



**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: 2013 p

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 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 checked="" 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 checked="" type="checkbox"/> impact statement attached		10/20/11
b. OTS <input checked="" type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		10.20.11
c. University Relations <input type="checkbox"/> no impact <input checked="" type="checkbox"/> impact statement attached	Catherine Steedman	10-20-11
d. Admissions <input type="checkbox"/> no impact <input checked="" type="checkbox"/> impact statement attached	Miss F. K.	10-20-11
e. Records <input checked="" type="checkbox"/> no impact <input type="checkbox"/> impact statement attached	Michael J. Linnell	10/20/11

APPROVAL SEQUENCE (review the list of necessary signatures):

Approval Level	Signature	Date
A. Department/Division (Chair)		10/11/11
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		10/12/11
D. Dean		10/12/11
E. University Faculty Senate (Chair)		10/12/11
F. University Council (Chair) ¹		
G. Provost and Senior Vice President for Academic Affairs		10/28/11
H. President		10/28/11
I. Board of Regents (notification only)		
J. Board of Regents (approval)		12/9/11
K. MHEC (notification only)		
L. MHEC (approval)		1/27/12
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.

Impact Statement From the Office of University Relations

Please be advised that any programmatic changes are likely to affect recruitment and other publications produced and/or managed by the Office of University Relations that contain this type of specific academic information. Please inform Catherine Leidemer (cleidemer@ubalt.edu or 410.837.6164) of any proposed changes that receive final approval and of any planned implementation timelines.

The timing of the final approval for these changes will be a determining factor in our ability to incorporate the new information in a timely fashion in any relevant materials that are on our production schedule. As a general guideline, the Office of University Relations should be notified of any programmatic changes to a scheduled recruitment publication at least two months prior to printing.

Offices of Admission - Impact Statement

October 24, 2011

MS in Innovation Management and Entrepreneurship
Proposed Semester of Implementation Fall 2012

The new program outlined in the attached will have impact on the Offices of Admission as follows:

I. Enrollment Targets

- As a result of competition from other degree programs and, in particular, the emergence of competition from profit driven institutions, sources for a large number of suspects must be identified that might be interested in the program and related programs; the ratio of suspects to enrolled is ~ 500:1 and the yield from prospect to enrolled student has been determined to be 10:1; i.e. 500 suspects are needed to yield 50 identified prospective students that have potential to result in enrollment of 5 new students.
- Future targets for annual enrollment numbers should result from agreement between EMSA Division and MSB and be approved by the Executive Committee at UB to confirm the initial proposal of 5 part-time students in Fall 2012, growing to 30 students over 5 years.

II. Recruitment

- Minimize costs and impact on limited recruitment staff by bundling recruitment activities for this program with those serving other MS programs in the Merrick School of Business.
- Contact, cultivate, recruit and evaluate prospective students and applicants, in conjunction with program director and MSB staff.
- Notify and cross-train admission, EMSA operations and recruitment staff to develop understanding of the new program.
- Establish admission standards for the new program.

III. Marketing and Collateral

- Develop promotional strategy and language that distinguishes the program from competitors.
- Write, approve, and print new marketing materials
- Create messages for prospect communication flow
- Update all recruitment materials that include comprehensive program lists
- Develop and approve email campaigns for program

IV. Prospect Management

- Create web page for program; website changes will require approximately 30-40 hours of effort.
- Add links on general graduate pages for program specific web pages
- Post announcement on UB landing page
- Update UB RFI to include new program
- Update ID5 forms to include new program
- Update PeopleSoft recruitment tables to include new program
- Create communication flow prospect checklist
- Create messages for prospect communication flow

V. Application Processing

- Update PeopleSoft admission tables to include new program
- Add application requirements checklist to PeopleSoft checklist tables
- Assign trigger for requirements checklist
- Assign security for requirements checklist
- Update electronic application
- Update paper and PDF copies of application
- Update ImageNow properties for routing rules in workflow
- Update iStrategy with new plan code
- Update decision letters

Langsdale Library Impact Statement
MS - Innovation Management and Technology Innovation

While Langsdale Library provides resources (monographs and periodicals) to adequately support current courses, new courses may require additional resources (particularly new journals in the field). Additional subscriptions and monograph purchases would have budgetary implications for Langsdale in the future.

