

CHANGE GRADUATE/UNDERGRADUATE CERTIFICATE

Fill out this form to change an existing certificate. This form should be used for both undergraduate certificates and graduate certificates.

Once approved at the college level, your college will send the proposal to the appropriate Senate academic council (HCCC and/or GC) for review and approval. Once approved at the academic council level, the academic council will send your proposal to the Senate Council office for additional review and then a 10-day posting online, during which senators review on their own and have an option to register an objection if they so desire. If no objection is raised to the Senate Council Office within ten days of the posting the proposal, then the graduate certificate change is approved. The Senate Council Office will report approvals to the Provost, Registrar and other appropriate entities, including the contact person.

For each change, you MUST enter the current language/requirement as well as the proposed change.

SUMMARY OF CHANGES				
Check all that apply.				
<input checked="" type="checkbox"/>	Courses	<input type="checkbox"/>	Certificate Name	<input type="checkbox"/>
<input type="checkbox"/>	Total required credit hours	<input type="checkbox"/>	Certificate review	
<input type="checkbox"/>	Criteria for admissions/progression/termination	<input type="checkbox"/>	Other	
1. General Information				
1a	Change is for:	<input checked="" type="checkbox"/> UNDERGRADUATE CERTIFICATE	OR	<input type="checkbox"/> GRADUATE CERTIFICATE
1b	Date of contact with Institutional Effectiveness (IE) ¹ :	October 3, 2018		
	<input checked="" type="checkbox"/> Appended to the end of this form is a PDF of the reply from Institutional Effectiveness.			
1c	College ² :	Communication and Information	Department ² :	
1d	CIP code:	30.000		
1e	Current certificate name:	Innovation and Entrepreneurial Thinking	Proposed certificate name:	
1f	Today's Date:	October 3, 2018		
1g	Requested effective date:	<input checked="" type="checkbox"/> Fall semester following approval.	OR	<input type="checkbox"/> Specific Date ³ : <i>Fall 20</i>
1h	Contact person name:	Kimberly Parker	Phone / Email:	kimberly.a.parker@uky.edu /
2. Overview of Changes				
2a	Describe the rationale for the change(s), including (as appropriate) input from an advisory board, professional body, etc. (450 word limit)			

¹ You can reach Institutional Effectiveness by phone or email (257-1962 or OSPIE@l.uky.edu).

² It is not possible to change the home academic unit of a certificate via this form. To change the home unit, visit <https://www.uky.edu/universitysenate/forms> and look for the heading, "Forms Related to Academic Organizational Structure."

³ No certificate changes will be effective until all approvals are received.

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Addition of courses; approved by corresponding departments (documentation attached) and iNET curriculum committee

3a. Will the requested changes result in the use of courses from another unit? Yes No

If "Yes," describe generally the courses and how they will used.

Elective options for the certificate

If "Yes," two pieces of supporting documentation are required.

Check to confirm that appended to the end of this form is a letter of support from the other units' chair/director⁴ from which individual courses will be used.

Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.

3. Non-Course Related Changes

3a Will the certificate's admissions and/or application procedures change? Yes No

If "Yes," describe below. (150 word limit)

Current: Proposed:

4. Course-Related Changes

4a Will the required courses for the certificate change? (If "Yes," indicate and note the changes in the area below. If "No," indicate and proceed to 4b.) Yes No

If "Yes," note the specific changes in the grid below.

Current			Proposed			
Prefix & Nmbr	Credit Hrs	Title	Prefix & Nmbr	Credit Hrs	Title	Course Status ⁵
						Select one....
						Select one....
						Select one....
						Select one....
						Select one....

4b Provide the Bulletin language about required courses.

4b Will the elective courses for the certificate change? (If "Yes," indicate and note the changes in the area below. If "No," indicate and proceed to 5a.) Yes No

If "Yes," note the specific changes in the grid below.

Prefix & Nmbr	Credit Hrs	Title	Prefix & Nmbr	Credit Hrs	Title	Course Status ⁶
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⁴ A dean may submit a letter only when there is no educational unit below the college level, i.e. there is no department/school.
⁵ Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").
⁶ Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").

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			<i>Nmbr</i>			
HMT 414	3	Entrepreneurship in the Hospitality Industry				N/C
MAT 514	3	Retail Entrepreneurship				N/C
						Select one....
						Select one....
						Select one....
						Select one....

