

**GUIDE TO GRADUATION | ACADEMIC YEAR 2020–2021**



B.S. in Business Administration

# ENTREPRENEURSHIP

SPECIALIZATION

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

**T**he 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 your questions. 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 checklist.

Consistent and timely academic advising is strongly related to student success. To enhance the services we provide to our students and increase the likelihood for success and on-time degree completion, UB requires mandatory milestone advising for all new undergraduate students.

Milestone advising is anchored by three specific touch points and aligned with the personal, professional and academic goals of students at those points. The touch points are:

- **45 credits:** Advisers will work with students to further explore the declared major and connect students with support services, clubs and other campus groups to enhance the opportunity to be involved in the UB community.
- **60 credits:** Advisers will work with students to prepare for internships, global field studies and other experiential learning opportunities. Students will also be reintroduced to the support services offered by the Career and Internship Center.
- **90 credits:** Advisers will focus on the final steps to graduation and the options for post-bachelor's degree completion. Students will learn more about the graduate degree programs at UB that fit their goals.

Students who have reached these important milestones must meet with their advisers to discuss their next steps for registration, course scheduling and other key academic topics before they register for classes. Advisers will release the milestone advising service indicator on students' accounts at the conclusion of the advising meetings. 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/studenthandbook](http://www.ubalt.edu/studenthandbook) to review the University's Academic Integrity Policy.

#### **CONTACT INFO:**

#### **MERRICK ADVISING CENTER**

Business Center Room 142  
410.837.4944

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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)

#### **ACADEMIC SUCCESS CENTER – RLB LIBRARY**

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

#### **CAREER AND INTERNSHIP CENTER**

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

#### **CALL TO SCHEDULE YOUR ADVISING APPOINTMENT TODAY!**

# PROGRAM CHECKLIST

Academic Year 2020-21

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

Name: \_\_\_\_\_ Student ID number: \_\_\_\_\_ Semester: \_\_\_\_\_

| DEGREE REQUIREMENTS  | UB COURSE       | CREDITS | TRANSFERRED | UB CREDITS |
|--|-----------------|---------|-------------|------------|
| <b>General Education Requirement</b> (A Minimum of 38 gen. ed. credits are required. Non-business gen. ed. requirements are indicated below. Business Core requirements satisfy an additional 15 credit hours of gen. ed.) |                 |         |             |            |
| <b>First-Year Seminar: Intro to Univ. Learning</b> (only for UB freshmen)  | IDIS 101        | 3       |             |            |
| Introduction to Information Literacy (only for UB freshmen)  | INFO 110        | 3       |             |            |
| Arts & Humanities <sup>1</sup> (AH)  |                 | 3       |             |            |
| Arts & Humanities <sup>1</sup> (AH) (must be different discipline)   |                 | 3       |             |            |
| Social & Behavioral Sciences <sup>1</sup> (other than Econ) (SBS)  |                 | 3       |             |            |
| Bio & Physical Sciences <sup>1</sup> (BPS)   |                 | 3       |             |            |
| Bio & Physical Sciences (with lab) <sup>1</sup> (BPSL)   |                 | 3-4     |             |            |
| English Composition (COMP)   | WRIT 101        | 3       |             |            |
| Upper-Division Ethics (AHE)  | IDIS 302        | 3       |             |            |
| Upper-Division Writing (UCOMP) (placement test required)   | WRIT 300        | 3       |             |            |
| <b>BUSINESS REQUIREMENTS</b>   |                 |         |             |            |
| <b>LOWER-DIVISION BUSINESS CORE</b> (24 credits)   |                 |         |             |            |
| Introduction to Financial Accounting   | ACCT 201        | 3       |             |            |
| Introduction to Managerial Accounting  | ACCT 202        | 3       |             |            |
| Business Law I   | BULA 151        | 3       |             |            |
| Oral Communications (ELECGE) <sup>2</sup> (GR-OC) <sup>3</sup>   | CMAT 201 or 303 | 3       |             |            |
| The Economic Way of Thinking (SBS) <sup>2</sup>  | ECON 200        | 3       |             |            |
| College Algebra (MA/ELECGE) <sup>2</sup>   | MATH 111        | 3       |             |            |
| Introductory Statistics (MA/ELECGE) <sup>2</sup>   | MATH 115        | 3       |             |            |
| Statistical Data Analysis  | OPRE 202        | 3       |             |            |
| <b>UPPER-DIVISION BUSINESS CORE REQUIREMENTS</b> (31 credits)  |                 |         |             |            |
| Money and Banking  | ECON 308        | 3       |             |            |
| Financial Management   | FIN 331         | 3       |             |            |
| Management Information Systems (ELECGE) <sup>2</sup> (GR-IL/TF) <sup>3</sup>   | INSS 300        | 3       |             |            |
| Management & Organizational Behavior   | MGMT 301        | 3       |             |            |
| Global Business Environment (GR-GD) <sup>3</sup>   | MGMT 302        | 3       |             |            |
| Human Resource Management  | MGMT 315        | 3       |             |            |
| Personal & Professional Skills for Business <sup>2</sup>   | MGMT 330        | 1       |             |            |
| Process & Operations Management  | MGMT 339        | 3       |             |            |
| Marketing Management (GR-IL) <sup>3</sup>  | MKTG 301        | 3       |             |            |
| Business Application of Decision Science   | OPRE 315        | 3       |             |            |
| Strategic Management (Capstone taken in final semester) (GR-CAP) <sup>3</sup>  | MGMT 475        | 3       |             |            |
| <b>ENTREPRENEURSHIP REQUIREMENTS</b> (15 credits)  |                 |         |             |            |
| The Entrepreneurship Experience  | ENTR 300        | 3       |             |            |
| Opportunity Assessment & Development   | ENTR 320        | 3       |             |            |
| Entrepreneurial Org., Planning & Implementation  | ENTR 450        | 3       |             |            |
| Approved ENTR Elective (See Guide to Graduation)   |                 | 3       |             |            |
| Approved ENTR Elective (See Guide to Graduation)   |                 | 3       |             |            |
| Number of electives required to meet 120 credits   |                 |         |             |            |
| <b>TOTAL TRANSFER CREDITS:</b> _____ <b>TOTAL CREDITS REQUIRED:</b> _____ <b>TOTAL CREDITS EARNED:</b> _____ <b>MINIMUM OF 120 CREDITS:</b> _____  |                 |         |             |            |

