

GUIDE TO GRADUATION
Effective Fall 2010

B.S. in BUSINESS ADMINISTRATION
ENTREPRENEURSHIP
SPECIALIZATION

www.ubalt.edu/entrepreneurship

The Merrick School of Business is committed to providing the guidance and support you need to complete your program in a timely manner. This **Guide to Graduation** provides the in-depth information necessary to assist you in planning your undergraduate academic career. It contains a complete checklist of required courses and a suggested plan of study, as well as detailed course information, including course prerequisites and projected course offerings.

While this information will be helpful to you, you should also contact the Merrick Advising Center. The advisers are there to assist you in planning your program plan of study and to answer any questions that you may have. Advisers are available during the day and the evening. Students in the online programs and who do not have access to the campus will be advised electronically. All new students are required to meet with an adviser prior to registering for their first semester to receive a personalized program plan of study.

Although your academic adviser will assist you in planning your program, it is ultimately your responsibility to complete the degree requirements and acquaint yourself with the University's academic policies.

Call to schedule your advising appointment today!

CONTACT INFO:

Merrick Advising Center

Business Center Room 142

Phone: 410.837.4944

- For students with last names beginning with A through K:

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Office of Records and Registration

www.ubalt.edu/records

Office of Financial Aid

www.ubalt.edu/financialaid

Bursar's Office

www.ubalt.edu/bursar

Academic Resource Center

www.ubalt.edu/arc

Career Center

www.ubalt.edu/careercenter

PROGRAM CHECKLIST

Effective Fall 2010

B.S. in Business Administration Entrepreneurship Specialization

Name:

Student ID Number:

Semester:

| DEGREE REQUIREMENTS | UB COURSE | CREDITS | GEN. ED. | SEMESTER COMPLETED |
|---|-------------------------------------|--|-------------------------------|--------------------|
| GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS | | | | |
| University Requirements | | <i>Note: The following course is only required of UB freshmen.</i> | | |
| Seminar – Applied Learning & Study Skills | IDIS 101 | 2 | | |
| Lower Division General Education Requirements | | | | |
| English Composition | WRIT 101 | 3 | WRIT | |
| Literature | | 3 | ENGL | |
| History or Philosophy | | 3 | HIPL | |
| Fine Arts | | 3 | ART | |
| Social Science 1 (Other than ECON) | | 3 | SOSC 1 | |
| Biological & Physical Science 1 | | 3 | GSCI 1 | |
| Biological & Physical Science 2 (1 with lab) | | 4 | GSCI 2 | |
| Upper Division General Education Requirements | | | | |
| Ethical Issues in Business and Society | IDIS 302 | 3 | IDIS | |
| Advanced Expository Writing (by 2 nd semester in the program) | WRIT 300 | 3 | WRIT | |
| BUSINESS REQUIREMENTS | | | | |
| Lower Division Business Core Requirements | | | | |
| Introduction to Financial Accounting | ACCT 201 | 3 | | |
| Introduction to Managerial Accounting | ACCT 202 | 3 | | |
| Business Law I | BULA 151 | 3 | | |
| Oral Communications | CMAT 201 or 303 | 3 | CMAT | |
| The Economic Way of Thinking | ECON 200 | 3 | SOSC 2 | |
| College Algebra | MATH 111 | 3 | MATH | |
| Introduction to Business Statistics | OPRE 201 | 3 | MATH | |
| Statistical Data Analysis | OPRE 202 | 3 | | |
| Business Core Requirements | | | | |
| Managerial Economics | ECON 305 | 3 | | |
| Financial Management | FIN 331 | 3 | | |
| Management Information Systems | INSS 300* | 3 | COSC | |
| Management & Organizational Behavior | MGMT 301 | 3 | | |
| Global Business Environment | MGMT 302 | 3 | | |
| Human Resource Management | MGMT 315 | 3 | | |
| Personal & Professional Skills for Business | MGMT 330 | 1 | | |
| Process & Operations Management | MGMT 339 | 3 | | |
| Marketing Management | MKTG 301 | 3 | | |
| Business Application of Decision Science | OPRE 315 | 3 | | |
| Strategic Management taken in final semester | MGMT 475 | 3 | | |
| ENTREPRENEURSHIP REQUIREMENTS | | | | |
| The Entrepreneurial Experience | ENTR 300 | 3 | | |
| Opportunity Assessment & Development | ENTR 320 | 3 | | |
| Entrepreneurial Organization Planning & Implementation | ENTR 450 | 3 | | |
| Approved ENTR Elective (see courses in back of this guide) | | 3 | | |
| Approved ENTR Elective (see courses in back of this guide) | | 3 | | |
| Electives - Number of electives may vary and will be determined at initial advising meeting. | | | | |
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| | | | | |
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| | | | | |
| Total Transfer Credits: ____ | Total Credits Required: ____ | Total Credits Earned: ____ | Minimum of 120 credits | |