A handwritten signature in black ink, appearing to read 'Lucy Holman', with a stylized flourish at the end.

Lucy Holman
Director, Langsdale Library



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: *2013 el*

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

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PROGRAM ACTIONS

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Original Course Title:

Original Program Title:

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

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<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input checked="" 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):

Degree Requirements

Foundation Courses (6 credits)

IMTC 601* Business Fundamentals for Entrepreneurs and Innovators I (3)

IMTC 602* Business Fundamentals for Entrepreneurs and Innovators II (3)

Required Courses (18 credits)

IMTC 750* Introduction to Innovation Management & Technology Commercialization (3)

MGMT 760 Organizational Creativity & Innovation (3)

MKTG 762 Market Opportunity Analysis (3)

IMTC 790* Managing the Growing Technology Firm (3)

IMTC 791* Resource Acquisition for Technology Ventures (3)

ENR 795 Entrepreneurship Practicum (3)

Elective Courses (9 credits) Select three courses from the following:

PBDS 705 The Design-Business Link (3)

IMTC 792* Innovation in Developing & Emerging Economies (3)

IMTC 761* Patents, Trademarks & Technology (3)

MKTG 770 Product Development (3)

Other courses as approved by the program advisor, such as appropriate courses in the College of Arts and Sciences, College of Public Affairs or additional business courses.

*New or redesigned courses

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

Addressing a priority for Maryland higher education. The University System of Maryland (USM) 2020 strategic plan identifies "advancing Maryland's competitiveness in the new economy" as one of five strategic themes. One major challenge associated with this theme is technology transfer and commercialization. In an address to the Maryland Technology Development Corporation on March 17th, 2011, USM Chancellor William E. "Brit" Kirwan discussed this challenge and cited the need to 1) create an entrepreneurial culture within USM faculty, 2) collaborate with the business community to commercialize university discoveries to penetrate the economy, and 3) support seed funding, proof-of-concept funding, intellectual property and patent development, and commercialization. One central measure demonstrating that this challenge is being met has been identified in the current USM strategic plan—starting 325 successful companies by 2020. The proposed M.S. will assist in meeting this USM objective by both helping USM faculty to establish technology firms and improving the managerial effectiveness of firms already established by such faculty.

A second rationale for the proposed M.S. program is to address the shortage of managerial talent in growing Maryland-based technology firms. A recent survey by University of Baltimore faculty member J.C. Weiss identified that the leading reason that technology ventures left Maryland for other locations was the weak local labor pool for managers who understood the distinctive issues faced by growing technology firms. UB's long experience with preparing its graduates for managerial roles in local firms will contribute to the uniqueness of the proposed program.

Maryland ranks #1 in the United States in R&D per capita and is the second largest technology cluster in the US outside of Silicon Valley. The 2008 State New Economy Index ranked Maryland fifth in innovation capacity, fourth in knowledge jobs and economic dynamism, and third in how the state compares on new economy measures, according to the 2020 USM strategic plan. The state attracts \$12 billion in R&D funding annually to seven research universities, 12 federal agencies, and over 70 labs and centers. In 2006 the Maryland Department of Planning identified 14,135 high technology firms in the state, representing a little more than 10% of all firms in the state. Approximately 8.8% (1244 firms) of Maryland's high technology companies had more than 50 employees. These firms employed 236,319 people. Larger technology firms represent an important target market for this program.

UNIVERSITY SYSTEM OF MARYLAND INSTITUTION PROPOSAL FOR

- X** New Instructional Program
- Substantial Expansion/Major Modification
- Cooperative Degree Program

University of Baltimore
Institution Submitting Proposal

Innovation Management & Technology Commercialization
Title of Proposed Program

Master of Science
Degree to be Awarded

Fall Semester 2013
Projected Implementation Date

Proposed HEGIS Code

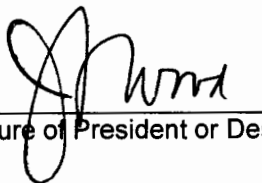
Proposed CIP Code

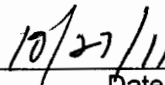
Department of Marketing & Entrepreneurship
Department in which program will be located

Dr. Dennis Pitta
Department Contact

410-837-4891
Contact Phone Number

dpitta@Uwalt.edu
Contact E-Mail Address


Signature of President or Designee


Date

Relationship to Mission

The University of Baltimore's mission is to provide innovative education in law, business and liberal arts, building capabilities and enabling students to address significant 21st century challenges, particularly those facing Baltimore and the region. The University is an integral partner in this increasingly technology intensive and innovative environment, encouraging new venture creation, exploitation of new technologies, and effective management of growing, technology-oriented firms. The University has a history of applying its strengths and resources to the development and launch of new programs that fulfill state needs. The proposed M.S. in Innovation Management & Technology Commercialization exemplifies this approach—aiming to serve a significant regional need while capitalizing on the University's core competencies.