4c Provide the Bulletin language about elective courses.

HMT 414: Entrepreneurship in the Hospitality Industry: This course examines the steps required to create a new company and implement a new business initiative utilizing customer development model, product development model, and the business model canvas. With a focus on hospitality businesses, students will be taught how to think like entrepreneurs and develop their soft skills to prepare for successful careers.

MAT514: Retail Entrepreneurship: Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan; management of a small business; current issues and problems.

5. Other Changes

5a Are there any other changes to the certificate? If "Yes," note below. (150 word limit) Yes No

Would also like to remove COM 591: Information Technology Strategy, Information Strategy and Information Technology as an elective because the course is not currently being offered.

6. Approvals/Reviews

Information below does not supersede the requirement for individual letters of support from educational unit administrators and verification of faculty support (typically takes the form of meeting minutes).

	Reviewing Group Name	Date Approved	Contact Person Name/Phone/Email
6a	(Within College)		/ /
			/ /
			/ /
			/ /

6b	(Collaborating and/or Affected Units)		
	Department of Retailing & Tourism Management	1/11/2018	Vanessa P. Jackson / 859.257.4917 / vanessa.jackson@uky.edu
			/ /
			/ /
			/ /
			/ /

6c	(Senate Academic Council)	Date Approved	Contact Person Name
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CHANGE GRADUATE/UNDERGRADUATE CERTIFICATE

	Health Care Colleges Council (if applicable)		
	Graduate Council		
	Undergraduate Council	10/30/18	Joanie Ett-Mims

Faculty Council Meeting

October 5, 2018

Chan Conference Room

Meeting was called to order by Dean Derek Lane at 1:11 p.m.

Faculty Council Members in Attendance:

COM: Kevin Real, Allison Gordon

JAM: Melvin Coffee,

SIS: Sherali Zeadally, Shannon Oltmann

ISC:

Not in Attendance: Alyssa Eckman, Al Cross, Phil Hutchison

Others: Dean Lane, Megan Sizemore

1. Dean's Update

Today is the last day to submit names for the Dean search committee. We hope to have a committee put together in the upcoming weeks. Heidrick and Struggles (<https://www.heidrick.com/>) have been hired as the search firm to conduct the national dean search and the Provost has named Dr. Mark Shanda, CFA Dean and Dr. Katherine McCormick, COE as the search committee co-chairs. The University Budget Office (UBO) and Provost Budget Office (PBO) are calling the new budget model "Our Path Forward" The new budget model will be a hybrid. The new model will be based on net tuition revenue (NTR). "Net tuition revenue" is gross tuition ("sticker price") minus institutional financial aid. We will need to focus on new students and new programs. Lastly, we continue to work on the capital campaign and are excited about potential new relationships and future endeavors.

2. Approval of Minutes

A motion to approve the September 7, 2018 minutes, with no change or additions, was made by Allison Gordon. Shannon Oltmann seconded the motion. The minutes were unanimously approved.

3. Course Approvals

A motion was made by Allison Gordon to approve the courses as a block. Shannon Oltmann seconded. The motion passed 5-0-0

- a. ICT 310

APPROVED

Motion to approve:

Second:

Vote: 5-0-0

- b. ICT 399

APPROVED

Motion to approve:

Second:

Vote: 5-0-0

- c. ICT 696

APPROVED

Motion to approve:

Second:

Vote: 5-0-0

d. JOU 377

APPROVED

Motion to approve:

Second:

Vote: 5-0-0

e. iNET Certificate Change

APPROVED

Motion to approve:

Second:

Vote: 5-0-0

4. Collaborative Initiatives from Next Steps Report

Derek described the four main capital campaign goals for our College:

1. Student Scholarships (\$ 1 million goal)
2. Endowments and Professorships for Faculty (\$2 million goal)
3. Programs and Centers of Excellence (\$5 million goal)
 - a. Health
 - b. Sports
4. Capital Endorsements for New Building (\$15 million goal)