1. Please refer to the UB General Education Requirements webpage for a complete list of general education course options.
2. These business core requirements also satisfy general education requirements.
3. These courses are approved to meet UB's Graduation Requirements (GR). Refer to the UB Graduation Requirements webpage for detailed information.

|                        |  |  |  |  |  |  |  |  |  |
|------------------------|--|--|--|--|--|--|--|--|--|
| Advised by (initials): |  |  |  |  |  |  |  |  |  |
| Date:                  |  |  |  |  |  |  |  |  |  |

# 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 |   |
|------------------------------|---|-----------------|---|
| <b>FRESHMEN</b>              |   |                 |   |
| IDIS 101                     | Applied Learning & Study Skills             | CMAT 201        | Communicating Effectively                               |
| INFO 110                     | Intro to Information Literacy               | WRIT 101        | College Composition                                     |
| MATH 082, 086<br>or MATH 111 | College Algebra                             |                 | 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                                |
| MATH 115                     | Introductory 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               |
| <b>JUNIOR</b>                |   |                 |   |
| ENTR 300                     | The Entrepreneurial Experience              | FIN 331         | Financial Management                                    |
| MKTG 300                     | Marketing Management                        | MGMT 301        | Management and Organizational Behavior                  |
| MGMT 315                     | Human Resource Management                   | MGMT 302        | Global Business Environment                             |
| MGMT 330                     | Personal & Professional Skills for Business | OPRE 315        | Business Apps. of Decision Science                      |
| WRIT 300                     | Advanced Expository Writing                 |                 | Entrepreneurship Elective                               |
| <b>SENIOR*</b>               |   |                 |   |
| ECON 308                     | Money and Banking                           | ENTR 450        | Entrepreneurial Organization, Planning & Implementation |
| ENTR 320                     | Opportunity Assessment & Development        | IDIS 302        | Ethical Issues in Business & Society                    |
| INSS 300                     | Management Information Systems              | MGMT 475        | Strategic Management ( <b>Capstone</b> )                |
| MGMT 339                     | Process & Operations Management             |                 | Elective  |

**\*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 63 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 Composition and Research. For complete information visit the following website: [www.ubalt.edu/placement](http://www.ubalt.edu/placement). Placement tests must be completed by the second semester.
- 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, Spring and 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, Spring and 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, Spring and 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          |
| 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.<br><br><i>Note:</i> If students have already completed CMAT 201, they don't need to complete CMAT 303.  |  | Fall, Spring and 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, Spring and 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 MATH 082 or 086.   | Fall, Spring and Summer* |
| MATH 115 | 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 MATH 082 or 086. | Fall, Spring and 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. | MATH 115 and basic computer skills   | Fall, Spring and Summer* |