Characteristics of the Proposed Program

Uniqueness of this program: Addressing a priority for Maryland higher education. The University System of Maryland (USM) 2020 strategic plan identifies “advancing Maryland’s competitiveness in the new economy” as one of five strategic themes. One major challenge associated with this theme is technology transfer and commercialization. In an address to the Maryland Technology Development Corporation on March 17th, 2011, USM Chancellor William E. “Brit” Kirwan discussed this challenge and cited the need to 1) create an entrepreneurial culture within USM faculty, 2) collaborate with the business community to commercialize university discoveries to penetrate the economy, and 3) support seed funding, proof-of-concept funding, intellectual property and patent development, and commercialization. One central measure demonstrating that this challenge is being met has been identified in the current USM strategic plan—starting 325 successful companies by 2020. The proposed M.S. will assist in meeting this USM objective by both helping USM faculty to establish technology firms and improving the managerial effectiveness of firms already established by such faculty.

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Maryland ranks #1 in the United States in R&D per capita and is the second largest technology cluster in the US outside of Silicon Valley. The 2008 State New Economy Index ranked Maryland fifth in innovation capacity, fourth in knowledge jobs and economic dynamism, and third in how the state compares on new economy measures, according to the 2020 USM strategic plan. The state attracts \$12 billion in R&D funding annually to seven research universities, 12 federal agencies, and over 70 labs and centers. In 2006 the Maryland Department of Planning identified 14,135 high technology firms in the state, representing a little more than 10% of all firms in the state. Approximately 8.8% (1244 firms) of Maryland's high technology companies had more than 50 employees. These firms employed 236,319 people. Larger technology firms represent an important target market for this program.

Potential competition for the proposed M.S. program currently includes UMBC's Master in Professional Studies: Biotechnology, UMUC's Master of Science in Biotechnology Studies, and the Certificate in Innovation Management at the University of Maryland—College Park. Towson University is establishing a School of Emerging Technologies within its College of Science and Mathematics. This school will focus on computer-based and digital technologies, rather than innovation management or technology commercialization. Johns Hopkins has proposed to MHEC a new Master's in Biotechnology Enterprise and Entrepreneurship through its Center for Biotechnology Education. In a recent article in the Baltimore Business Journal, UMBC's vice provost for academic affairs stated, in relation to the new Johns Hopkins program, “there are more than enough students to go around.” In addition, the University of Texas—Austin offers an online Master of Science in Technology Commercialization.

Educational Objectives of the Program

The M.S. in Innovation Management & Technology Commercialization is designed to meet this challenge. The Program's educational objectives are outlined below. Graduates from this program will be able to (Innovation Management-related objectives indicated by "IM", Technology Commercialization-related objectives indicated by "TC"):

- Create technology-oriented products, services, and processes (IM, TC).
- Evaluate the research & development activities of an existing organization (IM, TC).
- Design and implement a new product development program for a technology-oriented product or service (IM, TC).
- Analyze the interactions between changes in markets, technologies, & organizations (IM).
- Analyze and improve the business activities of a post-startup technology firm, i.e. marketing, strategy, operations, human resources management, and financial management (IM).
- Design and implement a resource acquisition strategy for a technology firm (IM).
- Analyze and, where appropriate, propose a technology transfer program (IM, TC).

Description of the Program as it would appear in the catalog

The M.S. in Innovation Management & Technology Commercialization is designed to prepare participants for managerial roles in technology-oriented firms, particularly those located in Maryland. Opportunities provided for virtual and face-to-face interactions among participants will provide a significant resource as students learn from each other's rich experiences. This 30-credit program is designed for great flexibility so that students can participate without any interruption to full-time career responsibilities.