The council agreed that after reviewing the Next Steps Report that there is sufficient overlap and interest across all the units to focus some of the faculty council's attention on the Centers of Excellence as an area of possible collaboration. (Please see AR 1:3 <https://www.uky.edu/regs/ar1-3> to see what constitutes a center). More specifically Center of Excellence focused on Sports is a potential opportunity for inter-disciplinary collaboration among the units. Both JAM and COM currently have sports program proposals and Derek is going to obtain permission from those units to share both with the faculty council. Scoobie Ryan is also putting together a list of our students who work (or have worked) with UK athletics. Derek reiterated that the programs could remain independent or could be part of a collaborative program. The group consensus was that most units have interest in sports but there were concerns about whether a collaborative model is possible. Several questions and concerns were voiced about a collaborative model including: "who will own the Center?"; "What is the source of funding for the Sports Center of Excellence?" We may be able to start a center with non-recurring dollars, but our hope is that majority of the funding will come from philanthropic efforts. All faculty council members were encouraged to solicit feedback from their units and determine whether consensus exists for a collaborative model and whether it is appropriate/desired for a Sports Center of Excellence. Faculty Council members were going to explore what curriculum and faculty currently exist in their units regarding a Sports Center of Excellence. Where are the limitations and challenges? Where are the opportunities? What is your unit's current attitude toward growth in the area of Sports? All members of the faculty council were encouraged to collect information so that it can be shared at the next faculty council meeting. Please share any digital copies with Megan at least two days in advance of our November 2 meeting so she can upload them to SharePoint for the council to review before the next meeting.

5. Parental Leave & College Textbook Policies

After reviewing the A&S policies on parental leave, it was decided that the A&S policy would not be appropriate for our College. However, all members in attendance agreed that we should develop a tailored Leave Policy for our College. Megan has uploaded the College's parental leave policy (in SharePoint) and we have agreed to review the current policy (paying specific attention to the section on

modified duties). At the November 2 meeting we will discuss possible modifications to our existing policy so that we more clearly define “modified duties.” There were some concerns expressed that the current policy may not be as equitable and inclusive due to the various interpretations of “modified duties.” We will vote on adopting the A&S textbook policy (with modifications that refer to our college) at our next meeting.

6. College P&T Committee

Some of the units would like to change the timeline so that the due date to the college for P&T dossiers occurs before December 10. Derek will be discussing the potential change with the unit heads at our Leadership team meeting on October 18. It is likely that each unit will be able to submit materials early (and we will convene the College P&T committee to deal with specific cases) but that the deadline will remain fixed at COB on December 10.

7. Old Business

a. Nominations for Boyd Professorship selection committee

We have received nominations for the Boyd Professorship which are due October 12. Derek will reach out to faculty individually to see if they would be willing to serve on the selection committee which should include three faculty – one from outside the college.

8. Upcoming Fall Council Meetings (1:00 pm Chan Conference Room)

- a. Friday, November 2
- b. Friday, December 7

noreply@qualtrics-survey.com



Reply

Today, 11:17 AM

Parker, Kimberly

Dear Kimberly Parker,

Thank you for your email regarding the proposed program change(s) to **Innovation and Entrepreneurial Thinking Undergraduate Certificate, Undergraduate Certificate (30.000)**.

My email will serve 2 purposes: 1.) Next steps for SACSCOC, and 2.) Verification and notification that you have contacted OSPIE—a Senate requirement for proposal approval.

1. **Next steps for SACSCOC:** None required
2. **Verification that OSPIE has reviewed the proposal:** Based on the proposal documentation presented and Substantive Change Checklist, the proposed program changes (refer to list below) are not substantive changes as defined by the University or SACSCOC, the university's regional accreditor. Therefore, no additional information is required by the Office of Strategic Planning & Institutional Effectiveness at this time. The proposed program change(s) may move forward in accordance with college and university-level approval processes.

Description of Proposed Change(s):

· Would like to add two electives: HMT414 Entrepreneurship in the Hospitality Industry and MAT 514 Retail Entrepreneurship. Would also like to remove COM 591: Information Technology Strategy, Information Strategy and Information Technology as an elective because the course is not currently being offered.

Should you have questions or concerns about UK's substantive change policy and its procedures, please do not hesitate contacting our office.

Office of Strategic Planning & Institutional Effectiveness

University of Kentucky

Visit the Institutional Effectiveness

Website: <https://proxy.qualtrics.com/proxy/?url=http%3A%2F%2Fwww.uky.edu%2Fie&token=w%2BXHkAS0tASxS4xDceQ8e0MxnHdJ2Eu4smnkDcYodCE%3D>



College of Agriculture,
Food and Environment
Retailing and Tourism Management
318 Erikson Hall
Lexington, KY 40506-0050
859 257-4917
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www.uky.edu

January 11, 2018

Dr. Parker:

The Department of Retailing and Tourism Management voted unanimously during the December 8th faculty meeting to add the Retailing Entrepreneurship (MAT 514) and the Entrepreneurship in the Hospitality Industry (HMT 414) courses to the Innovation and Entrepreneurial Thinking Certificate program.

