1. Department: MARK  College: BUS

2. Faculty Contact Person: Teri Longacre  Telephone: 34669  Email: elkins@uh.edu

3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title:
     ENTR / 4350 / Entrepreneurial Strategy
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     ENTR / 4350 / ENTREPRENEURIAL STRATEGY
   - SCH: 3.00  Level: SR  CIP Code: 52.1801.00 16  Lect Hrs: 3  Lab Hrs: 0

4. Justification for adding/changing course: To more accurately reflect course content/level

5. Was the proposed/revised course previously offered as a special topics course?  □ Yes  □ No
   If Yes, please complete:
   - Instructional Area / Course Number / Long Course Title:
   - Course ID: 0  Effective Date (currently active row): ______

6. Authorized Degree Program(s): BBA
   - Does this course affect major/minor requirements in the College/Department?  □ Yes  □ No
   - Does this course affect major/minor requirements in other Colleges/Departments?  □ Yes  □ No
   - Can the course be repeated for credit?  □ Yes  □ No (if yes, include in course description)

7. Grade Option: Letter (A, B, C . . .)  Instruction Type: lecture ONLY  (Note: Lect/Lab info. must match item 3, above.)

8. If this form involves a change to an existing course, please obtain the following information from the course inventory: Instructional Area / Course Number / Long Course Title
   ENTR / 4350 / Entrepreneurial Business Plan
   - Course ID: 22126  Effective Date (currently active row): 08/03

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr. 3. (3-0). Prerequisites: ENTR 3310 and approval of entrepreneur coordinator. Description (30 words max.): Strategy and tactics in developing ideas and allocating resources for entrepreneurs.

10. Dean’s Signature: ____________________________  Date: 09/22/09
   Print/Type Name: Latha Ramchand, Associate Dean