The program integrates technological, market, and organizational issues into the core of the program and offers a capstone practicum in collaboration with the Maryland Technology Development Corporation (TEDCO) that is unique to this program. The Program is founded on four key themes, all essential for success in technology-based firms:

- Organizational creativity
- New product development
- Managing the growing technology firm
- Resource acquisition

The program has two foundation courses as prerequisites: IMTC 601 and IMTC 602 (3 credits each) which may be waived based on prior coursework. The 30-credit program includes a six-course core (18 credits) that features one practicum that is unique to this program. A choice of four elective courses (12 credits) allows participants to explore topics to suit their individual interest.

Degree Requirements

Foundation Courses (6 credits)

IMTC 601*^	Business Fundamentals for Entrepreneurs and Innovators I (3)
IMTC 602*^	Business Fundamentals for Entrepreneurs and Innovators II (3)

Required Courses (18 credits)

IMTC 750*^	Introduction to Innovation Management & Technology Commercialization (3)
MGMT 760^	Organizational Creativity & Innovation (3)
MKTG 762^	Market Opportunity Analysis (3)
IMTC 790*^	Managing the Growing Technology Firm (3)
IMTC 791*^	Resource Acquisition for Technology Ventures (3)
ENTR 795	Entrepreneurship Practicum (3)

Elective Courses (9 credits) *Select three courses from the following:*

PBDS 705	The Design-Business Link (3)
IMTC 792*^	Innovation in Developing & Emerging Economies (3)
IMTC 761*^	Patents, Trademarks & Technology (3)
MKTG 770^	Product Development (3)

Other courses as approved by the program advisor, such as appropriate courses in the College of Arts and Sciences, College of Public Affairs or additional business courses.

Open Elective (3 credits)

Any additional elective as approved by the program director.

**New or redesigned courses*

^Course may be offered online

Student Learning Outcomes and Assessment

Learning outcomes are tied to individual courses and are articulated in each course syllabus. Over the course of the program, students will be able to:

- Apply creative techniques to develop new products, services and technologies.
- Apply the innovation management process to commercialize a new initiative.
- Analyze specific markets and appraise their potential for success.
- Demonstrate the most effective techniques used to manage a technology firm.
- Identify appropriate sources of capital, intellectual property and human talent for entrepreneurial start ups.

Assessment is performed by means of a combination of examinations, work products such as business plans, product concepts, position papers and other traditional assessment methods. Assessment metrics are contained in learning rubrics tied to the course objectives of individual courses.

Demonstrable quality of program faculty

Dr. Michael Laric, Dr. David Lingelbach and Mr. J.C. Weiss will be the principal instructors in this program. Dr. Laric is a Professor in the Merrick School of Business who teaches and does research in the fields of technology commercialization and new product development. Dr. Laric co-founded and directed UB's Lab to Market program (technology commercialization) in the 1990s. He has negotiated collaboration agreements between the Merrick School and NASA's Goddard Space Flight Center. Dr. Lingelbach is an Assistant Professor in the Merrick School who teaches and researches in the fields of entrepreneurship and entrepreneurial finance. Mr. J.C. Weiss is a full-time instructor in the Merrick School with prior experience as both a venture capitalist and president of a NASDAQ-listed biotechnology company.

In addition, the Merrick School is currently recruiting a new faculty member in innovation management at the assistant/associate professor level. This faculty member is expected to join the Merrick School in the fall of 2012.

Potential Participants Who Would Benefit from this Program

- USM science and engineering faculty, particularly those at UMB and UMBC
- Research and development scientists employed by Federal labs (i.e. NASA, NIH, Fort Detrick, NAVAIR (Patuxent River) and BARC) who have intellectual property such as patents, patents pending, or innovations looking for business knowledge to help commercialize their inventions.

- Other scientists and engineers located in the Mid-Atlantic region interested in technology commercialization
- Managers at Maryland-based technology firms
- Graduates of UB's Simulation and Digital Entertainment program
- Managers from non-technology firms interested in moving into the technology sector

Library requirements

Appropriate library resources are available.

Facilities and equipment

No special facilities or equipment are required.