*This course also satisfies the University's information literacy requirement.

GUIDE TO GRADUATION

B.S. in Business Administration Entrepreneurship Specialization

Below is an example plan of study for the B.S. in Business Administration program with an Entrepreneurship specialization. This is meant to act as a guide, but need not be followed in the same order for every student. Part-time students and those students transferring in credits from another university or college will need to adjust their plan accordingly. This plan does not account for courses taken during summer sessions. Students should consult with their adviser each semester prior to registration.

FALL SEMESTER

SPRING SEMESTER

Freshmen

| | | | |
|---|---------------------------------|---|---------------------------|
| IDIS 101 | Applied Learning & Study Skills | CMAT 201 | Communicating Effectively |
| DVMA or MATH 111 | College Algebra | WRIT 101 | College Composition |
| General Education or Lower-Level Elective | | General Education or Lower-Level Elective | |
| General Education or Lower-Level Elective | | General Education or Lower-Level Elective | |
| General Education or Lower-Level Elective | | General Education or Lower-Level Elective | |

Sophomore

| | | | |
|---|-------------------------------|---|--------------------------------|
| ACCT 201 | Intro to Financial Accounting | ACCT 202 | Intro to Managerial Accounting |
| BULA 151 | Business Law | ECON 200 | Economic Way of Thinking |
| OPRE 201 | Intro to Business Statistics | OPRE 202 | Statistical Data Analysis |
| General Education or Lower-Level Elective | | General Education or Lower-Level Elective | |
| General Education or Lower-Level Elective | | General Education or Lower-Level Elective | |

Junior

| | | | |
|----------|---|---------------------------|------------------------------------|
| ENTR 300 | The Entrepreneurial Experience | FIN 331 | Financial Management |
| MGMT 301 | Management and Organizational Behavior | MGMT 302 | Global Business Environment |
| MKTG 301 | Marketing Management | MGMT 315 | Human Resource Management |
| MGMT 330 | Personal & Professional Skills for Business | OPRE 315 | Business Apps. of Decision Science |
| WRIT 300 | Advanced Expository Writing | Entrepreneurship Elective | |

Senior

| | | | |
|---------------------------|--------------------------------------|----------|--|
| ECON 305 | Managerial Economics | ENTR 450 | Entrepreneurial Org., Planning & Implemen. |
| ENTR 320 | Opportunity Assessment & Development | IDIS 302 | Ethical Issues in Business & Society |
| INSS 300 | Management Information Systems | MGMT 475 | Strategic Management |
| MGMT 339 | Process & Operations Management | Elective | |
| Entrepreneurship Elective | | Elective | |

Important Student Information:

- Maintain a minimum cumulative grade point average of 2.0.
- Earn a minimum of “C-” in all required courses with the exception of non-Business electives.
- Earn a minimum grade of “C” in **WRIT 300 and IDIS 302**.
- Apply up to 60 credits of community college work or up to 90 credits of four-year college or university work toward degree requirements, unless an articulation agreement stipulates otherwise.
- Complete at least 30 credits at the University of Baltimore.
- **PLACEMENT TESTING** is required for MATH 111 College Algebra and WRIT 300 Advanced Expository Writing. For complete information visit the following Web site: www.ubalt.edu/arc.
- Please check the current catalog for all courses that satisfy general education requirements
- The last 30 credit hours of your program must be taken at UB. To take courses outside UB toward your program, you must obtain approval from your academic adviser.

