

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	<b>Contact Name:</b> Tigi Mersha	<b>Phone:</b> X 4965
<b>DEPARTMENT / DIVISION:</b> Management & Marketing		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected): New course. MGMT 101--Business in a Changing World. Affects MSB & YGCLA		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

<b>Box 1: TYPE OF ACTION</b> ADD(NEW) <input checked="" type="checkbox"/> DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b> Non-Credit <input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate <input type="checkbox"/> OTHER <input type="checkbox"/>

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)	<b>DOCUMENTS REQUIRED</b> (see box 4 below)	<b>IMPACT REVIEWS</b> (see box 5 on back)	<b>APPROVAL SEQUENCE</b> (see box 6 on back)
1. Experimental Course <sup>1</sup>	NOP	a, c, e	AC
2. Course Title	NO		ABCD
3. Course Credits	NO		ABCD
4. Course Number	NO		ABCD
5. Course Level	NO		ABCD
6. Pre & Co-Requisite	NO		ABCD
7. Course Description	NOP		ABCD
<input checked="" type="checkbox"/> 8. New Course	NOP		ABCDEF
9. Deactivate a Course	NO		ABCDEF
10. Program Requirements	NO	b, c, d, e	ABCDEF
11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
12. Closed Site Program	NOT	e	ABCDHIK
13. Program Suspension <sup>9</sup>	NO,5	a, e	ABCDEGIK
14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDEFHIL
16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
17. Program Title Change	NO, 5	a, c, d, e	ABCDEFGHJL
18. Program Termination	NO, 10	d, e	ABCDEFGHIK
19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFGHJL
20. Other	Varies	Varies	Varies

<b>Box 4: DOCUMENTATION (check boxes of documents included)</b>			
<input checked="" type="checkbox"/> N. This Cover Sheet	<input type="checkbox"/>	<input type="checkbox"/> Q. Full 5-page MHEC Proposal	<input type="checkbox"/> T. Other
<input checked="" type="checkbox"/> O. Summary Proposal	<input type="checkbox"/>	<input type="checkbox"/> R. Financial Tables (MHEC)	<input type="checkbox"/>
<input checked="" type="checkbox"/> P. Course Definition Document	<input type="checkbox"/>	<input type="checkbox"/> S. Contract	<input type="checkbox"/>

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

<b>SCHOOL:</b>	LAW <input type="checkbox"/>	MSB <input checked="" type="checkbox"/>	YGCLA <input type="checkbox"/>
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):			
<b>New course. MGMT 101-- Business in a Changing World. Affects MSB &amp; YGCLA</b>			

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a 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.

<b>Box 5: IMPACT REVIEW</b>	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

<b>Box 6: APPROVAL SEQUENCE</b>	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Tipi Merakha</i>	2/16/07
B. Final faculty review body within each School	Chair: <i>Joe A. Thom</i>	2/23/07
C. College Dean	Dean: <i>Susan Zaccy</i>	2/23/07
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Judith Mendell</i>	2/27/07
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Mukulil Pillay</i>	3/6/07
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	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 mission of the University is changed by the action	

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: : Tigi Mersha	Phone: X 4965
DEPARTMENT / DIVISION: MSB Management and Marketing Department		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
8. New Course: MGMT 101 Business in a Changing World affects MSB and CLA		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

Full University approval to add a new course, MGMT 101 Business in a Changing World, and implement this course in Fall 2007.

- MGMT 101 is planned to be offered as a Learning Community course in Fall, 2007.
- MGMT 101 will satisfy the 3-credit social & behavioral science general education requirement
- MGMT 101 will serve as an elective offering for interested MSB and CLA students

For new courses or changes in existing courses (needed by Registrar)

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Business in a Changing World	Course # / HEGIS Code: MGMT 101	Credits: 3

O-2: Set forth the rationale for the proposal:

MGMT 101 will help facilitate the FSP initiative and better position the University to meet the need of future generations of students seeking to earn their entire degree at UB. This course will provide a valuable introduction to the role of business in society. MGMT 101 meets the social science general education (UB and MHEC) guidelines and will help our FSP students develop into critical thinkers and lifelong learners by providing several tools useful for building and developing logical, reasoned debate. Further, the subject lends itself well to alternative pedagogical implementations ranging from experiential learning to integrated methods.