We thank you for the opportunity and we look forward to working together.

Sincerely,

A handwritten signature in cursive script, appearing to read "Vanessa P. Jackson".

Vanessa P. Jackson, Professor & Chair
Department of Retailing & Tourism Management



DEPARTMENT OF RETAILING AND TOURISM
MANAGEMENT
SCHOOL OF HUMAN ENVIRONMENTAL SCIENCES
COLLEGE OF AGRICULTURE

MAT 514
Retail Entrepreneurship

Instructor:	Min-Young Lee, Ph.D. 303B Erikson Hall Phone: 257-7191 E-mail: minyoung.lee@uky.edu Office Hours: Tuesday and Thursday between 9:30 - 11:00 Other times by appointment
Required Text:	Entrepreneurship & Small Business Management Steve Mariotto and Caroline Glackin (2012) Pearson ISBN: 0-13-503031-5
Technology Requirement	High speed Internet Connection PDF, MS office (Word, Excel, PowerPoint), Window Media Player
Description:	Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan; management of a small business; current issues and problems.

This is a **distance learning course**. The course materials will be delivered via CANVAS. If you have any problem to access CANVAS and have questions regarding a distance class please contact Distance Learning Program (DLP)(<http://www.uky.edu/DistanceLearning/>; 859-257-3377) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

Learning Objectives: The student will:

1. Learn skills in assessing opportunities for creating a new business
2. Understand the key strategic issues involved in starting a new venture.
3. Recognize and address key issues in the development and implementation of a new business
4. Understand the best practices used in launching a new business.
5. Formulate and present an integrated, written start-up business plan.
6. Examine her/his willingness, desire and courage to be a successful entrepreneur.

Course Policies:

1. CANVAS Course website

Syllabus, course materials, assignments, exam guides, grades and external resources and important announcements will be posted on CANVAS from time to time; therefore, it is crucial that you make it a habit to check the course website frequently.

The Canvas system utilizes your @uky e-mail address as the default. The instructor will use the CANVAS "communications" tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC (www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

2. Group Discussion/quiz

You need to complete discussion questions and quiz every week to make sure you completed all the work requested. Discussion board is one of the ways to interact with your classmates.

HMT 414 – Entrepreneurship in the Hospitality Industry
Spring 2018 – Monday, 6:00pm - 8:30pm
Erikson Hall, Room ____

Instructor George Ward
1500 Bull Lea Rd. – Coldstream Research Campus
(859) 231-8324
(859) 221-4122 – cell phone
george.ward@uky.edu (preferred method)
Office hours: Mondays after class
Saturdays 9:30a – noon at Starbucks on High St./Ashland Av.
Other times by appointment

Course Description

This course examines the steps required to create a new company and implement a new business initiative utilizing customer development model, product development model, and the business model canvas. With a focus on hospitality businesses, students will be taught how to think like entrepreneurs and develop their soft skills to prepare for successful careers.

Student Learning Outcomes

After completing this course, the student will be able to:

1. Describe how create opportunities by finding solutions to customer problems.
2. Use entrepreneurial thinking in plotting out their career path.
3. Develop both soft and technical skills to maximize career success.
4. Analyze the nine building blocks of the business model canvas to determine the best way to deliver value to the customer in a manner that is profitable for the company.
5. Prepare and deliver a business pitch for a new company to a panel of local investors.

Course Objectives

a. Theory and Concepts

An entrepreneur identifies opportunities and assembles the necessary resources to take advantage of them. Entrepreneurship in the Hospitality Industry can take many diverse forms. Examples include operating an event planning business out of a home office, driving an Uber vehicle, opening a restaurant or food truck, developing a hotel as a franchisee, creating a management or consulting business, operating a motor coach tour, working with an innovation team in a major corporation, creating new products or services, etc.