Note: The provisions of this fact sheet are not to be regarded as a contract between the student and the University of Baltimore. The Merrick School reserves the right to change courses, schedules, calendars, and any other provisions or requirements. Students are responsible for the selection of courses, completion of degree requirements, and acquainting themselves with academic policies.

PREREQUISITE COURSES

| Course | Course Title | Course Description | Prerequisite | Semesters Offered |
|-----------------|---------------------------------------|---|--|--|
| ACCT 201 | Introduction to Financial Accounting | A comprehensive study of basic financial accounting processes applicable to a service, merchandising and manufacturing business. An analysis of transactions, journalizing, posting, preparation of working papers and financial statements. | | Fall and Spring semesters and occasionally in the Summer |
| ACCT 202 | Introduction to Managerial Accounting | An introductory study of managerial accounting processes including job order costing, process costing, cost-volume-profit analysis, standard costs, activity-based costing, cost analysis, budgeting and managerial decision making. | ACCT 201 or equivalent with a minimum grade of C | Fall and Spring semesters and occasionally in the Summer |
| BULA 151 | Business Law | A basic study of the judicial system, contracts, agency, fraud, sale of personal property, warranties, transfer of title and legal remedies. | | Fall and Spring semesters and occasionally in the Summer |
| CMAT 201 | Communicating Effectively | Introduction to oral communication: interpersonal, small group and public speaking. Emphasis on accurately transmitting information, using effective strategies for informing and persuading, using effective communication techniques to work with others, and feeling at ease in front of an audience. | | Fall and Spring semesters |
| CMAT 303 | Oral Communication in Business | Extensive practice in presentational speaking, briefing techniques, the mechanics and dynamics of group meetings and the development of interviewing, critical listening and interpersonal communication skills. Laboratory fee required. Note: If students have already completed CMAT 201, they don't need to complete CMAT 303. | | Fall and Spring semesters and occasionally in the Summer |
| ECON 200 | The Economic Way of Thinking | An economist sees the world in a unique way and is able to provide a different perspective on many issues. This course presents the "economic way of thinking" with an emphasis on being able to make effective decisions in a wide variety of economic and business situations. In addition, the "economic way of thinking" is used to understand the impact of business and government policies and actions on our daily lives. | | Fall and Spring semesters and occasionally in the Summer |
| MATH 111 | College Algebra | Provides students with more advanced skills required for high-level applications of mathematics. Negative and rational exponents; functions, their properties and operations including inverse functions; linear, quadratic, polynomial, rational, absolute value, exponential and logarithmic functions are explored. Students develop graphical and algebraic skills and study applications of concepts. | Adequate placement test score or successful completion of DVMA 95: Intermediate Algebra | Fall and Spring semesters and occasionally in the Summer |
| OPRE 201 | Introduction to Business Statistics | An introductory course in descriptive and inferential statistical concepts and techniques used in business. The study of probability concepts includes discrete and continuous probability distributions. Topics in descriptive statistics explore measures of location and dispersion and the correlation coefficient. The study of inferential statistics includes sampling distributions of statistics, confidence interval estimation and an introduction to hypothesis testing. | Adequate placement test scores or successful completion of DVMA 95: Intermediate Algebra | Fall and Spring semesters and occasionally in the Summer |
| OPRE 202 | Statistical Data Analysis | A second course in the statistical analysis of data related to business activities with emphasis on applications in various functional areas including accounting, finance, management, marketing and operations management, among others. Topics include estimation, hypothesis testing, contingency tables and chi-square test, analysis of variance and covariance, simple and multiple regression analysis and correlation analysis. Computer implementation using Excel-based statistical data analysis or other relevant software and interpretation of results for business applications are emphasized. | OPRE 201 and INSS 100 or equivalent | Fall and Spring semesters and occasionally in the Summer |

