Jim Johnson, Jane Reimers and Clay Singleton.
- 2) Proposal sponsored by Bill Grimm to move Entrepreneurial Finance (ENT 602) from experimental course status to catalog status. A vote was taken and the faculty approved the proposal.
- 3) Proposal from Mike Bowers and Dean Gauthier for changes in the concentration for entrepreneurship. For details see the handouts. A vote was taken and the faculty approved the proposal.
- 4) Proposal for an experimental course by Allan Kupetz and Tom Kruzcek:
(ENT-604) – Technology Entrepreneurship. A vote was taken and the faculty approved the proposal.

- 5) Recommendation from the Finance Faculty to approve ENT 602 for the Entrepreneurship concentration and remove ENT 602 as a cross referenced Course for the finance concentration. A vote and discussion for this time will Will be done at the Faculty retreat in August.
- 6) Professors Gilbert and Marshall would like the Curriculum Committee to Consider a class attendance issue. This item will be discussed at the Faculty Retreat in August.
- 7) Professors Reimers and Certo will be working on Crummer Faculty to Faculty Information Exchange Blackboard site this summer.
- 8) Proposed approval for INTL 608 Managing Technology in the Global Environment to be accepted as a second year experimental course. A vote was taken and the faculty approved the proposal.

Other Business:

- The Graduation list was distributed and approved
- Roger Casey stated that the Emergency Preparedness Team will be reviewing information that comes from the mass shooting at Virginia Tech to review and/or revise our safety procedures here at Rollins.
- The Sun Trust Distinguished Leader of Merit Award winner was Julie Llanes. She has been asked to speak to the Rollins Board of Trustees about Leadership.
- The first Tupperware program has been completed through Exec. Ed. It was a huge success and we are looking to booking future programs with them.

Kudos:

- Laurel Adams presented at the Internal Seminar Series at the University of Wisconsin Milwaukee on April 6, and the Internal Seminar Series at McMasters University (Canada) on the program at this summer's Academy of Management Meeting.
- Greg Marshall represented Rollins through a series of invited presentations at several top business schools in the UK.
- Mark Fetscherin had a publication accepted at the International Conference: INFORMS Marketing Science Conference in Singapore. Also, Mark and Adjunct Faculty Member Christoph Lattemann earned the "Best Paper Award" for their paper presented at the 7th Annual Conference of the International Academy of E-Business in Vancouver, Canada

Adjournment.....Craig McAllaster

Next Faculty Meeting
September 2007
Date TBD
Room 108
1:30 – 3:30 pm

Rollins College
Crummer Graduate School of Business
Curriculum Committee Items

17 April 2007
Faculty Meeting

1. Thanks to All Committee Members Who Served this Academic Year:

Jana Allen (ex officio)
Alice Argeros (ex officio)
Jackie Brito (ex officio)
Sam Certo
David Currie
Steve Gauthier
Jule Gassenheimer
Jim Gilbert (Chair)
Jim Johnson
Jane Reimers
Clay Singleton (ad hoc)

2. Proposal sponsored by William A. Grimm (adjunct faculty) to move Entrepreneurial Finance (ENT 602) from experimental course status to catalog status

The request comes from William A. Grimm who is the instructor for the course. Mike Bowers is supportive of this request as our primary faculty colleague directing the entrepreneurial program.

3. Proposal from Mike Bowers and Dean Gauthier for changes in the concentration for Entrepreneurship.

Dean Gauthier asks for approval for the following list of electives:

Required:	ENT 601	Entrepreneurship
Electives:	ENT 602	Entrepreneurial Finance
	ENT 603	Strategic Corporate Entrepreneurship (add)
	MBA 611	Domestic Consulting Projects (entrepreneurship)
	INT 604	Global Consulting Projects (entrepreneurship)
	MGT 609	Management of Innovation
	MGT 611	Negotiation
	MKT 601	Marketing Research
	MKT 606	Strategic Marketing
	FIN 601	Advanced Financial Management