Appendix 1

M.S. in Innovation Management & Technology Commercialization Course Descriptions—New and Redesigned Courses

IMTC 601—Business Fundamentals for Entrepreneurs and Innovators I (3). Designed to be one of the first two courses in business for M.S. in Innovation Management & Technology Commercialization candidates from non-business backgrounds. Topics covered focus on aspects of business and management studies relevant to new venture creation and innovation. These include small team formation and leadership, creativity, marketing new products and services and other relevant topics. *Prerequisite: admission to the M.S. in Innovation Management & Technology Commercialization program permission of instructor.*

IMTC 602—Business Fundamentals for Entrepreneurs and Innovators II (3). Designed to be one of the first two courses in business for M.S. in Innovation Management & Technology Commercialization candidates from non-business backgrounds. Topics covered focus on aspects of business and management studies relevant to new venture creation and innovation. These include accounting and finance topics including accounting for intangibles, valuation, finance, sources of finance and other relevant topics. *Prerequisite: admission to the M.S. in Innovation Management & Technology Commercialization program permission of instructor.*

IMTC 750—Introduction to Innovation Management & Technology Commercialization (3). Designed to be the survey course for the M.S. in Innovation Management & Technology Commercialization. Topics covered include the innovation process, creativity, research & development, technology transfer and new product development. *Prerequisite: IMTC 601 or permission of instructor.*

IMTC 761—Patents, Trademarks, & Technology (3). This course introduces students to three important areas of intellectual property law: trade secrets, patents, and trademarks. Together, these bodies of law protect the technology, image, and brand for products, processes, and services. The course addresses the policies underlying the protection of intellectual property and compares the different ways intellectual property can be used to protect commercial interests, particularly in rapidly changing technological areas like computers and the Internet. This course is intended for students who want an introduction to intellectual property. *Prerequisite: IMTC 750 or permission of instructor.*

IMTC 790—Managing the Growing Technology Firm (3). This course addresses the principal business-related issues facing senior- and middle-level managers in growing technology-oriented firms. Topics covered include marketing, strategy, human resources management, and managerial accounting as each relates to this organizational setting. *Prerequisite: IMTC 750 or permission of instructor.*

IMTC 791—Resource Acquisition for Technology Ventures (3). The processes by which technology venture acquire resources to implement strategies is addressed. Topics covered include bootstrapping, angel financing, venture capital, strategic alliances, corporate venturing, licensing, and government financing of technology ventures. *Prerequisite: IMTC 602 or permission of instructor.*

IMTC 792—Innovation in Developing & Emerging Economies (3). This course addresses the distinctive innovation practices in developing and emerging economies. Topics covered include frugal production, reverse innovation, and bottom of the pyramid strategies. *Prerequisite: IMTC 750 or permission of instructor.*

Appendix 2

Course Descriptions—Existing Courses

MGMT 760--Organizational Creativity and Innovation (3). Focuses on strategy and techniques for successfully leading intrapreneurship and innovation in organizations. Covers the role of power, influence and communication in the change process, confrontation and effective intervention, concepts and techniques of organizational development, frameworks for creativity and acceptance of innovation. Included are individual and group research and experiential exercises. *Prerequisite: MGMT 600 or permission of instructor.*

MKTG 762--Market Opportunity Analysis (3). Introduces the subject of opportunity analysis in marketing, intrapreneurship and entrepreneurship and the practice of their requisite skills. Includes the analysis of markets, competition, preliminary cost feasibility and intellectual property and also involves the creation and development of strategic positioning appropriate to the marketing opportunity.

ENTR 795—Entrepreneurship Practicum (3). This course immerses students in the planning and execution of complex entrepreneurial activities aimed at launching or growing innovative ventures. Activities involve new enterprise formation, new product/service planning and introduction, organization direction setting and control, and/or management of growth or turnaround. While students are under the general supervision of the faculty, they are expected to display responsible independent action. *Prerequisite: ENTR 760 and MKTG 762 or permission of instructor*

PBDS 705--Design-Business Link (3). Relying largely on case histories and class discussions, this course examines the role of design as a competitive business strategy, with an emphasis on the many ways that designers and business people can work together to provide the synergies that successful design can bring to any organization.

