



# College of Business

UNIVERSITY OF COLORADO COLORADO SPRINGS

## College of Business Bachelor of Innovation™ in Business Administration 2014-2015 ACADEMIC YEAR

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The University of Colorado Colorado Springs, along with the College of Business, was established in 1965. The College, which is accredited by AACSB International-the Association to Advance Collegiate Schools of Business, awards the Bachelor of Innovation™ in Business Administration degree.



### GENERAL REQUIREMENTS

All students enrolled in the College of Business are subject to academic policies and procedures as outlined in the University of Colorado Colorado Springs Academic Catalog.

*Please read the 2014 – 2015 Catalog carefully.*

The undergraduate degree requires 120 semester hours with courses taken in general education, general business, innovation and a cross-disciplinary area of interest.

Upper-division Hours: A minimum of 45 credits must be upper-division (3000 or 4000-level) course work.

Residency: Candidates for the Bachelor of Innovation™ in Business Administration must complete a minimum of 30 credits of business course work as College of Business students (to include the innovation specific courses, all junior core courses, ENTP 1000, BUAD 4000, and ENTP 4500).

Transfer Restriction: A maximum of 60 semester hours of appropriate academic credit taken at a junior or community college may be applied toward the undergraduate degree in business.

The College reserves the right to disallow any credit that is not appropriate academic degree credit.

All students in AACSB Accredited programs must complete a minimum of 45 credits in business.

### The College of Business divides the curriculum into two components: Skills Courses and the Professional Program.

Skills courses are completed in the freshman and sophomore years and provide students with a foundational knowledge of business skills and competencies. Skills courses must be completed with a C- or better and are the following courses: ACCT 2010, ACCT 2020, BUAD 3000, ECON 1010, ECON 2020, ENGL 1310, MATH 1040, MATH 1120, QUAN 2010, and QUAN 2020.

Upon the successful completion of the freshman and sophomore years, business students move on to the Professional Program. The Professional Program gives students the opportunity to gain knowledge of core business concepts but also allows students a focused area of study in their chosen emphasis. The Professional Program consists of the Junior Core classes (FNCE 3050, MGMT 3300, MKTG 3000, INFS 3000 and OPTM 3000), an emphasis (18 hours - courses depend on student's choice) and two Senior Capstone courses (BUAD 4000 and ENTP 4500). All Professional Program courses must be completed with a C- or better.

Emphasis students must maintain the following criteria:

- 2.0 cumulative CU GPA
- 2.5 College of Business GPA
- 2.5 Area of Emphasis GPA
- Completion of all skills, junior core, capstone and emphasis courses with no grade below C-.

Students not meeting the above criteria will not graduate with a Professional Program Area of Emphasis, but may qualify for a General Business degree if their cumulative CU and Business GPAs are at least a 2.0.

# 2014-15 MODEL DEGREE PROGRAM

The following four-year plan lists all the specific course requirements for the Bachelor of Innovation in Business Administration degree. The order in which these courses are taken may vary with course availability. However, normal degree progress in the College of Business requires that students complete the degree in a freshman, sophomore, junior, senior sequence.

**Students are responsible for completing all course prerequisites; prerequisites are strictly enforced.**

*All classes are presumed to be 3 credits unless otherwise noted.*

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## FRESHMAN YEAR

_____ ENTP 1000 Introduction to Entrepreneurship <sup>1</sup>	_____ ECON 2020 Introduction to Macroeconomics
_____ ECON 1010 Introduction to Microeconomics	_____ INFS 1100 MS Office Apps & PC Basics
_____ ENGL 1310 Rhetoric & Writing I <sup>2</sup>	_____ INOV 1010 The Innovation Process <sup>5</sup>
_____ MATH 1040 College Algebra <sup>3</sup>	_____ MATH 1120 Calculus for Business & Economics <sup>3</sup>
_____ GPS 1010 Gateway Program Seminar <sup>4</sup>	_____ Explore – Physical & Natural World Course <sup>6</sup>

