



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Course Request

SDSU	College of Arts, Humanities and Social Sciences / Ness School of Management and Economics
Institution	Division/Department
Dennis D. Hedge	6/2/2025
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
ENTR 238	Product Development and Market Discovery	3

Course Description
Students will explore key fundamentals of market feasibility analysis, customer discovery methods, and the core principles of design thinking. Using best-practices tools and techniques, they will develop and refine sustainable business strategies aligned with a clear product vision. This course emphasizes hands-on projects and practical applications, preparing students to identify customer needs, assess market opportunities, and create innovative solutions.

Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-Req/Co-Req?
ENTR 236	Fundamentals of Innovation and Creativity	Pre-req

Registration Restrictions

None

Section 2. Review of Course

2.1. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
ENTR 237	Entrepreneurship Development	3
ENTR 481-581	New Product Development	3

Provide explanation of differences between proposed course and existing system catalog courses below:

ENTR 237 covers the basics of entrepreneurship, including understanding the key characteristics of entrepreneurs, different forms of business, and business finances. Students learn to perform feasibility analyses, set business goals, and develop a strategic business plan, all while working on a team-based project to launch a business. In ENTR 481-581, students dive into the product development process, learning about opportunity identification, creativity, design and prototyping, and the steps required to take a product from idea to market launch.

Our proposed course, ENTR 238, is unique from USD's course as the course will be taken early in the curriculum (sophomore-level) and provide the foundation for the later courses in the sequence. In contrast, USD's ENTR 481-581 is taken as a senior/graduate level course as a culminating course in their sequence. This will provide a very different perspective on what is taught in the course and the approach to the material. ENTR 238 will differ by focusing on market feasibility analysis and customer discovery, emphasizing design thinking principles to develop sustainable business strategies. It takes a more hands-on approach to refine strategies

based on real-world customer needs and market opportunities, preparing students to innovate and create solutions early in the product development process.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Schedule Management, explain below: Workload is available to offer this course. The school has restructured the ENTR course sequence.

3.2. Existing program(s) in which course will be offered: Entrepreneurial Studies (B.A. & B.S.), Entrepreneurship Minor, New Product and Venture Development Certificate, Business Economics (B.A. & B.S.)

3.3. Proposed instructional method by university (as defined by AAC Guideline 2.4.3.A): R - Lecture

3.4. Proposed delivery method by university (as defined by AAC Guideline 2.4.3.B and 2.4.3.B(A-1)): 001 - Face to Face

3.5. Term change will be effective: Fall 2025

3.6. Can students repeat the course for additional credit? Yes, total credit limit: No

3.7. Will grade for this course be limited to S/U (pass/fail)? Yes No

3.8. Will section enrollment be capped? Yes, max per section: 35 No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the Course Inventory Report? Yes No

3.10. Is this prefix approved for your university? Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department: Ness School of Management Economics

4.2. Banner Department Code: SSME

4.3. Proposed CIP Code: 52.0701

Is this a new CIP code for the university? Yes No

**NEW COURSE REQUEST
Supporting Justification for On-Campus Review**

Nicole Klein	Nicole Klein	1/24/2025
Request Originator	Signature	Date
Joe Santos	Joe Santos	1/24/2025
Department Chair	Signature	Date
Jason Zimmerman	Jason Zimmerman	1/30/2025
School/College Dean	Signature	Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.

The entire sequence of Entrepreneurship courses is being enhanced. ENTR 238 will provide new content that is currently missing within the SDSU ENTR course sequence. Course content in ENTR 238 places a much-needed emphasis on new product development best-practices tools and techniques such as Customer Discovery and the Business Model Canvas. ENTR 238 will serve as a prerequisite requirement to ENTR 337.

2. Note whether this course is: Required Elective

3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?

None

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
N/A

5. Desired section size 35

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
Barb Heller, Associate Professor of Practice, M.S.

Craig Silvernagel, Associate Professor, Ph.D., MBA

7. Note whether adequate facilities are available and list any special equipment needed for the course.
Facilities are adequate and no special equipment is needed for the course.
8. Note whether adequate library and media support are available for the course.
Adequate library and media support are available.
9. Will the new course duplicate courses currently being offered on this campus? Yes No
10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
N/A