Old list of electives:

Required:	ENT 601	Entrepreneurship
Electives:	MBA 611	Domestic Consulting Projects (entrepreneurship)
	INT 604	Global Consulting Projects (entrepreneurship)
	MGT 609	Management of Innovation
	MGT 611	Negotiation
	MKT 601	Marketing Research

MKT 606	Strategic Marketing (propose removal)
FIN 601	Advanced Financial Management (propose removal)

4. Proposal for an Experimental Course by Allan Kupetz and Tom Kruczek: ENT 604—Technology Entrepreneurship

Often new businesses use a technology base. Thus, a course framed with technology for new businesses makes a great deal of sense today. This will be a team taught course with Allan and Tom Kruczek. They will also use a number of guest speakers who are current in the pragmatic applications for business. Proposed Syllabus below.

5. Recommendation from the Finance Faculty to Approve ENT 602 for the entrepreneurship concentration and remove ENT 602 as a cross referenced course for the finance concentration

Specifically: The Finance faculty recommends that to earn a concentration in finance students be required to take courses with a FIN designation or ACC 606. The curriculum committee sends this motion to remove the cross-reference of ENT 602 with the Finance concentration the full faculty without recommendation.

6. Professors Gilbert and Marshall would like the Curriculum Committee to consider a class attendance issue.

Both Jim Gilbert and Greg Marshall had a student who missed 5 weeks in a term. In Jim's case the student was absent the first 3 weeks and then two more weeks later in the term. In Greg's case the student missed the first weeks of the term. The question for discussion is whether we should have an absenteeism policy here at Crummer. Dean Gauthier tells us that at the moment there is no policy either by the administration or in our By-laws.

Informational Items:

7. Professors Reimer and Certo update on Crummer Faculty-to-Faculty Information Exchange BlackBoard site

The DRAFT Crummer Faculty-to-Faculty Information Exchange site is now up on BlackBoard. At the moment it has not been developed or populated. Jane Reimers agreed to act as site manager during the development stage. Site population work will begin in earnest next term as Jane will not be teaching and have some time to devote to this project.

8. Approval for INTL 608 *Managing Technology in the Global Environment* to be accepted as a permanent course.

Allen Kupetz taught this experimental course in the Spring 2007 semester. The committee agreed that, in order to approve acceptance of the course, more information should be made available to the committee about the course content, learning objectives, learning outcomes, overlap (if any) with existing courses, and where the course fits in the overall MBA curriculum.

The Curriculum Committee approved the extension of INTL 608 as an experimental course for a second year.



ENT 604 – Technology Entrepreneurship

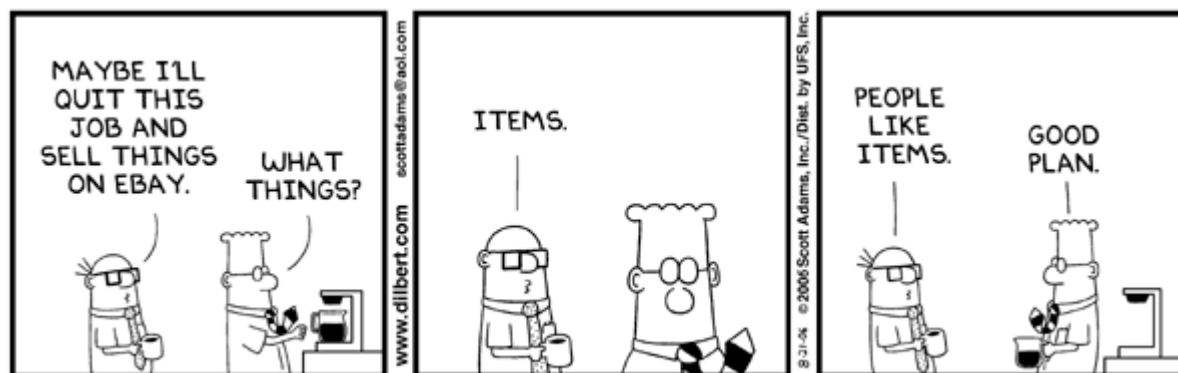
Instructors:	Tom Kruczek	Allen H. Kupetz
Office:	Room 317	Room 201
Phone:	407.646.2067	407.646.1544
Email:	tkruczek@rollins.edu	akupetz@rollins.edu