The fundamental teaching of entrepreneurship focuses on six areas: innovation, strategy, marketing (includes the customer development model), finance,

execution, and ethics. Most of these topics have been taught in more depth in other academic courses and all of them are required to develop a successful entrepreneurial business. The specific focus of this class will be on innovation, strategy, customer development, and developing a sustainable competitive advantage.

Students will brain storm all the opportunities for entrepreneurship in the hospitality industry, with an emphasis on solving an existing problem. Students will work in groups to focus on their areas of interest to develop a plan that turns their ideas into a successful business model.

Overall the course puts you in the role of an entrepreneurial team who must conceive a new business idea and develop it into a Business Model Canvas that gives the company the best chance at success.

b. Innovation Techniques and Business Pitches

A person's subject knowledge and ability to innovate, combined with their ability to communicate their ideas to others will often determine how far a person can go in their careers. Specific to entrepreneurship, the ability to influence others and convince them to invest in your ideas is a soft skill that students must to develop. To prepare you for a career in hospitality entrepreneurship, this course will teach innovation techniques and give students the opportunity to "sell" others on their ideas. To improve student presentation skills, much of the work in this class will be spent on delivering convincing business pitches and questioning others on their strategies and business models.

c. A practical tool to meet your career goals

Prepare for a hospitality or food service career after graduation by developing a personal business model canvas. This will include determining your individual value proposition to future employers and developing your personal "sustainable competitive advantage." You will receive tips on how to build a professional network and brand yourself in a way that gives you the best chance to succeed in your career. You will also learn that your future career path is not a straight line and requires you to be in "permanent beta" – always improving yourself.

Reading Materials: Materials used in the course come from the following books and magazines:

Business Model Generation, by Alexander Osterwalder and Yves Pigneur

Value Proposition Design, by Alexander Osterwalder, Yves Pigneur, Greg

Bernardo, Alan Smith

The Start Up of You, by Reid Hoffman and Ben Casnocha

How the Mighty Fall, by Jim Collins

The Bigs, by Ben Carpenter

The Surprising Power of Liberating Structures, by Henri Lipmanowica and Keith McCandless

Fast Company Magazine – selected articles

Class Policies

Attendance

You are expected to attend every class. Many of the course points are based on participation and students cannot participate if they don't show up.

Excused Absences

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Academic Integrity

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University

policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

Technology

Cell phones, laptops, tablets, and other “Google machines”, are permitted provided they are used for class work and not personal use. Instructor PowerPoint presentations will be available before class, when applicable.

Email is used to communicate during the week with the students. Be sure to provide an email address that you normally monitor. Text messages to the instructor are ok, but make sure to identify yourself in the text.

Course Requirements and Grading

Your learning experiences are organized around several deliverables including participation, exams, and business pitches.

a. Class Activities and Participation (25%):

Class time will be spent in both large and small group discussions on developing innovative ideas into potential business models. Participation is based on attendance, your participation in the discussions and group activities, and any other class activities.

Attendance (10%) - You are expected to participate actively in class discussion. Much of your grade is based on class participation and business model discussions. You can only do well in this course if you participate in the discussions and you can only participate if you show up.

Discussion (15%) – You must participate in the discussion during each class period and turn in assignments as requested. For preparation, reading the sections to be discuss from the Business Model Generation text book, reading articles in

Fast Company magazine, and related topics that you discover on your own will add to your knowledge of the subject matter being discussed each week.

Group Presentations – groups of 3 students

Groups of three individuals will be formed for class presentations. For the greatest success, groups should have members with complementary academic and soft skill strengths. Each group will select an entrepreneurial company type to develop their business model canvas. Each group will also examine one existing company and research its innovative activity over the last 1 or 2 years. Company type and research company (determined by lottery pick) will take place on February 5, 2018.

b. Group Presentation of entrepreneurial activity of an existing company and Write Up (research company). (15%)

Each group will do a 10-minute presentation on the innovative activity of the existing company they choose to research. Comment on two different entrepreneurial activities of the company over the past 1 or 2 years to include visible evidence that activity is taking place and a critique on whether or not the group believes this endeavor has been or will be successful. At the end of this presentation, discuss two innovative ideas your group has developed that could be applicable to the existing company. **A 3-page written report from the group describing the most important points will be turned on the day of the presentation.**

c. Exams (20% - 2 exams, 10% each):

Two exams are given during the term. Each exam will contain multiple-choice or short answer questions. The questions will originate primarily from the theories and concepts contained in the required textbook and readings along with material presented in lectures. No exam is given late or early for any reason (except by *prearranged* consent of the instructor.) The first exam is on Monday, February 27, 2017. The second exam is on Monday, April 17, 2017. **There is no final exam in this class.**

d. Individual Oral Presentation – established entrepreneur (5%)

Each student will select an established entrepreneur and prepare a “sandwich” note card to make an oral presentation to the class. The presentation will give a brief explanation of the entrepreneur’s work, traits that the student believes made them successful, and lessons they learned researching the entrepreneur.

