

Effective Fall 2014

B.S. in BUSINESS ADMINISTRATION

# ENTREPRENEURSHIP

FELLOWS

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**ub** UNIVERSITY OF BALTIMORE  
MERRICK SCHOOL OF BUSINESS

**T**his program is a new way to educate the next generation of entrepreneurs. You'll learn in a small-group setting with other student entrepreneurs and work with faculty who will inspire and challenge you. As part of your experience, you'll be mentored by expert entrepreneurs who have already done what you want to do: launch and grow a new business.

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.

### **Merrick School of Business Code of Conduct**

The Merrick School of Business offers a student-centered education, in which degree candidates must take primary responsibility for their own learning. Our faculty promotes high academic standards that enable engaged and curious students from diverse backgrounds to maximize their chances of career success. In a global economy that is increasingly uncertain, a School of Business degree stands for a commitment to lifelong learning, rigorous thinking, and professional, ethical and civil behavior. These attributes are valued by employers, customers, investors, and other stakeholders in the local, national, and global marketplaces. For the complete [Merrick School of Business Code of Conduct](#) please visit: [www.ubalt.edu/merrickconduct](http://www.ubalt.edu/merrickconduct). Also visit [www.ubalt.edu/campus-life/student-handbook](http://www.ubalt.edu/campus-life/student-handbook) to review the University's Academic Integrity Policy.

#### **CONTACT INFO:**

### **Merrick Advising Center**

Business Center Room 142

410.837.4944

[www.ubalt.edu/merrickadvising](http://www.ubalt.edu/merrickadvising)

### **Michael Swaby-Rowe**

Academic Adviser

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### **Office of Records and Registration**

[www.ubalt.edu/records](http://www.ubalt.edu/records)

### **Office of Financial Aid**

[www.ubalt.edu/financialaid](http://www.ubalt.edu/financialaid)

### **Bursar's Office**

[www.ubalt.edu/bursar](http://www.ubalt.edu/bursar)

### **Achievement and Learning Center**

[www.ubalt.edu/alc](http://www.ubalt.edu/alc)

### **Career Center**

[www.ubalt.edu/careercenter](http://www.ubalt.edu/careercenter)

**Call to schedule your advising appointment today!**

# PROGRAM CHECKLIST

Effective Fall 2014

## B.S. in Business Administration-Entrepreneurship Fellows Specialization

Name: \_\_\_\_\_

Student ID Number: \_\_\_\_\_

Semester: \_\_\_\_\_

DEGREE REQUIREMENTS	UB COURSE	CREDITS	TRANSFERRED	UB
<b>GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS<sup>1</sup></b>				
<b>GENERAL EDUCATION REQUIREMENTS (34 Credits)</b>				
First-Year Seminar: Intro to Univ. Learning [PPS](only for UB freshmen)	IDIS 101	3		
Arts [GIK/HAT]		3		
English Composition [COM]		3		
English [GIK/HAT]		3		
History or Philosophy [GIK/HAT]		3		
Natural Science 1 [QQT]		3		
Natural Science 2 (with lab) [QQT]		4		
Social Science 1 (Other than ECON) [GIK]		3		
Sophomore Seminar [CTE] / Info Literacy2	UNIV 203/INFO 110	6		
Ethical Issues in Business and Society [CTE]	IDIS 302	3		
Advanced Expository Writing (by 2nd semester) [COM]	WRIT 300	3		
<b>BUSINESS REQUIREMENTS (24 Credits)</b>				
<b>LOWER-DIVISION BUSINESS CORE</b>				
Introduction to Financial Accounting	ACCT 201	3		
Introduction to Managerial Accounting	ACCT 202	3		
Business Law I	BULA 151	3		
Oral Communications [COM]	CMAT 201/303	3		
The Economic Way of Thinking [QQT]	ECON 200	3		
College Algebra [QQT]	MATH 111	3		
Introductory Statistics [QQT/PPS]	MATH 115	3		
Statistical Data Analysis	OPRE 202	3		
<b>ENTREPRENEURSHIP PRACTICUM 1: ENTREPRENEURIAL OPPORTUNITIES AND MARKETS (7 CREDITS), FALL YEAR 1</b>				
Marketing Management	MKTG 301	3		
Opportunity Assessment & Development	ENTR 320	3		
Entrepreneurship Mentorship	ENTR 390	1		
<b>ENTREPRENEURSHIP FELLOWS PRACTICUM 2: HUMAN CAPITAL IN A NEW VENTURE (7 CREDITS), SPRING YEAR 1</b>				
Management & Organizational Behavior	MGMT 301	3		
Advanced Expository Writing (by 2nd semester)	WRIT 300	3		
Entrepreneurship Mentorship	ENTR 390	1		
<b>ENTREPRENEURSHIP FELLOWS PRACTICUM 3: ECONOMICS OF NEW VENTURE FINANCING (7 CREDITS), FALL YEAR 2</b>				
Financial Management	FIN 331	3		
Entrepreneurial Organization and Finance	FIN 430	3		
Entrepreneurship Mentorship	ENTR 390	1		
<b>ENTREPRENEURSHIP FELLOWS PRACTICUM 4: ENTREPRENEURIAL STRATEGY (12 CREDITS), SPRING YEAR 2</b>				
Strategic Management (Capstone)	MGMT 475	3		
Entrepreneurial Strategy	ENTR 490	3		
<b>ADDITIONAL UPPER-DIVISION BUSINESS CORE (19 CREDITS)</b>				
Managerial Economics	ECON 305	3		
Management Information Systems [CTE]	INSS 300	3		
Global Business Environment	MGMT 302	3		
Human Resource Management	MGMT 315	3		
Personal & Professional Skill for Business <sup>2</sup>	MGMT 330	1		
Process & Operations Management	MGMT 339	3		
Business Application of Decision Science	OPRE 315	3		
<b>Number of electives required to meet 120 credits _____</b>				
<b>Total Transfer Credits: _____</b>		<b>Total Credits Required: _____</b>		<b>Total Credits Earned: _____ Minimum of 120 credits</b>