**Proposed Course Syllabus (Document P)**  
**Business in a Changing World**

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1. **Date Prepared:** January 31, 2007
2. **Prepared by:** Tigi Mersha
3. **Department:** Management and Marketing
4. **Course Number(s),** including HEGIS code(s): MGMT 101
5. **Course Title:** Business in a Changing World
6. **Credit Hours:** 3
7. **Catalog Description** (Paragraph should reflect general aims and nature of the course):

This course provides an introduction to the world of business. Students will explore the role of business in society, the dynamics of business and public policy, business ethics and social responsibility, the implications of global competition on society, forms of business organizations, and managing to enhance service, quality and productivity. This course will also introduce students to the various functional areas and possible careers in business including the creation and distribution of goods and services, accounting and finance, marketing, and human resource management.

8. **Prerequisites:** None
9. **Faculty qualified to teach course:** Most faculty in MSB are also qualified to teach this course. Richard Trotter will play a leading role.
10. **Course Type / Component** ( clinical, continuance, discussion, field studies, independent study, laboratory, lecture, seminar, supervision, thesis research, workshop): Lecture/case discussion
11. **Suggested approximate class size:** 40
12. **Content Outline** (see Attachment A)
13. **Learning objectives:**
  - a. Explain the various components of a business organization.
  - b. Examine the role of ethics and social responsibility in organizations.
  - c. Examine the role of the value chain and the nature of competition.
  - d. Identify the means of utilizing human resources to create a competitive advantage for the firm.
  - e. Examine and compare various sources of financing an enterprise.
  - f. Explain the basic principles of entrepreneurship and creation of a business enterprise.
  - g. Describe the basic concepts of supply chain management, and the creation of services and products.
  - h. Describe the basic concepts of customer-driven marketing.

- i. Understand the decision-making process.
- j. Demonstrate effective teamwork, e.g. participation in activities, attending meetings, resolving conflict, and completing subtasks to meet deadlines and project goals.

14. **Assessment Strategies:** Students will be required to participate actively in class discussions and group projects, and to complete assigned readings, individual assignments, tests and a set of examinations as shown below:

Activity	Purpose	Points
Quizzes (2)	Demonstrate understanding of the different components of business organizations and how business institutions influence and are influenced by individuals, society, cultures, and the natural environment.	15
Case Studies (3)	Through analyzing issues related to business ethics, entrepreneurship, human resources management, and marketing, students will apply their knowledge of fundamental concepts to identify and evaluate solutions and make responsible and informed decisions.	30
Group Project	Students will demonstrate effective teamwork to examine ways in which individuals, groups, institutions, or segments of society behave, function, and influence one another and to use the concepts, theories, and methods of the social and behavioral sciences to analyze individuals, groups, institutions, and societies, both past and present.	15
Mid-term exam	Focused on fundamental business concepts, including how businesses collect, analyze, interpret and apply qualitative data to make business decisions.	10
Final exam	Cumulative assessment of students' understanding of these fundamental concepts: the nature of management, quality management, human resources management, marketing, financial management.	20
Class participation	Students will demonstrate mature interpersonal behavior and professional conduct and will take responsibility for learning and contributing to group discussions.	10

15. **Suggested Text(s) and Materials:**

Text: O.C. Ferrell, Geoffrey A. Hirt, and Linda Ferrell, *Business in a Changing World*, 5<sup>th</sup> edition, McGraw Hill, 2006.