Presentations will be 5 minutes long.

The “sandwich” note card from each student will be turned on the day of the presentation.

e. Group Presentation - Business Model Canvas and Write Up (10%)

As students prepare for their semester presentation on the business they will be proposing, the 9 building blocks of the business model canvas will be assembled. Through oral presentation, groups will explain their reasoning for determining the

make up of these sections of the Business Model Canvas.

Presentations will be 7-10 minutes long.

Presentation Include:

1 – Revenue Side (Money coming in): value proposition, customer segments, distribution channels, customer relations, and revenue streams.

2 – Expense Side (Money going out): key activities, key resources, key relationships, and cost structure.

A 2-3 page written report from the group describing the most important points will be turned on the day of the presentation.

e. Semester Project – Group Presentation and Written Report (25%):

On the last class day, your group will present a 10-minute business pitch on your company to a group of potential investors (local entrepreneurs.) **You are not allowed to use note cards or read off a script for this presentation!** A guide on what slides to use and information to present will be given to you.

The final write up should be about 10 pages long (single-sided, 12-point font, double-spaced, 1” margins) excluding cover page and references, and describes your business model canvas and presentation slides. Stapled write ups are fine – no need for fancy plastic covers or other binding. No late write-ups will be accepted (except by *prearranged* consent of the instructor).

Company type will be selected on February 5, 2018. **The final write up is due and presentation will be done on the last day of class, April 23, 2018.**

Safety Information:

"If an emergency arises in this classroom, building or vicinity, your instructor will advise you of actions to follow to enhance your safety. If a situation requires emergency shelter (i.e., during a severe weather event), the nearest shelter location is restroom on the first floor of Erikson Hall. If building evacuation occurs (i.e., fire alarm), follow posted evacuation routes and assemble at the entrance to the Law School building adjacent to Erikson Hall so the instructor can help ensure their students have evacuated the building safely and they are not hindering emergency personnel access to the building. If you may require assistance during an emergency, notify the instructor at the beginning of the semester. In order to prepare for emergencies while on campus please continue to the below links for detailed emergency response guidelines: the UK Division of Crisis Management & Preparedness website

(<http://www.uky.edu/EM/emergency-response-guide.html>) and the College of Agriculture, Food and Environment (<http://www.ca.uky.edu/>).

To receive emergency messages, sign up for UK Alert (<http://www.uky.edu/EM/UKAlert>). Always turn cellular phones to silent mode when entering the classroom. If you observe or receive an emergency alert, immediately and calmly inform your instructor."

Grading Schematic

The weight of each Course Requirement will be as follows:

Class Activities and Participation	25%
Attendance - 10%	
Discussion - 15%	
Existing Company Innovations / Write Up	15%
Exams (2 at 10% each)	20%
Entrepreneur presentation	5%
Business Model Presentations / Write Up	10%
Semester Project Presentation	25%
Write up - 10%	
Presentation (no note cards!)	15%

There is no final exam for this class.

The following grading scale will be used to determine final grades:

A	90% – 100%
B	80% – 89.9%
C	70% – 79.9%
D	60% – 69.9%
E	0% – 59.9%

Course Schedule – Topics, Readings and Assignments

Day	Date	Topics and Assignments
M	1/15	Martin Luther King Holiday – NO CLASS
M 1	1/22	Topic: Impromptu Networking Topic: Becoming Career Ready for the Hospitality Industry Topic: Course Introduction - Syllabus Topic: Customer Development Model: Creating a Hospitality Entrepreneurship Class using Appreciative Interviews and 1-2-4-All Assignment: Define list of terms
M 2	1/29	Student Presentation: One Minute Elevator Pitch Video: Simon Sinek – How Great Leaders Inspire Action Topic: Creating a business using the Business Model Canvas – pages 15-51 Assignment: 100 Ideas! - hospitality entrepreneurship opportunities
M 3	2/05	Topic: 25/10 Crowd Sourcing for big ideas Topic: Business Model Generation – Patterns – pages 52-119 Topic: The Art of Pitching Your Ideas Group selection and project Lottery – innovative company, company type, entrepreneur research