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## SOPHOMORE YEAR

_____ ACCT 2010 Financial Accounting	_____ ACCT 2020 Managerial Accounting
_____ BLAW 2010 Business & Intellectual Property Law	_____ QUAN 2020 Process & Statistics-Based Decisions
_____ COMM 2010 Comm in Workplace or 2100 Public Speaking	_____ Open elective <sup>9</sup>
_____ QUAN 2010 Business Statistics	_____ INOV 2100 Technical Writing <sup>2</sup>
_____ <i>Cross-Discipline Core Course</i> <sup>7</sup> OR	_____ <i>Cross-Discipline Core Course</i> <sup>7</sup> OR
_____ INOV 2010 Innovation Team: Analyze & Report <sup>8</sup>	_____ INOV 2010 Innovation Team: Analyze & Report <sup>8</sup>

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## JUNIOR YEAR

_____ FNCE 3050 Basic Finance	_____ INFS 3000 Intro to Mgmt Information Systems
_____ MGMT 3300 Intro to Management & Organization	_____ OPTM 3000 Fundamentals of Operations Mgmt
_____ MKTG 3000 Principles of Marketing	_____ Business Area of Emphasis Course <sup>11</sup>
_____ Open elective <sup>9</sup>	_____ Business Area of Emphasis Course <sup>11</sup>
_____ <i>Cross-Discipline Core Course</i> <sup>7</sup> OR	_____ <i>Cross-Discipline Core</i> <sup>7</sup> OR
_____ INOV 3010 Innovation Team: Research & Execute <sup>8,10</sup>	_____ INOV 3010 Innovation Team: Research & Execute <sup>8,10</sup>
	_____ <i>Writing Portfolio (PORT 3000 required, zero credit)</i> <sup>12</sup>

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## SENIOR YEAR

_____ BUAD 4000 Business, Government, & Society	_____ ENTP 4500 Entrepreneurship and Strategy <sup>13</sup>
_____ Business Area of Emphasis Course <sup>11</sup>	_____ Business Area of Emphasis Course <sup>11</sup>
_____ Business Area of Emphasis Course <sup>11</sup>	_____ Business Area of Emphasis Course <sup>11</sup>
_____ <i>Cross-Discipline Core Course</i> <sup>7</sup>	_____ <i>Cross-Discipline Core Course</i> <sup>7</sup>
_____ <i>Cross-Discipline Core Course</i> <sup>7</sup> OR	_____ <i>Cross-Discipline Core Course</i> <sup>7</sup> OR
_____ INOV 4010 Innovation Team: Research & Execute <sup>8</sup>	_____ INOV 4010 Innovation Team: Research & Execute <sup>8</sup>

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### Notes:

1. ENTP 1000 fulfills the Compass Curriculum Explore 4C Society, Social & Economic Institutions course requirement and the Sustainability component.
2. ACT and SAT scores will be used for placement in English courses. ENGL 1310 and INOV 2100 are required for the Compass Curriculum Core Writing courses.
3. Students needing to take MATH 1040 or higher must take the university's math placement exam. MATH 1120 fulfills the Compass Curriculum Quantitative Reasoning course requirement.
4. Compass Curriculum Gateway Experience.
5. INOV 1010 fulfills the Compass Curriculum Explore 4B Arts, Humanities and Cultures course requirement and the Inclusiveness component.
6. Choose an Explore 4A Physical and Natural World course.
7. Cross-discipline core courses are on the following page. BI students must choose one Cross Discipline Core area.
8. INOV 2010, 3010 and 4010 fulfills the required Compass Curriculum Writing Intensive courses.
9. An open elective is any college-level course.
10. INOV 3010 fulfills the Compass Curriculum Advanced Core course requirement.
11. Business Area of Emphasis coursework is listed on the back page.
12. All students must complete the University Composition Competency requirement prior to graduation. After completing both ENGL 1310 & INOV 2100, students must enroll in PORT 30000 to submit their Writing Portfolio or enroll in an additional upper division writing course.
13. ENTP 4500 fulfills the Compass Curriculum Capstone requirement.

## Innovation Core (24 credits)

ENTP 1000 Introduction to Entrepreneurship  
INOV 1010 The Innovation Process  
BLAW 2010 Business/Intellectual Property  
INOV 2100 Technical Writing, Proposals and Presentation

INOV 2010 Innovation Team: Analyze and Report  
INOV 3010 Innovation Team: Research and Execute  
INOV 4010 Innovation Team: Design and Lead  
ENTP 4500 Entrepreneurship and Strategy

## Cross Discipline Cores (BI students must choose one Cross Discipline Core)

### Engineering Technology (15 Credits):

Take 1 course from each Engineering Department (CS, ECE, MAE) from the list on the right for a total of 9 credits.