1. Please refer to the UB General Education Requirements sheet for a complete list of general education course options.

2. Students transferring with less than 45 credits are required to take UNIV 203, which must be taken concurrently with INFO 110. Students who take UNIV 203 are not required to take MGMT 330. Students transferring with more than 45 credits satisfy this requirement with INSS 300 and are therefore not required to take UNIV 203 or INFO 110.

# GUIDE TO GRADUATION

## B.S. in Business Administration-Entrepreneurship Fellows

Below is an example plan of study for the B.S. in Business Administration program with an Entrepreneurship Fellows 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	
<b>Freshmen</b>			
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
<b>Sophomore</b>			
ACCT 201	Intro to Financial Accounting	ACCT 202	Intro to Managerial Accounting
BULA 151	Business Law	ECON 200	Economic Way of Thinking
INFO 110	Intro to Information Literacy	General Education or	Lower-Level Elective
MATH 115	Introductory Statistics	General Education or	Lower-Level Elective
UNIV 203	Sophomore Seminar	General Education or	Lower-Level Elective
<b>Junior</b>			
ENTR 320	Opportunity Assessment & Development	<b>MGMT 301</b>	Management & Organizational Behavior
MKTG 301	Marketing Management	WRIT 300	Advanced Expository Writing
ENTR 390	Entrepreneurship Mentorship	ENTR 390	Entrepreneurship Mentorship
MGMT 315	Human Resource Management	ECON 305	Managerial Economics
MGMT 330	Personal & Professional Skills for Business	INSS 300	Management Information Systems
OPRE 202	Statistical Data Analysis	OPRE 315	Business Apps. of Decision Science
<b>Senior*</b>			
<b>FIN 331</b>	Financial Management	MGMT 475	Strategic Management ( <b>Capstone</b> )
FIN 430	Entrepreneurial Organization & Finance	ENTR 490	Entrepreneurial Strategy
ENTR 390	Entrepreneurship Mentorship	Elective	
IDIS 302	Ethical Issues in Business & Society		
MGMT 302	Global Business Environment		
MGMT 339	Process & Operations Management		

\* **Be sure to apply for graduation.**

### Important Student Information:

- Maintain a minimum cumulative grade point average of 2.0.
- Earn a minimum grade of “C” in all lower- and upper-division business core and specialization requirements (including business elective requirements).
- Earn a minimum grade of “C-” in all lower-level general education requirements taken at UB and a minimum grade of C (2.0) in all upper-level general education requirements.
- Students are limited to three attempts to successfully complete all lower- and upper-division business core and specialization requirements.
- 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/placement](http://www.ubalt.edu/placement).
- 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
<b>ACCT 201</b>	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, Spring and Summer*
<b>ACCT 202</b>	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, Spring and Summer*
<b>BULA 151</b>	Business Law	A basic study of the judicial system, contracts, agency, fraud, sale of personal property, warranties, transfer of title and legal remedies.		Fall, Spring and Summer*
<b>CMAT 201</b>	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
<b>CMAT 303</b>	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, Spring and Summer*
<b>ECON 200</b>	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, Spring and Summer*
<b>MATH 111</b>	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, Spring and Summer*
<b>MATH 115</b>	Introductory statistics	An overview of descriptive and inferential statistics. Statistics is inherently applied; the course emphasizes solutions to problems in a variety of applied settings. Measures of location and variability, probability distributions, correlation and regression, sampling and sampling distributions, hypothesis testing and estimation with confidence intervals for means and proportions are explored.	Adequate score on placement test or successful completion of MATH 111 or its equivalent or successful completion of DVMA 95: Intermediate Algebra.	Fall, Spring and Summer*
<b>OPRE 202</b>	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.	MATH 115 and basic computer skills	Fall, Spring and Summer*

\* Summer offerings may vary

## ENTREPRENEURSHIP FELLOWS PRACTICA

Courses within each practicum are taken concurrently. Enrollment in practica courses are limited to Entrepreneurship Fellows students and permission of Michael Swaby-Rowe is required to register. Fellows sections will be designated as section EF1, e.g. MKTG301.EF1.