MKTG 770--Product and Brand Development and Management (3). This course will focus on the firm's product and brand development and management strategies, with a special emphasis on innovative offerings. The influence of the social, legal and technological environment, as well as relationships with users and channel members, on the implementation of product and brand strategies are analyzed and discussed in depth. The course encourages applications of the learned concept to tangible and intangible products such as goods, services and ideas. *Prerequisite: MKTG 640 or permission of instructor.*

Appendix 3
Resources Available to Support MS Courses

Course	Resources	Comments
<i>Core and foundation courses (24 credits)</i>		
IMTC 601/602—Business Fundamentals for Entrepreneurs (6)	JC Weiss or practitioner faculty	Redesign of existing course.
IMTC 750—Innovation Management & Technology Commercialization (3)	New hire in innovation management	New course.
MGMT 760—Organizational Creativity & Innovation (3)	David Lingelbach	
MKTG 762—Market Opportunity Analysis (3)	Mike Laric	
IMTC 790—Managing the Growing Technology Firm (3)	New hire in innovation management	New course. Covers marketing, strategy, HRM, accounting as related to growing tech firms Responds to the deficit of managerial skills in MD tech firms
IMTC 791—Resource Acquisition for Technology Ventures (3)	David Lingelbach or JC Weiss	Renumbered—previously ENTR 797.
ENTR 795—Entrepreneurship Practicum (3)	New hire in innovation management, David Lingelbach, or Mike Laric	Joint with TEDCO
<i>Electives (9 credits)—Select three courses from the following</i>		
PBDS 705—The Design-Business Link	JC Weiss	
IMTC 792—Innovation in Developing & Emerging Economies	David Lingelbach, Ven Sriram, or Tigi Mersha	New course. Emergent area that could give us a more distinctive program. Subject of research interest for several faculty.
IMTC 761—Patents, Trademarks, & Technology	Adjunct	
MKTG 770—Product Development	Mike Laric	



Martin O'Malley
Governor

Anthony G. Brown
Lt. Governor

Arner Hasan
Chairperson

Danette G. Howard
Interim Secretary

January 27, 2012

Dr. Joseph S. Wood
Provost and Senior Vice President
for Academic Affairs
University of Baltimore
1420 North Charles Street
Baltimore, MD 21201

Dear Dr. Wood:

The Maryland Higher Education Commission has reviewed a request from the University of Baltimore to offer a new Master of Science (M.S.) in Innovation Management and Technology Commercialization program to be offered in traditional format and distance education instruction. I am pleased to inform you that the program has been approved. This decision was based on an analysis of the program in conjunction with the Maryland Higher Education Commission's Policies and Procedures for Academic Program Proposals, a thirty-day review by the Maryland higher education community, and the Maryland State Plan for Postsecondary Education. The program demonstrates potential for success, an essential factor in making this decision.

For purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

<u>Program Title</u>	<u>Degree Level</u>	<u>HEGIS</u>	<u>CIP</u>
Innovation Management and Technology Commercialization	M.S.	0506-12	52.9999

Should the program require any substantial changes in the future, please keep the Commission apprised. I wish you continued success.

Sincerely,

Danette G. Howard
Interim Secretary of Higher Education

DGH:SAB:ggs

cc: Ms. Theresa W. Hollander, Associate Vice Chancellor for Academic Affairs, USM

cc: JOE WOOD
STARR LEVINE
RITA



OFFICE OF THE CHANCELLOR

December 9, 2011

1807
University of Maryland,
Baltimore

1856
University of Maryland,
College Park

1865
Bowie State University

1866
Towson University

1886
University of Maryland
Eastern Shore

1898
Frostburg State University

1900
Coppin State University

1925
Salisbury University

1925
University of Baltimore

1925
University of Maryland
Center for Environmental
Science

1947
University of Maryland
University College

1966
University of Maryland,
Baltimore County

Mr. Robert Bogomolny
President
University of Baltimore
1420 North Charles Street
Baltimore, MD 21201

Dear Bob:

This is to officially inform you that the Board of Regents, meeting on Friday, December 2, 2011, at the University of Maryland, Baltimore approved the proposal from the University of Baltimore to offer the Master of Science in Innovation Management and Technology Commercialization.

The Education Policy Committee, meeting on November 14, 2011 recommended approval.

Sincerely yours,

A handwritten signature in black ink, appearing to read "W. Kirwan".

William E. Kirwan
Chancellor

WEK/weo

cc: Irwin Goldstein
Teri Hollander
Janice Doyle

