

A - New Course Proposal V. 7.2022 : Entry # 3575**DEAN Decision**

Approved

Date

09/15/2025

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/09/2025

Begin Form**Today's Date**

09/14/2025

Your Name:

Robert Hirth

Your Email:rhirth@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Kathy Elliott

Email address of your Department Chairkelliott@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Entrepreneurship

When should this proposal take effect?

A - New Course Proposal V. 7.2022 : Entry # 3575

Fall 2026

Information for the Registrar**Choose the department designator from the list below.**

ENT

Proposed Course Number?

3900

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Entrepreneurship Strategy and Operations

Write the catalog description of your proposed course:

This course provides a comprehensive exploration of key strategic and operational concepts in the context of entrepreneurship. Through an engaging blend of case studies, interactive lectures, and experiential learning activities, students will delve into the art and science of building enduring businesses in dynamic environments. Special emphasis is placed on the integration of strategic thinking and operational excellence, highlighting how founders and entrepreneurial leaders can create value, sustain momentum, and adapt to a changing marketplace.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

No

Is this new course being proposed because of a new or revised major or minor proposal?

This course is part of the CSE curriculum change

A - New Course Proposal V. 7.2022 : Entry # 3575**Gen Ed and Academic Programs****Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

ENT Major - Required

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

This course teaches students how to adapt and operate a business in a changing environment. This is in line with the mission of both the department and school of entrepreneurship.

List all student learning outcomes for this course.

Identify and evaluate entrepreneurial opportunities: Apply frameworks for opportunity recognition, and market analysis to determine the viability of new business ideas.

Identify business models: Craft and review business models that address customer needs, create value propositions, and ensure sustainability in competitive markets.

Formulate strategic plans: Build strategic roadmaps that encompass market entry, competitive positioning, differentiation, and growth, integrating both short-term and long-term objectives.

Understand and identify operational fundamentals: Review techniques for building robust business processes including service management and build/buy decision tools.

Respond to uncertainty and adapt to change: Apply techniques for risk assessment, crisis management, and agile decision-making to pivot strategies when circumstances demand.

Evaluate startup performance: Utilize appropriate metrics and feedback mechanisms to assess progress, identify areas for improvement, and drive continuous innovation.

A - New Course Proposal V. 7.2022 : Entry # 3575

List any units or content areas that will be required for all sections of this course.

None

List any assignments, tests, or other assessments that will be required for all sections of this course.

None

List any readings or other materials that will be required for all sections of this course.

None

List any course policies that will be required for all sections of this course.

None

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

None

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

I don't think so

Sample Syllabus

- [ENT-3900-Strat-and-Ops.docx](#)