Office Hours:

Room number / time: xxx / xx:xx – xx:xx

Course Description

New and emerging technologies create opportunities for entrepreneurs and entrepreneurial organizations to compete more efficiently in established markets and create new markets. This course builds on the core elements of INTL 501 International Business (culture, market selection, and mode of entry) and ENT 601 Entrepreneurship (idea generation and business plan creation) with the goal of having students focus on technology-related entrepreneurial opportunities. Central Florida is rich with companies that have developed new technology or commercialized existing military technology to create start-ups that are now selling their products worldwide. We will study how high-tech start-ups migrate successfully from technology to product to sales.



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Required Texts

Coburn, Pip. *The Change Function: Why Some Technologies Take Off and Others Crash and Burn*, June 2006. (ISBN: 1591841321).

Kawasaki, Guy. *The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, September 2004 (ISBN: 1591840562)

Milcom: An External Partnership to Commercialize Military Technologies

(Harvard case # [9-602-006](#)). Available for download (\$) at:

http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/item_detail.jhtml?id=602006

Course Requirements

A. Team requirements (60%)

- Technology Product Presentation (30%)
 - Each team will deliver a PowerPoint presentation on the idea creation, product development, and commercial launch of a technology-related product or service start-up. Teams are free to choose their own, but some examples are: Acer, Amazon.com, Blizzard Entertainment, eBay, Cisco, Dell, Flextronics, Google, Huawei, iPod, MobiTV, Napster, Netflix, Palm Pilot, PayPal, Samsung Electronics, Skype, Walkman, and Web 2.0 applications.
- Entrepreneurship Presentation (30%)
 - Each team will deliver a PowerPoint presentation and lead the class discussion of a living case (see Appendix A)

B. Individual requirements (40%)

- Coburn Essay (10%)
 - Maximum 500-word essay on what you took from Coburn's book that shaped your views on why some technologies succeed and others fail.
- Kawasaki Essay (10%)
 - Maximum 500-word essay on what you took from Kawasaki's book that shaped your views on elements of a successful start-up.
- Constructive confrontation (10%)
 - Not to be confused with attendance, constructive confrontation is the practice of engaging your teachers and fellow students during presentations – and especially cases – with thoughtful and timely contributions.
- Peer evaluations (10%)
 - 60% of your total grade is based on team projects. You get the opportunity to grade your teammates based on three criteria: contribution to the research, contribution to the presentations, and citizenship.

Grading

1. Technology Product .ppt 30%

A- = 90-92 B = 83-86 C+ = 77-79

2. Entrepreneurship .ppt 30%

3. Coburn essay 10%

4. Kawasaki essay 10%

5. Constructive confrontation 10%

6. Peer evaluations 10%



A = 93-100 B+ = 87-89 B- = 80-82

Presentation Evaluation Criteria

- completeness of presentation (all topics covered)
- depth of analysis (thoughtful use of multiple sources)
- presentation well coordinated among teammates and well communicated (should demonstrate the presentation was practiced several times)
- slides are properly referenced (you are free - and encouraged - to use graphics from the Internet and collect data)

Student Obligation

Students must follow the letter and spirit of the code of academic conduct of the Crummer Graduate School of Business.