CS 1100 Intro to Game Development  
CS 1070 Intro to Visual Basic  
CS 1150 Principles of Computer Science  
ECE 1001 Intro to Robotics  
ECE 1411 Logic Circuits I (2 credits)  
ECE 2411 Logic Circuits II (2 credits)  
MAE 1502 Principles of Engineering  
MAE 1503 Intro to Engineering Design (2 credits)  
MAE 3342 Engineering Economy

For a total of 6 credits, choose 2 other engineering courses for which you meet the prerequisites. You may choose courses from the list above or other College of Engineering and Applied Sciences courses.

### Creative Communication (15 Credits):

Leadership communication.

COMM 3440 Leadership Communication

Choose 1 three-credit MUS course.

Choose 1 (3 credit) course from the list on the right.

VA 1010 Beginning Studio 2D  
VA 1020 Beginning Studio 3D  
VA 1040 Beginning Drawing  
VA 2000 Special Topics  
VA 2100 Digital Imaging  
VA 2110 Introduction to Photography  
VA 2150 Beginning Digital Photography

Choose 2 (6 credits) from the list on right.

MGMT 3900 Improving Personal and Team Creativity  
COMM 1020 Interpersonal Communication  
COMM 2010 Oral Communication in the Workplace  
COMM 2250 Introduction to Film and Video  
COMM 3100 Directing for Film and Television  
COMM 3280 Intercultural and Global Communication  
COMM 4220 Creative Communication  
ENGL 2050 Introduction to Creative Writing – Fiction  
ENGL 3120 Technical Editing and Style  
PSY 1000 General Psychology  
PSY 3150 Psychology of Motivation

### Globalization (15 Credits):

Foreign Language

Students must complete at least the equivalent of a second semester foreign language course. This requirement can be met by passing a second semester (1020-level), or higher, foreign language course with a C or better, or by having passed at least four years of the same foreign language in high school with a C or better, or by demonstrating fluency to an advisor if English is not your first language. Complete 15 credit hours by choosing from the courses below.

Choose 3-5 courses from the list on right.

ANTH 1040 Intro Cultural Anthropology  
ANTH 3040 Women Around the World  
COMM 3280 Intercultural and Global Communication  
ECON 3590 Globalization  
ECON 3710 Comparative Econ Systems  
FNCE 4400 Intl Financial Mgmt  
GES 1980 World Regional Geography  
GES 1990 Intro to Human Geography  
GES 3400 Geopolitics  
INTB 3600 International Business  
INTB 4800 International Management  
MKTG 4900 International Marketing  
PHIL 1300 Intro to Philosophies of Asia  
PHIL 3100 Religions Around the World  
PSC 1010 Introduction to Global Politics  
PSC 4210 International Politics  
PSC 4590 Globalization  
SOC 4380 Globalization & Development  
WEST 3040 Women Around the World  
WEST 3480 Global Women's Issues

## **BUSINESS AREAS OF EMPHASIS:**

### **ACCOUNTING**

ACCT 3010 Intermediate Accounting I  
ACCT 3020 Intermediate Accounting II  
ACCT 3110 Cost Accounting  
ACCT 4210 Individual Income Tax  
Two Accounting electives: ACCT 4220, 4310, 4410,  
4510, 4600, 4620

### **FINANCE**

FNCE 4000 Advanced Corporate Finance  
FNCE 4100 Cases and Concepts in Finance  
FNCE 4200 Investment & Portfolio Management  
FNCE 4400 International Financial Management  
FNCE 4500 Money and Banking  
One Finance elective: ACCT 3020, 3110, FNCE 4250,  
4590, 4700, 4800, 4960

### **HUMAN RESOURCES MANAGEMENT**

HRMG 4340 Collective Bargaining & Labor Relations  
HRMG 4380 Human Resource Management  
HRMG 4390 Legal & Social Issues in HR  
HRMG 4410 Motivating, Rewarding, Developing Empl.  
HRMG 4850 Directed Research in HR & Mgmt.  
One Human Resources elective: HRMG 4960,  
MGMT 3900, 4110, 4370, OPTM 3390, 4100