Course	Course Title	Course Description	Prerequisite	Semesters Offered
<b>Practicum 1: Entrepreneurial Opportunities and Markets</b> (Fall year 1)				
<b>ENTR 320</b>	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.	ENTR 300	Fall
<b>MKTG 301</b>	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, Spring and Summer*
<b>ENTR 390</b>	Entrepreneurship Mentorship	Linked to the first three practica in the Entrepreneurship Fellows program. Consists of approximately four hours per week of mentorship with a local expert entrepreneur. prerequisite: status as an Entrepreneurship Fellow		
<b>Practicum 2: Human Capital in a New Venture</b> (Spring Year 1)				
<b>MGMT 301</b>	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.	WRIT 300	Fall, Spring and Summer*
<b>WRIT 300</b>	Advanced Expository Writing	This course helps students expand their skills in writing effective prose for a variety of audiences, including academic, professional and personal. The course, which emphasizes discipline-specific writing projects, builds on skills previously acquired in lower-level writing courses. It is designed to help students develop additional writing skills needed for success in college and their respective majors.	WRIT 101 or equivalent and either qualifying score on placement test or successful completion of WRIT 200	Fall, Spring and Summer*
<b>ENTR 390</b>	Entrepreneurship Mentorship	Linked to the first three practica in the Entrepreneurship Fellows program. Consists of approximately four hours per week of mentorship with a local expert entrepreneur. prerequisite: status as an Entrepreneurship Fellow		Fall and Spring

\* Summer offerings may vary

## ENTREPRENEURSHIP FELLOWS PRACTICA (continued)

Course	Course Title	Course Description	Prerequisite	Semesters Offered
<b>Practicum 3: Economics of New Venture Financing</b> (Fall Year 2)				
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, ECON 200 or 3 hours of micro- or macroeconomics, and MATH 115	Fall, Spring and Summer*
FIN 430	Entrepreneurial Organization and Finance	Provides knowledge and training in the area of capital acquisition strategies and tactics through the life cycle of an entrepreneurial venture. Topics include start-up and mezzanine financing, initial public offerings, capital budget, and internal control techniques. Building on the knowledge gained in other business courses, this course should lead to a better understanding of the special problems of private equity financing.	FIN 331	Fall, Spring and Summer*
ENTR 390	Entrepreneurship Mentorship	Linked to the first three practica in the Entrepreneurship Fellows program. Consists of approximately four hours per week of mentorship with a local expert entrepreneur. prerequisite: status as an Entrepreneurship Fellow		Fall and Spring

### Practicum 4: Entrepreneurial Strategy (Spring Year 2)

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. <b>(Capstone)</b>	All upper-division core courses	Fall, Spring and Summer*
ENTR 490	Entrepreneurial Strategy	One of the courses that comprise the final practicum in the Entrepreneurship Fellows program. Using entrepreneurial strategy as the integrating framework, students reflect on what they have learned in the program, integrate that learning with their new venture concept and prepare to launch their new venture upon or before graduation.	Status as an Entrepreneurship Fellow and completion of the Entrepreneurial Opportunities and Markets, Human Capital in a New Venture and Economics of New Venture Financing practica.	Fall, Spring and Summer*

## BUSINESS CORE REQUIREMENTS

		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.	ACCT 202, ECON 200 or 3 hours of micro- or macroeconomics, and OPRE 202	Fall, Spring and 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, Spring and Summer*

\* Summer offerings may vary



## BUSINESS CORE REQUIREMENTS (continued)

Course	Course Title	Course Description	Prerequisite	Semesters Offered
<b>MGMT 302</b>	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, Spring and Summer*
<b>MGMT 315</b>	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.	CMAT 201 or CMAT 303	Fall, Spring and Summer*
<b>MGMT 330</b>	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 lab fee associated with this course.		Fall, Spring and Summer*
<b>MGMT 339</b>	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.	Prior or concurrent enrollment in OPRE 315	Fall, Spring and Summer*
<b>OPRE 315</b>	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 and MATH 115	Fall, Spring and Summer*

\* Summer offerings may vary







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