Useful Research Links

The *Economist* (<http://www.economist.com/countries/>)

Federation of International Trade Associations (<http://fita.org/webindex/index.html>)

International Trade Administration (<http://www.ita.doc.gov/>)

SBA (<http://www.sba.gov/oit/info/Guide-To-Exporting/index.html>)

US Chamber of Commerce (<http://www.uschamber.com/resources/smallbusiness.htm>)

US Commerce Department's Export.gov (http://www.export.gov/comm_svc/eac.html)

US Counsel for International Business (<http://www.uscib.org/>)

Daily Schedule (subject to change)

- Week 1
(date) Course introduction and expectations; team creation; discussion of what potential products and services are available for the course
Review of ENT 601 – foundations of entrepreneurship (Kruczek)
- Week 2
(date) Technology Entrepreneurship – overview of new and emerging technologies that provide opportunities for entrepreneurs (Kupetz)
Read the Milcom case before next week.
- Week 3
(date) **Guest speakers:** The Role of Third-parties in Technology Entrepreneurship (focus on Milcom)
Coburn essay due via e-mail.
- Week 4
(date) **Student presentations:** Technology Product/Service (Team 1)
Entrepreneurship Living Case (Team 2)
Discussion: What is different if we want to launch globally?
- Week 5
(date) **Student presentations:** Technology Product /Service (Team 3)
Entrepreneurship Living Case (Team 4)
- Week 6
(date) **Student presentations:** Technology Product /Service (Team 5)
Entrepreneurship Living Case (Team 6)
- Project Period -
- Week 7
(date) **Guest speaker:** Unique Aspects of Marketing in Technology Entrepreneurship
- Week 8
(date) **Guest speaker:** Unique Aspects of Management in Technology Entrepreneurship
- Week 9
(date) **Guest speaker:** Pulling It All Together – The Next Steps for You
Kawasaki essay due via e-mail.
- Week 10
(date) **Student presentations:** Technology Product/Service (Team 2)
Entrepreneurship Living Case (Team 1)
Discussion: Ethics and Technology
- Week 11
(date) **Student presentations:** Technology Product /Service (Team 4)
Entrepreneurship Living Case (Team 3)
Discussion: Ethics and Entrepreneurial Businesses
- Week 12
(date) **Student presentations:** Technology Product /Service (Team 6)
Entrepreneurship Living Case (Team 5)
Teacher and peer evaluations

Appendix A
Technology Entrepreneurship
Living Cases

1. McNichol, Tom. “Building a Wiki World,” (*Business 2.0*, March 2007)
http://money.cnn.com/magazines/business2/business2_archive/2007/03/01/8401010/index.htm

“Jimmy Wales (‘Mr. Web 2.0’) built Wikipedia into one of the largest and most collaborative sites on the Internet, but has yet to make his fortune. Here's how he plans to fix that.”

2. “Microsoft: Spot the Dinosaur,” (*The Economist*, March 30, 2006).
http://economist.com/business/PrinterFriendly.cfm?story_id=6746815&login=Y

“Microsoft earns more than half its \$40 billion or so of annual revenue—and the vast majority of its profits—on just two products: the Windows operating-system and Office, a collection of personal-computer (PC) applications including word-processing and spreadsheet programs. Both, however, are coming under threat from new technologies.”

3. German, Kent. *Top 10 dot-com flops*
http://www.cnet.com/4520-11136_1-6278387-1.html

“The most astounding thing about the dot-com boom was the obscene amount of money spent. Zealous venture capitalists fell over themselves to invest millions in start-ups; dot-coms blew millions on spectacular marketing campaigns; new college graduates became instant millionaires and rushed out to spend it; and companies with unproven business models executed massive IPOs with sky-high stock prices. We all know what eventually happened. Most of these start-ups died dramatic deaths.”

4. Alexander, Peter. *Tech Solutions That Help Keep Customers Satisfied*
<http://www.entrepreneur.com/technology/techtrendscolumnistpeteralexander/article168528.html>

Business success isn’t just about getting new customers – it’s about holding onto the ones you’ve got. Technology can help.

5. TBD

6. TBD