BUSINESS CORE REQUIREMENTS

| Course | Course Title | Course Description | Prerequisite | Semesters Offered |
|-----------------|---|---|--|--|
| ECON 305 | Managerial Economics | Managers and business professionals need the wide variety of tools provided by economic theory to deal with the many complex issues facing organizations in today's competitive global markets. This course focuses on the economic forces affecting the process of organizing economic activity. The primary tools of analysis are imperfect information, transaction costs and the voluntary pursuit of efficiency. | ECON 200 or 3 hours of micro- or macroeconomics | Fall and Spring semesters and occasionally in the Summer |
| FIN 331 | Financial Management | An overview and understanding of fundamental principles of financial decision making and their application to internal and external problem solving by the business enterprise. Topics include financial statement analysis and forecasting, time value of money and security valuation, corporate capital budgeting, cost of capital and capital structure. Thematic coverage encompasses the traditional, international and ethical dimensions of financial decision making. | ACCT 201 and ECON 200 or 3 hours of micro- or macroeconomics | Fall and Spring semesters and occasionally in the Summer |
| INSS 300 | Management Information Systems | Provides a fundamental knowledge of information systems and technology (IS&T) issues from the perspective of business professionals. This includes information technology concepts and vocabulary, as well as insights into IS&T applications in business organizations. Topics include searching and extracting information to solve business problems; the role of organizational context in IS&T effectiveness; the economic, social, legal and ethical impacts of IS&T; the systems life cycle approach; and key technologies such as the Internet, networking and database management systems. | | Fall and Spring semesters and occasionally in the Summer |
| MGMT 301 | Management and Organizational Behavior | An exploration into the functions of management, management history, individual behavior, interpersonal relationships in organizations, the nature of work, values and ethics, motivation and morale, teamwork, communication and group dynamics, leadership and supervision, and organizational structure and culture. Course coverage includes global perspectives and significant research from the behavioral sciences. | | Fall and Spring semesters and occasionally in the Summer |
| MGMT 302 | Global Business Environment | Enhances students' abilities to operate successfully in today's multicultural, global environment. Students will gain a theoretical basis for understanding key aspects of the global business environment, as applied to small companies, multinational corporations, multilateral institutions and nongovernmental organizations. Students will explore the impact of globalization at home and abroad. Course modules aim to broaden students' understanding of similarities and differences among national political economies, legal systems and sociocultural environments including world religions, business ethics and social responsibility. Students will survey business functions as they are applied to expand and manage international operations. | | Fall and Spring semesters and occasionally in the Summer |
| MGMT 315 | Human Resource Management | An exploration of competence areas necessary for effectively dealing with people in the workplace. Emphasis is placed on practical application of knowledge gained in the areas of human resource planning, job analysis, selection, training, compensation and safety/health administration. An overview of labor management relations is provided. Course coverage includes diversity, ethics, communication and international considerations. | | Fall and Spring semesters and occasionally in the Summer |
| MGMT 330 | Personal and Professional Skills for Business | Provides students with the skills necessary to advance their career development. Strategies and practices that allow the student to successfully interface with potential employers are explored and applied. Course modules include business etiquette and professional behavior; appropriate use of workplace communication techniques; written business communications; and showcasing career building talents and skills within an organizational context. There is a \$30 lab fee associated with this course. | | Fall and Spring semesters and occasionally in the Summer |

BUSINESS CORE REQUIREMENTS (continued)

