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

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

SCHOOL:  MSB
CONTACT NAME: Ven Sriram  PHONE: ext. 5081
DEPARTMENT/DIVISION: Marketing and Entrepreneurship  DATE PREPARED: 11/25/13
PROPOSED SEMESTER OF IMPLEMENTATION: fall  SPRING  YEAR: 2014

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**

Original Subject Code/Course Number: ENTR 605
Original Course Title: Creativity and the Entrepreneurial Mindset

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

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. **New Course**
9. Deactivate Course
10. Program Requirements
11a. Undergraduate Specialization (Fewer than 24 credits)
11b. Master's Specialization (Fewer than 12 credits)
11c. Doctoral Specialization (Fewer than 18 credits)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (24 or more credits)
18b. Master's Concentration (12 or more credits)
18c. Doctoral Concentration (18 or more credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

**PROGRAM ACTIONS**

10. Program Requirements
11a. Undergraduate Specialization (Fewer than 24 credits)
11b. Master's Specialization (Fewer than 12 credits)
11c. Doctoral Specialization (Fewer than 18 credits)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (24 or more credits)
18b. Master's Concentration (12 or more credits)
18c. Doctoral Concentration (18 or more credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
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 signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>❑ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>b. OTS</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>❑ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>c. University Relations</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>❑ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>d. Admissions</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>❑ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td>no impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>❑ impact statement attached</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>12/10/13</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td>12/11/13</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td>12/15/13</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. University Council (Chair)¹</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>4-2-14</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification Required only if the University’s mission is changed by the action</td>
<td>Required only if the University's mission is changed by the action</td>
<td></td>
</tr>
</tbody>
</table>

¹ 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) for instructions.

### SCHOOL
- Law
- MSB
- CAS
- CPA

### CONTACT NAME: Ven Sriram
### PHONE: ext. 5081

### DEPARTMENT/DIVISION: Marketing and Entrepreneurship
### DATE PREPARED: 11/25/13

### PROPOSED SEMESTER OF IMPLEMENTATION:
- Fall
- Spring
### YEAR: 2014

### ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):
- COURSE ACTIONS
- PROGRAM ACTIONS

### Original Subject Code/Course Number:

ENTR 605

### Original Course Title:
Creativity and the Entrepreneurial Mindset

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

**COURSE ACTIONS**
- 1. Experimental Course
- 2. Course Title
- 3. Course Credits
- 4. Course Number
- 5. Course Level
- 6. Pre- and Co-Requisite
- 7. Course Description
- ✔ 8. New Course
- 9. Deactivate Course
- 22. Other

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

For changes to existing courses:

<table>
<thead>
<tr>
<th>OLD TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW TITLE</td>
<td>SUBJECT CODE/COURSE NO.</td>
<td>CREDITS</td>
</tr>
</tbody>
</table>

Summer 2010
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Add a new course for the required MBA core effective Fall 2014; ENTR 605 (1.5 credit hours) - Creativity and the Entrepreneurial Mindset

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

New course for MBA redesign. See MBA program change documents for description of redesigned MBA program.
1. DATE PREPARED – 10/10/2013

2. PREPARED BY - David Lingelbach (UB) and David Brannon (Towson)

3. DEPARTMENT/DIVISION - Merrick School of Business/Department of Marketing & Entrepreneurship (UB); College of Business & Economics/Department of Management (Towson)

4. COURSE NUMBER(S) with SUBJECT CODE(S) - ENTR 605

5. COURSE TITLE - Creativity and the Entrepreneurial Mindset

6. CREDIT HOURS – 1.5

7. CATALOG DESCRIPTION - Focuses on personal and organizational creativity and enables students to recognize and develop creative abilities in organizations. Includes a final team-based new product pitch that allows students to apply creativity in a business context.

8. PREREQUISITES - graduate standing

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.) - Required MBA core course.

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.) - Not applicable.

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean's office if you are unsure of the correct entry) - Lecture

Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE - Academically Qualified faculty: David Lingelbach, Tiago Ratinho, Don Hatfield (UB), David Brannon (Towson)

13. CONTENT OUTLINE –

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Assignment or Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction, how are new products created? How do we measure creativity and innovation?</td>
<td>One word new product idea</td>
</tr>
<tr>
<td>2</td>
<td>Experimentation and adaptation</td>
<td>One sentence new product idea</td>
</tr>
<tr>
<td>3</td>
<td>Overcoming obstacles to creativity</td>
<td>One paragraph new product idea</td>
</tr>
<tr>
<td>4</td>
<td>Generating new product ideas</td>
<td>Pitch new product ideas, form teams</td>
</tr>
<tr>
<td>5</td>
<td>Effectuation: assessing means, determining affordable loss</td>
<td>Exam on material to date</td>
</tr>
<tr>
<td>6</td>
<td>Effectuation: co-creating with stakeholders, leveraging surprise</td>
<td>Identify and confirm potential stakeholder for final pitch</td>
</tr>
<tr>
<td>7</td>
<td>Evaluating others’ new product ideas</td>
<td>Final pitch to potential stakeholder, evaluation of other teams’ pitches, peer evaluation</td>
</tr>
</tbody>
</table>

14. LEARNING GOALS –

1. Applying key concepts and characteristics of creativity and innovation, including mechanisms, measurements, and obstacles.
2. Creating original new product concepts using imagination, ideation, cross-contextual approaches, adaptation and other methods that stimulate creativity.
3. Evaluating new products or services created by others including those that were successful and those that failed.
4. Creating a commercially viable new product or service using effectuation techniques.

15. ASSESSMENT STRATEGIES –

1. Generate and articulate one or more new product ideas
2. Form team around new product idea
3. Identify and attract at least one potential stakeholder for new product pitch
4. Deliver new product pitch
5. Evaluate others new product ideas and pitches
6. Evaluate team member performance
7. Exam covering introductory material

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase) –


17. SPECIAL GRADING OPTIONS (if applicable) - Not applicable.

18. SUGGESTED CLASS SIZE - Maximum 30

19. LAB FEES (if applicable) - Not applicable.

Summer 2010