



# Document N: Course and Program Development: IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures ([www.ubalt.edu/provost](http://www.ubalt.edu/provost)) for instructions.

SCHOOL:  LAW  MSB  CAS  CPA

CONTACT NAME:  PHONE:

DEPARTMENT/DIVISION:  DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION:  fall  spring YEAR:

TYPE OF ACTION:  add (new)  deactivate  modify  other

LEVEL OF ACTION:  noncredit  undergraduate  graduate  other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

COURSE ACTIONS

PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Program Title:

Original Course Title:

Select one or multiple actions from **one** of the lists below (review the list of necessary documents and signatures):

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
<input type="checkbox"/>	4. Course Number
<input type="checkbox"/>	5. Course Level
<input type="checkbox"/>	6. Pre- and Co-Requisite
<input type="checkbox"/>	7. Course Description
<input checked="" type="checkbox"/>	8. New Course
<input type="checkbox"/>	9. Deactivate Course
<input type="checkbox"/>	22. Other

PROGRAM ACTIONS	
<input type="checkbox"/>	10. Program Requirements
<input type="checkbox"/>	11a. Undergraduate Specialization (24 credits or fewer)
<input type="checkbox"/>	11b. Master's Specialization (12 credits or fewer)
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or fewer)
<input type="checkbox"/>	12. Minor (add or delete)
<input type="checkbox"/>	13. Closed Site Program
<input type="checkbox"/>	14. Program Suspension
<input type="checkbox"/>	15. Program Reactivation
<input type="checkbox"/>	16a. Certificate Program (UG/G) exclusively within existing degree program
<input type="checkbox"/>	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
<input type="checkbox"/>	17. Off-Campus Delivery of Existing Programs
<input type="checkbox"/>	18a. Undergraduate Concentration (exceeds 24 credits)
<input type="checkbox"/>	18b. Master's Concentration (exceeds 12 credits)
<input type="checkbox"/>	18c. Doctoral Concentration (exceeds 18 credits)
<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

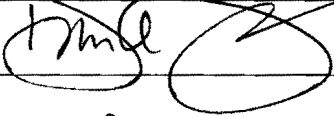
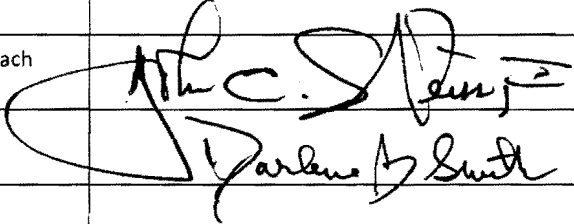
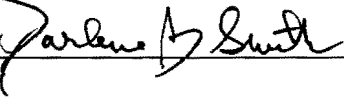
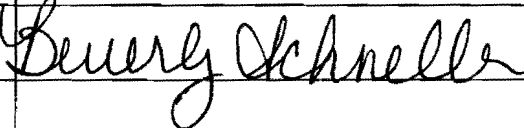
ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

- summary proposal (O)  
  course definition document (P)  
  full five-page MHEC proposal (Q)
- financial tables (MHEC) (R)  
  other documents as may be required by MHEC/USM (S)  
  other (T)

**IMPACT REVIEW** (review the list of necessary signatories):

Impacted Entity	Signature	Date
a. Library <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
b. OTS <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
c. University Relations <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
d. Admissions <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
e. Records <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		

**APPROVAL SEQUENCE** (review the list of necessary signatures):

Approval Level	Signature	Date
A. Department/Division (Chair)		4/7/11
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		4/7/11
D. Dean		4/7/11
E. University Faculty Senate (Chair)		
F. University Council (Chair) <sup>1</sup>		
G. Provost and Senior Vice President for Academic Affairs		3/9/2012
H. President		
I. Board of Regents (notification only)		
J. Board of Regents (approval)		
K. MHEC (notification only)		
L. MHEC (approval)		
M. Middle States Association notification	Required only if the University's mission is changed by the action	

<sup>1</sup> University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.



# Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures ([www.ubalt.edu/provost](http://www.ubalt.edu/provost)) for instructions.