| Course | Course Title | Course Description | Prerequisite | Semesters Offered |
|-----------------|--|---|---------------------------------|--|
| MGMT 339 | Process and Operations Management | Provides an overview of managing critical resources efficiently and effectively to create physical goods, services and information goods in manufacturing and service organizations. Topics include operations strategy, project management, forecasting, location and layout of facilities, capacity and process planning, upstream and downstream supply chains and the role of the Internet, operations and environment, matching supply and demand, scheduling, job design and quality management. Integrated throughout are considerations of ethics, information systems, people involved and the domestic and international environment. | OPRE 315 | Fall and Spring semesters and occasionally in the Summer |
| MKTG 301 | Marketing Management | A basic course in the contribution of marketing to the firm or organization that includes decision-making tools for integrating product, price, distribution, and communication decisions and processes into an organization competing in a global environment. Students also build skills in oral and written communication. | | Fall and Spring semesters and occasionally in the Summer |
| OPRE 315 | Business Application of Decision Science | A study of managerial decision-making processes using a decision sciences approach. Topics include linear and integer models and decision analysis and their application in investment problems, media selection, market research, product mix, production planning, personnel scheduling and transportation design, among others. Special emphasis is on understanding the concepts and computer implementation and interpreting the results to write management reports. | MATH 111 | Fall and Spring semesters and occasionally in the Summer |
| MGMT 475 | Strategic Management | This capstone course utilizes the case method to study processes, strategy, change and policy issues arising at the general management level. This course must be taken in the final semester. | All upper-division core courses | Fall, Spring and Summer semesters |

ENTREPRENEURSHIP REQUIRED COURSES

| Course | Course Title | Course Description | Prerequisite | Semesters Offered |
|-----------------|---|---|-----------------------|--|
| ENTR 300 | The Entrepreneurial Experience | The entrepreneurial process considered as a paradigm, tracing the process and highlighting its practical applications. Special emphasis on the creation and initial growth phases of new ventures, with discussion of related ethical, international and legal issues. Local entrepreneurs serve as guest speakers. Open to all students, this course functions as a survey course as well as the first in the specialization in entrepreneurship sequence. | | Fall and Spring semesters and occasionally in the Summer |
| ENTR 320 | Opportunity Assessment and Development | This course is about developing the analytical and conceptual skills required to test the feasibility of a concept for a new venture. A venture feasibility study involves undertaking activities that may help determine whether one should go forward with an opportunity. The process of feasibility analysis involves identifying, evaluating and determining whether to exploit an opportunity. The creation of a feasibility study is the primary activity of the class. Feasibility analysis forces students to: undertake a significant amount of field research; develop and think critically about business concepts; answer fundamental questions about strategic, marketing, financial, operational, and human resource issues about business concepts; and then reach a decision about going forward to start the venture that is proposed. There is a \$50 lab fee associated with this course. | ENTR 300 and MKTG 301 | Fall semester |
| ENTR 450 | Entrepreneurial Organization, Planning and Implementation | The capstone course of the specialization in entrepreneurship. Students apply knowledge and experience gained in prior courses to develop and implement a new venture. Outside entrepreneurs bring real world problems to class and students participate in field experiences. Emphasis is placed on creating and continuously enhancing an overall management system to guide the entrepreneurial venture as it grows. There is a \$50 lab fee associated with this course. | ENTR 300 and ENTR 320 | Spring semester |

Choose two courses from the following:

| Course | Course Title | Course Description | Prerequisite | Semesters Offered |
|-----------------|--|---|---|--|
| ACCT 301 | Intermediate Accounting I | A study of financial accounting standard setting, the conceptual framework underlying financial accounting, balance sheet and income statement presentations, revenue and expense recognition and accounting for current assets and current liabilities. | ACCT 202 or equivalent with a minimum grade of C | Fall and Spring semesters |
| ACCT 317 | Accounting Information Systems | A study of fundamental accounting system concepts, the technology of accounting systems, file processing and databases, the utilization of accounting system technology, accounting system applications, the internal control of accounting information and the development and operation of accounting systems. Projects use manual and computer-based transaction processing systems. | Prior or concurrent enrollment in ACCT 301 | Fall and Spring semesters |
| CSCE 400 | Nonprofit Management | Nonprofit organizations are key to the functioning of civil society. The United States has one of the world's most vibrant nonprofit communities. In this practical skills course, students examine how to carry out the responsibilities of organizing and managing a nonprofit, with focus on organizations framed under 501 (c)(3) of the Internal Revenue Code. Students will explore effective mission, incorporation and vision statements; board and staff roles and relationships; ethics; budgets and fund raising; and maintaining nonprofit status. This course helps students meet a number of American Humanics competency requirements. | CSCE 301 or permission of the CSCE program director | Offered by the College of Liberal Arts |
| ENTR 330 | Internal Control and Growth for Entrepreneurial Ventures | Primary focus on managerial accounting practices, diagnostic analysis of financial statements and implementation of financial and accounting management systems designed to enhance the internal business control mechanism for an entrepreneurial venture. Topics are covered in the context of strategic and tactical decisions regarding entry into and exit from different product and service markets. | ENTR 300, FIN 331 and ACCT 201 | Offered according to demand |
| ENTR 460 | Social Enterprise | Successful nonprofit organizations are consistently challenged to expand their impact, be socially responsible and fiscally accountable, and find new sources of revenue. In response, more and more organizations are discovering innovative ways to generate both financial and social returns on their investments. Over this semester, students and selected nonprofits will learn about successful ventures and engage in lectures and hands-on work to determine the feasibility of entrepreneurial ideas, recognize and overcome financial obstacles, and convert social venture ideas into reality. | ENTR 300 or permission of instructor | Fall semester |
| ENTR 497 | Special Topics in Entrepreneurship | The entrepreneurship faculty, from time to time, offer an opportunity to integrate new material into the undergraduate program reflecting changes in the field and in the educational needs of students. | ENTR 300 | Offered according to demand |
| FIN 430 | Entrepreneurial Organization & Finance | Provides knowledge and training in the area of capital acquisition strategies and tactics through the life cycle of an entrepreneurial venture and coverage of valuation techniques as applied to the allocation of business areas. Topics include start-up and mezzanine financing and bridging to initial public offers on the capital budgeting and internal control techniques applied in the strategic context developed in earlier courses. | FIN 331 | Fall and Spring semesters |
| MGMT 415 | Compensation and Performance Management | A study of the objectives, procedures and problems involved in the establishment and administration of operative and executive compensation plans. Detailed examinations of job descriptions and evaluations, wage and salary structures, performance ratings, incentive systems, related legislation and occupational information are conducted. | MGMT 300 | Fall semester |
| MKTG 420 | Marketing Research | An analysis of the methods of collecting, analyzing and interpreting marketing information and specific applications of research to problems in the marketing field. Students build critical thinking competencies in data interpretation. | MKTG 301 and OPRE 201 | Fall semester and occasionally in the Summer |

Choose two courses from the following (continued)

| Course | Course Title | Course Description | Prerequisite | Semesters Offered |
|-----------------|--------------------|--|--------------|-------------------|
| MKTG 440 | Product Management | Examines methods of creating new ideas, developing product prototypes, modifying existing products, evaluating market response, and commercializing and launching new products and services. Competitive and global changes and technological, social, legal, economic and related issues are considered in the assessment of market potential, corporate resource needs and eventual success. | MKTG 301 | Fall semester |

Considering an Internship to Enhance Your Resumé?

Internships allow you to apply your education to real-world practice in your chosen field. They are typically part-time positions in which you work at least 120 hours over the course of a semester. As an intern you will gain valuable experience, have the opportunity to obtain academic credit, and may even get paid. The internship should be related to your academic and career interests.

An internship can provide:

- practical and meaningful work experience;
- specific preparation for employment in a field of your choice;
- increased marketability to future employers;
- enhanced professional network;
- possible full-time employment in that organization;
- credit towards degree requirements.

For more information, including a list of faculty internship advisers, forms required to receive academic credit, and details on how to get started, please visit the following Web site: www.ubalt.edu/merrickinternships. Consult your program checklist or your academic advisor to determine how to integrate the internship course into your program.

Thinking about Pursuing a Minor?

Minors are typically 15 to 21 credit hours and allow you to expand your skills and knowledge through concentrated study in an area outside of your major. To declare a minor, you must:

- have already declared a major (or declare both a major and a minor at the same time);
- have completed at least 24 credits with a minimum cumulative grade point average of 2.0-2.5, depending on the minor;
- obtain the approval of your academic adviser.

For more information including a list of available minors and requirements, please visit the following Web site: www.ubalt.edu/minors.