**Attachment A: Course Outline**

<b>Part 1: Business in a Changing World</b>	<b>Assignments</b>
1. The Dynamics of Business and Economics	
2. Business Ethics and Social Responsibility	
3. Business in a Borderless world	<u>Case Study Analysis</u> on Business Ethics and Social Responsibility
4. Managing Information Technology and E-Business	
	<u>Quiz</u> : Focus on understanding the dynamics of business and how business institutions influence and are influenced by society.
<b>Part 2: Starting and Growing a Business</b>	
5. Options for Organizing Business	
6. Small Business, Entrepreneurship, and Franchising	<u>Case Study Analysis</u> of a small business
	<u>Mid-term exam</u> : Focused on fundamental business concepts, including how businesses collect, analyze, interpret and apply qualitative data to make business decisions.
<b>Part 3: Managing for Quality and Competitiveness</b>	<u>Group Project</u> :
7. The Nature of management	<ul style="list-style-type: none"> <li>Examine ways in which individuals, groups, institutions, or segments of society behave, function, and influence one another.</li> </ul>
8. Organization, Teamwork, and Communication	<ul style="list-style-type: none"> <li>Use the concepts, theories, and methods of the social and behavioral sciences to analyze individuals, groups, institutions, and societies, both past and present</li> </ul>
9. Managing Service and Manufacturing Operations	
<b>Part 4: Creating the Human Resource Advantage</b>	
10. Motivating the Workforce	<u>Quiz</u> : Understand and appreciate the interaction of the numerous factors related to business that influence individuals, cultures, society, and the natural environment
11. Managing Human Resources	
<b>Part 5: Marketing: Developing Relationships</b>	<u>Case Study</u> : Apply knowledge to identify and evaluate solutions to a human resources or marketing problem to make responsible and informed decisions.
12. Customer Driven Marketing	
13. Dimensions of Marketing Strategy	
<b>Part 6: Financing the Enterprise</b>	
14. Money and the Financial System	<u>Quiz</u> : Understand the financial system and develop ability to comprehend financial statements.
15. Accounting and Financial Statements	
16. Financial management and Securities Market	<u>Final exam</u> : Cumulative assessment of students' understanding of these fundamental concepts: the nature of management, quality management, human resources management, marketing, financial management.

**General Education Approval Record**  
**Business**

**Merrick School of**

*(to be used for "certifying" new and existing courses; use information about proposed course)*

Course: Subject and Number MGMT 101

Course Name: Business in a Changing World

Department: Management and Marketing

THIS COURSE SATISFIES 3 CREDITS OF THE SOCIAL SCIENCES GENERAL EDUCATION REQUIREMENT.

This course meets all of the learning outcomes and assessment strategies requirements for a social sciences general education course at the University of Baltimore:

1. Examine ways in which individuals, groups, institutions, or segments of society behave, function, and influence one another.
2. Understand the variety of methods to collect, analyze, interpret, and apply qualitative data as related to social phenomena and individual behavior.
3. Be familiar with a broad spectrum of fundamental concepts to the disciplines represented by each of the fields studied
4. Understand and appreciate the interaction of the numerous factors that influence individuals, cultures, society, and the natural environment
5. Use the concepts, theories, and methods of the social and behavioral sciences to analyze individuals, groups, institutions, and societies, both past and present
6. Apply knowledge to identify and evaluate solutions to personal, cultural, societal, national and international problems to make responsible and informed decisions.

Marguerite Weber

January 31, 2007

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Signature (Marguerite Weber)

date

UNIVERSITY *of* BALTIMORE  
SCHOOL OF LAW

*Associate Dean for Academic Affairs*  
410-837-4457 (tel.)  
410-837-4450 (fax)

## Memo

To: Wim Wiewel, Provost  
From: Dean Gilbert Holmes  
CC: Donald H. Stone, Associate Dean for Academic Affairs  
Date: March 2, 2007  
Re: Curriculum Revisions, School of Law

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The following proposals, have received approval at the Faculty Council Meeting on February 27, 2007. Please find the attached forms, which contain the required information. Enclosed you will find:

- 1) The documents in reference to the creation of the 1L Part Time Day Program
- 2) The documents in reference to the reduction in the number of credits for first semester Evening students.

Thank you for your attention to this matter.