SCHOOL:  LAW  MSB  CAS  CPA

CONTACT NAME:  PHONE:

DEPARTMENT/DIVISION:  DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION:  fall  spring YEAR:

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

**COURSE ACTIONS**

**PROGRAM ACTIONS**

Original Subject Code/Course Number:

Original Program Title:

Original Course Title:

Select one or multiple actions from **one** of the lists below (review the list of necessary documents and signatures):

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
<input type="checkbox"/>	4. Course Number
<input type="checkbox"/>	5. Course Level
<input type="checkbox"/>	6. Pre- and Co-Requisite
<input type="checkbox"/>	7. Course Description
<input checked="" type="checkbox"/>	8. New Course
<input type="checkbox"/>	9. Deactivate Course
<input type="checkbox"/>	22. Other

PROGRAM ACTIONS	
<input type="checkbox"/>	10. Program Requirements
<input type="checkbox"/>	11a. Undergraduate Specialization (24 credits or fewer)
<input type="checkbox"/>	11b. Master's Specialization (12 credits or fewer)
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or fewer)
<input type="checkbox"/>	12. Minor (add or delete)
<input type="checkbox"/>	13. Closed Site Program
<input type="checkbox"/>	14. Program Suspension
<input type="checkbox"/>	15. Program Reactivation
<input type="checkbox"/>	16a. Certificate Program (UG/G) exclusively within existing degree program
<input type="checkbox"/>	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
<input type="checkbox"/>	17. Off-Campus Delivery of Existing Programs
<input type="checkbox"/>	18a. Undergraduate Concentration (exceeds 24 credits)
<input type="checkbox"/>	18b. Master's Concentration (exceeds 12 credits)
<input type="checkbox"/>	18c. Doctoral Concentration (exceeds 18 credits)
<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

For changes to existing courses:

OLD TITLE

SUBJECT CODE/COURSE NO.  CREDITS

NEW TITLE

SUBJECT CODE/COURSE NO.  CREDITS

**DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION** (additional pages may be attached if necessary):

Has been offered under the MGMT 797 special topics. The content of the course serves an important role in both the Entrepreneurship and Marketing curricula.

**SET FORTH THE RATIONALE FOR THIS PROPOSAL:**

Recognizes the course as a part of the curriculum rather than a special topics course of limited duration.

**DOCUMENT P: Course Definition Document**

---

**ENTR 771**

**Date Prepared:** November 20, 2010

**Prepared by:** Dennis Pitta

**Last Reviewed or Revised:**

**Reviewed / Revised by:**

**Department:** Marketing & Entrepreneurship

**Course Number:** ENTR 771

**Course Title:** The Design/Business Link

**Credit Hours:** 3

**Catalog Description:** Design could very well be the major competitive strategy for both manufacturing and service companies. This course has two goals: first, to provide UB students with an understanding of the role of design in today's business organizations in order to more effectively use design to achieve the mutual goals of business people and designers. Second, to teach students how they can invent, produce, and distribute their own products so that they can be their own entrepreneurs.

**Prerequisites:** MKTG 504 or area approval

**Course Type / Component** Lecture course with projects and other assignments.

**Content Outline:** Design as a component of a product or service  
Competitive aspects of product design  
Design and product benefits  
Design as a communication element  
You – as a product

**Learning Objectives:**

Upon Completion of this course students will be able to;

- Understand how business objectives drive all business decisions, including those affecting design

- Be able to use design as an effective business tool
- Be able to do the research on potential clients that lead to effective marketing strategies
- Understand the legal ground rules regarding all branding programs.
- Be able to work together with others in order to conceive of and execute identity/branding campaigns that are both creative and relevant
- Be able to contribute effectively to a persuasive project presentation
- Have conceived of an idea for a product that they could distribute and sell.

**Assessment Strategies:**

Several assessment strategies will be used in the course. The specific project to be used will be determined by agreement between the faculty member and host organization.

**1) Team assignment:** focusing on non-profit organizations that are either interested in launching a for-profit business or of re-branding themselves. Teams will work on a proposal to be presented on the last class to their assigned organization. Representatives of the organization would then give feedback to the presenting teams and also decide whether or not to adopt any of the proposed ideas.

**2) Product assignment**

Based on the ideas presented in their textbook, each student will be asked to think of an idea for a new product that they themselves might be able to get produced and distributed. The ideas will be presented to the instructors as well as their fellow students and graded by all near the end of the course.

**3) Case studies:**

Students will choose one of several different companies that have successfully integrated design into their marketing plan. They are to research the company, write a short report on that company detailing the company's marketing strategies, and make a presentation to the class.

**4) Career plans:**

Students will be asked to create a plan that will help them identify and achieve their individual career paths over their entire working life.

**Required Materials:**

**Texts**

- *The Tipping Point: How Little Things Can Make a Big Difference*, Gladwell
- *The Brand Gap*, Neumeier
- *The Design Entrepreneur*, Heller, Talarico