### **INFORMATION SYSTEMS**

INFS 3080 Business Programming I  
INFS 3400 Database Concepts & Application  
INFS 3700 Computer Networks & Telecommunications  
INFS 4050 Information Technology Integration  
INFS 4100 Systems Analysis & Design  
OPTM 3390 Managing Projects Competitive Advantage

### **INTERNATIONAL BUSINESS**

FNCE 4400 International Financial Management  
INTB 3600 International Business  
INTB 4800 International Management  
MKTG 4900 International Marketing  
Two International Business electives: COMM 3280, ECON 3280, 3410,  
HRMG 4850, INTB 4610, 4960, MGMT 3900, PSC 4210, 4250, SOC 4380

### **MANAGEMENT**

HRMG 4380 Human Resource Management  
MGMT 3900 Improving Personal & Team Creativity  
MGMT 4110 Experiences in Leadership  
MGMT 4370 Organization Development and Change  
MGMT 4500 Principles in Negotiation & Conflict Mgmt  
One Management electives: HRMG 4340, 4390, 4410,  
4850, 4960, INTB 4800, MGMT 4960, MKTG 3300, 4400, OPTM 3390,  
4100

### **MARKETING**

MKTG 3300 Marketing Research  
MKTG 4650 Promotion Management and Strategy  
MKTG 4800 Marketing Policies and Strategies  
Three Marketing electives: MKTG 4400, 4500, 4510, 4550, 4600, 4700,  
4900, 4960

### **SERVICE MANAGEMENT**

HRMG 4380 Human Resource Management  
MGMT 4110 Experiences in Leadership  
MKTG 4400 Service Management & Marketing  
OPTM 4100 Managing Service Operations  
Two Service Management electives: HRMG 4340, 4390,  
4410, 4850 4960, MGMT 3900, 4370, 4960, MKTG 3300, 4500, 4510,  
4960

## **Overview of the Compass Curriculum**

The Campus-Wide Education Program at UCCS

The Compass Curriculum is the campus-wide undergraduate education program at UCCS. At some campuses they have General Education, but this is so much more. It's all directly tied to your personal and professional success after you graduate. Some components of the Compass Curriculum include:

**Gateway Program Seminar (GPS)** Introduces students to UCCS, the Compass goals, academic skill preparation, and oral communication, a key skill employers value.

**Explore Courses** Expose students to a breadth of disciplinary perspectives that shape decision-making. Students take one course focused on the Physical and Natural World, one on the Arts and Humanities, and one on Cultures, Society, Social and Economic Institutions, Health and Human Behavior. Students are encouraged to take courses from all colleges, including professional schools, which will count toward their overall GE program. Courses integrate High Impact Practices such as Writing Intensive, Inclusiveness, and common learning experiences (such as general chemistry for science majors).

**Advanced Core Courses** Taken in the third year, focus on the concept of "Knowledge in Action"; students learn and apply knowledge from a range of disciplines. These interdisciplinary courses are often team-taught, with a goal of informing students on how real world endeavors are informed by academic knowledge. Courses may include service learning, internships, and common learning experiences.

**Inclusiveness (Global/Diversity) Courses** Focus on preparing students for a society with diverse experiences, perspectives and realities, both in the US and, ideally, globally. May also focus on the dynamics and consequences of inclusion and exclusion. This course could be integrated into an Explore course or other courses that fulfill requirements in the students' major.

**Sustainability Courses** Enable students to cultivate self-awareness and understanding of their impact on economic, social, or environmental sustainability at the local, national, and international levels. Aim to promote an understanding of sustainability as a set of conditions that enable humans to live compatibly with the environment to allow social and economic needs of present and future generations to be met. This course could be integrated into an Explore course or other courses that fulfill requirements in the student's major.

**Writing Intensive Courses** One lower division and one upper division course focused around using writing for critical thinking and the concept of writing as a process. Students write, on average, twelve pages throughout the semester with peer review, revisions, and feedback on their writing. Ideally this course is in the major, however, this course could be integrated into an Explore course.

**Capstone Experience** Course or experience taken in the senior year in the major and designed to apply and integrate knowledge in the major. Encourages communication skill development employers would like our graduates to have.

\*Bachelor of Innovation students will meet the Compass Curriculum through college, major and BI specific coursework.