

**ENG/ENT 535-01: Entrepreneurship and Independent Press Publishing**  
**Monday: 2:00-4:50**  
**113 Ferguson Building**

**INSTRUCTOR INFORMATION:**

Instructors: Terry Kennedy  
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Office Hours: M-R 9:00-10:00 am and by appointment

**CATALOG DESCRIPTION:** This seminar offers students the opportunity to explore, analyze, and participate in independent press publishing from the inception of a publishing idea to the sale of the final product, while practicing the entrepreneurial strategies needed to begin a successful venture.

**STUDENT LEARNING OUTCOMES:**

Upon the successful completion of the course UNDERGRADUATE students will be able to:

1. Describe core values of entrepreneurial leadership—curiosity, initiative & independence—and outline their role in real world publishing situations;
2. Discover, analyze, and evaluate recent innovations in independent press publishing;
3. Identify & categorize several types of contemporary independent press publishing ventures;
4. Imagine & plan potential approaches to independent press publishing obstacles / opportunities;
5. Collaborate to produce & present an innovative or unique independent press enterprise.

GRADUATE STUDENTS will achieve these learning outcomes at higher, more complex levels. Upon successful completion of the course, GRADUATE students will be able to:

1. Internalize core values of entrepreneurial leadership and interpret the significance of curiosity, initiative & independence in creative approaches to independent publishing;
2. Compare & contrast recent innovations in independent press publishing, explaining the influences of context, perspective, assumptions & creativity;
3. Summarize & critique competing approaches to similar types of independent press publishing;

4. Propose viable approaches to independent publishing obstacles / opportunities and explain the limits & implications of proposed approaches;
5. Design, produce & present an innovative or unique independent press enterprise that integrates, transforms & extends existing practices into original solutions.

**COURSE ASSESSMENT:**

Class discussions & participation: 20%

Cumulative series of reflective & analytical responses: 20%

Publishing Interview: 25%

Independent Press Publishing Project: 35%

**GRADING SCALE:**

A = 93%-100%      A- = 90%-92%    B+ = 87%-89%    B = 83%-86%  
B- = 80%-82%    C+ = 77%-79%  
C = 70%-76%      D = 67%-69%      F = less than 69%

**ACADEMIC INTEGRITY POLICY:** Each student is required to sign the Academic Integrity Policy on all major work submitted for the course. Refer to UNCG *Undergraduate Bulletin/ Graduate Bulletin*.

**ATTENDANCE POLICY:** Attendance is required.

**ADDITIONAL REQUIREMENTS:** Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.