



**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: 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 (Fewer than 24 credits)
<input type="checkbox"/>	11b. Master's Specialization (Fewer than 12 credits)
<input type="checkbox"/>	11c. Doctoral Specialization (Fewer than 18 credits)
<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 (24 or more credits)
<input type="checkbox"/>	18b. Master's Concentration (12 or more credits)
<input type="checkbox"/>	18c. Doctoral Concentration (18 or more 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

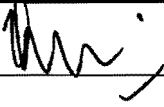
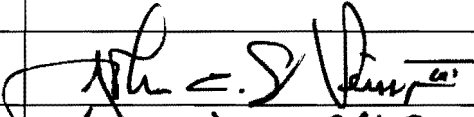
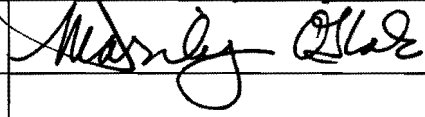
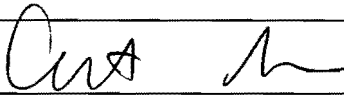
ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

- 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 signatures):

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)		12/10/13
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		12/11/13
D. Dean		12/5/13
E. University Faculty Senate (Chair)		
F. University Council (Chair) ¹		
G. Provost and Senior Vice President for Academic Affairs		4-2-14
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	

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: 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 (Fewer than 24 credits)
<input type="checkbox"/>	11b. Master's Specialization (Fewer than 12 credits)
<input type="checkbox"/>	11c. Doctoral Specialization (Fewer than 18 credits)
<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 (24 credits or more)
<input type="checkbox"/>	18b. Master's Concentration (12 credits or more)
<input type="checkbox"/>	18c. Doctoral Concentration (18 credits or more)
<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	<input type="text"/>	SUBJECT CODE/COURSE NO.	<input type="text"/>	CREDITS	<input type="text"/>
NEW TITLE	<input type="text"/>	SUBJECT CODE/COURSE NO.	<input type="text"/>	CREDITS	<input type="text"/>

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.



DOCUMENT P: COURSE DEFINITION

See Course and Program Development Policy and Procedures (<http://www.ubalt.edu/template.cfm?page=257>) for instructions.

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

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

13. CONTENT OUTLINE –

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

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) –

1. Michael Michalko, *Thinkertoys*, Ten Speed Press, 2006
 2. Tina Seelig, *InGenius*, HarperOne, 2012
 3. Steve Blank and Bob Dorf, *The Startup Owner's Manual*, K&S Ranch, 2012
-

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

18. SUGGESTED CLASS SIZE - Maximum 30

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