\* Summer offerings may vary



## BUSINESS CORE REQUIREMENTS

| COURSE   | COURSE TITLE                                  | COURSE DESCRIPTION  | PREREQUISITE  | SEMESTERS OFFERED        |
|----------|---|---|---|--------------------------|
| ECON 308 | Money and Banking                             | Money and Banking focuses on financial markets and their interaction with the stability and growth of the U.S. economy. The course will be useful for all undergraduate business majors and will encourage a sound understanding and appreciation of topics frequently cited in the business press.   | OPRE 202 and either ECON 200 or 6 hours of economics coursework         | Fall, Spring and 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, ECON 200 or 3 hours of micro- or macroeconomics, and MATH 115 | 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* |
| MGMT 301 | Management and Organizational Behavior        | An analysis of individual behavior, interpersonal relationships in organizations, the nature of work, values and ethics, motivation and morale, teamwork, communications and group dynamics, leadership and supervision, and organizational theory and change. Course coverage includes significant research from the behavioral sciences and examples from the international perspective.  | WRIT 300  | Fall, Spring and 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, Spring and Summer* |
| MGMT 315 | Human Resource Management                     | 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.   | CMAT 201 or 303   | Fall, Spring and 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 lab fee associated with this course.  |   | Fall, Spring and Summer* |

\* Summer offerings may vary

## 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. | MATH 115                        | Fall, Spring and 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, Spring and 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 115 and OPRE 202           | Fall, Spring and 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. <b>(Capstone)</b>  | All upper-division core courses | Fall, Spring and Summer* |

## 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. There is a lab fee associated with this course.  |                       | Fall, Spring and 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. | ENTR 300              | Fall                     |
| 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.  | ENTR 300 and ENTR 320 | Spring                   |

\* Summer offerings may vary

## ENTREPRENEURSHIP ELECTIVE COURSES

CHOOSE TWO COURSES FROM THE FOLLOWING:

| COURSE          | COURSE TITLE                             | COURSE DESCRIPTION  | PREREQUISITE  | SEMESTERS OFFERED                         |
|-----------------|--|---|---|---|
| <b>FIN 430</b>  | 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 and Spring                           |
| <b>ENTR 460</b> | 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 and FIN 331 or by permission of the instructor | Fall                                      |
| <b>ENTR 497</b> | 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               |
| <b>MKTG 430</b> | Personal Selling                         | Presents the sales principles and skills required by today's professional salesperson, with emphasis on both the business-to-consumer and business-to-business selling environments. Examines current approaches to a variety of selling challenges including prospecting, the selling process, closing the sale and post-sale follow up. Presents the principles underlying the sales process and the practical application of these principles to selling situations. Studies the role of selling in the total marketing process.   |   | Spring                                    |
| <b>MKTG 440</b> | 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                                      |
| <b>COSC 405</b> | The Business of Game Development         | Examines the past, present and future of the video game industry, with an emphasis on business organizations and practices that have evolved along with the medium. Particular attention is given to opportunities and requirements for new ventures in games and other areas of interactive design. Laboratory fee required.   |   | Offered by the College of Arts & Sciences |



## CONSIDER AN INTERNSHIP TO ENHANCE YOUR RÉSUMÉ

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 website: [www.ubalt.edu/merrickinternships](http://www.ubalt.edu/merrickinternships). Consult your program checklist or your academic adviser to determine how to integrate the internship course into your program.

## APPLY TO THE BUSINESS HONORS PROGRAM

The Merrick School of Business offers a Business Honors Program designed to produce leaders in business. Business Honors students have the opportunity for an enriched curriculum, small class sizes, and exceptional internship opportunities. Students interact closely with faculty and alumni in informal settings, and have the opportunity to visit employer sites on special Honors Program field trips. Honors students are also encouraged to participate in the accelerated Bachelor's/Master's option. For more information including entry and program requirements, visit the following website: [www.ubalt.edu/honors](http://www.ubalt.edu/honors).

## PURSUE 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 website: [www.ubalt.edu/minors](http://www.ubalt.edu/minors).

## GLOBAL FIELD STUDIES

In the Merrick School of Business, we recognize the importance of enhancing the knowledge base of our students through Global Field Studies. Each year, we offer opportunities to learn more about how business is conducted around the world.

For more information including a list of available minors and requirements, please visit the following website: [www.ubalt.edu/merrickglobal](http://www.ubalt.edu/merrickglobal).

## ACADEMIC ADVISING

### VISION STATEMENT

The Merrick Advising Center will establish cooperative learning partnerships with students that provide the foundation for student success.

### MISSION STATEMENT

Our mission is to promote student success and degree completion by delivering an individualized academic advising experience. The Merrick Advising Center utilizes technology and student-centered practices to guide students in the creation of their academic plan, empower students to set goals and make decisions by utilizing the full array of university resources. We encourage all students to become active learners by engaging with business professionals and the community through experiential learning opportunities provided by the Merrick School. Our academic advisers work collaboratively with the faculty of the Merrick School to produce graduates who are successful business professionals and leaders in the community.

### APPLY TO THE ACCELERATED PROGRAM

Take up to 9 graduate credits that apply to both your bachelor's degree and your master's degree. You'll save about a semester of time and money in earning both degrees. You can take advantage of this option only if you are continuously enrolled at the University of Baltimore for the entirety of your undergraduate and graduate education (that is, you can't take advantage of this option and then take a year off before finishing the rest of your graduate degree).

#### Do you qualify?

Here's what you need:

- A cumulative grade point average of 3.50 or better
- To continue in the accelerated option, you have to maintain a 3.50 GPA or better in your undergraduate coursework and a 3.00 GPA or better in your graduate coursework.

## ROLES AND RESPONSIBILITIES

### Expectations of your **ADVISER**:

- Be accessible via office hours for scheduled appointments (in-person or online), phone, and email.
- Maintain confidentiality.
- Understand and effectively communicate the curriculum, graduation requirements, and university and college-wide policies and procedures.
- Provide you with information regarding the available resources and services on campus that will enable you to make important decisions related to your education and career.
- Demonstrate how to effectively use student advising tools available in the MyUB student portal.
- Encourage and guide you in developing academic and career goals.
- Monitor and accurately document your progress toward degree completion.
- Provide you with support and an environment in which you can share your thoughts, concerns, and interests throughout your program.

Student Signature:

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Adviser Signature:

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Date of initial appointment:

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### Expectations of you, as the **ADVISEE**:

- Schedule regular appointments with your adviser in advance of registration deadlines.
- Arrive to appointments on-time and come prepared to each appointment by bringing a copy of your last student program checklist, guide to graduation, and any questions or materials you want to discuss.
- Be an active learner by participating fully in the advising experience.
- Ask questions if you do not understand a requirement or have a specific concern.
- Keep a personal record of your progress toward meeting your goals.
- Become knowledgeable about your program, policies, and procedures.
- Use available resources to monitor your academic progress including understanding how to use MyUB and using your UB email.
- Understand that you are ultimately responsible for your educational plan and achievements.

## MY SUCCESS CHECKLIST:

- Submit all remaining final transcripts and documentation to the Office of Admission.
- Meet with my academic adviser prior to registering for my first semester.
- Take the Writing Placement Test (for all UB students prior to registering for WRIT 300). Test must be taken prior to registration for second semester.
- Take the Math Placement Test (for all students who have not completed MATH 111 College Algebra or MATH 115 Introductory Statistics prior to coming to UB). Test must be taken prior to registration for second semester.
- Complete the plagiarism tutorial during the first semester. This must be completed prior to registering for my second semester.
- Become familiar and comfortable with using Sakai, UB's e-Learning platform, and complete the Sakai tutorial. Sakai will be used in most of your business courses and will be used for all online classes.
- Make the UB email system my official method of communicating with all professors and UB staff.
- Review your Academic Requirements in your MyUB Student Portal prior to advisement and registration each semester.
- Schedule regular appointments with my academic adviser throughout my program to ensure I am staying on track to graduation.
- Take advantage of the experiential learning opportunities offered by the Merrick School of Business:
  - Career-focused speaker series featuring alumni and business professionals
  - Find an internship and gain academic credit: [www.ubalt.edu/merrickinternships](http://www.ubalt.edu/merrickinternships)
  - Participate in a Global Field Study: [www.ubalt.edu/merrickglobal](http://www.ubalt.edu/merrickglobal)
  - Register for an enhanced course  
(Check the schedule of classes each semester for these offerings.)

## GRADUATION

- Prior to my last semester, schedule an appointment with my academic adviser to ensure that I have met all program requirements.
- Apply for graduation during the first week of classes in my last semester at UB. This application must be filed in order to be approved for graduation.