M	2/12	Work Session – NO CLASS Business and Life Lessons from Mark Zuckerberg – Fast Company Magazine Assignment – Business Model Canvas for your Career Assignment – Set up your LinkedIn account
M 4	2/19	10-minute presentations on existing innovative companies / 3-page paper Topic: The Startup of You – All Humans are Entrepreneurs Topic: How to find a job – job interviews and informational interviews Topic: Networking
M 5	2/26	Exam 1 Guest Speaker Topic: Celebrity Interviews Startup of You page 25-45 – Develop a Competitive Advantage Topic: How to manage your money
M 6	3/05	Midterm of Semester 5-minute presentations and “sandwich” note card– established Entrepreneur – traits, lessons learned Topic: Startup of You – Plan to Adapt Topic: Dream Job Analysis Topic: Troika Consulting
M	3/12	Spring Break – NO CLASS
M 7	3/19	Video: Alex Osterwalder Interview Video: If you want to change the world, make your bed Topic: What, So What, Now What – W ³
M 8	3/26	7-minute presentations / 2-3 page paper: Business Model Canvas Topic: Wise Crowds Topic: Startup of You – It Takes a Network – I ^{ve}
M 9	4/02	Topic: Startup of You – Pursue Breakout Opportunities Topic: How the Mighty Fall Topic: Triz
M 10	4/09	Topic: Startup of You – Take Intelligent Risks Topic: Being a Leader Topic: Wicked Questions Topic: 15% Solutions
M 11	4/16	Exam 2 Guest Speaker Topic: Celebrity Interviews Topic: Startup of You – Who You Know is What You Know Topic: How to live a happy life
M 12	4/23	Semester Project 10-minute business pitch / 10-page paper Video: Steve Jobs – How to Live Before You Die Topic: GW’s Life Lessons

Note: Topics and assignments are subject to change. Students will be notified of any changes.

3. Instructor

You can contact your instructor via e-mail or telephone provided above. I will respond you within 48 hours (except holidays). Also I will be in my office during the office hours so you can visit my office to meet face to face.

4. Assignments

You are expected to complete all assignments by the assigned dates and times. All assignments are due at **FRIDAY MIDNIGHT, on the date assigned, otherwise they are considered late. Late assignments will be accepted till SUNDAY MIDNIGHT and a penalty will be deducted for the late submission. After SUNDAY MIDNIGHT ANY ASSIGNMENTS will not be accepted without a University approved excuse. You need to turn in the assignments through the CANVAS under Assignment Tab (upload file w/ word format).**

All written assignments are required to be typewritten and one assignment should be a single file. If they are not typewritten, then you will receive a grade of zero on the assignment. There are no exceptions to this rule. When using word processors, a “spell-check” function should be used or the document should be proofread for spelling mistakes. When turning in the assignments in this class, spelling and neatness are always taken into consideration. Any written assignment must have/use:

- a title page
- **10-12 points** of Time New Roman, Roman, CG Times, Arial, or Helvetica
- **pagination** (page numbers)
- **Do not make a separate file for your pictures**

5. The schedule of topics, evaluation criteria, and grading scale are subject to change to meet the needs of the class and/or to work within time constraints. Any changes will be announced via e-mail and on the course website

6. Academic Honesty

Scholastic dishonesty is not tolerated. Forms of scholastic dishonesty include, but are not limited to: plagiarism (copying or using someone else's work as your own – intellectual theft), utilization of unauthorized materials during academic evaluations, and giving or receiving unauthorized assistance during evaluations. Even evidence of inadvertent improper use of materials can result in a charge of academic dishonesty.

Penalties for academic dishonesty vary depending on the severity of the offense and any previous offenses. The minimum penalty for a first offense is a zero on the assignment in question and a final grade reduction of one letter grade. Serious or repeat offenses will result in an E or XE grade for the course.

For more information, see Part II, Section 6.3.0 of “The Code of Student Conduct” which can be viewed online at <http://www.uky.edu/StudentAffairs/Code/part2.html>. You may also want to visit the Academic Ombud’s website: <http://www.uky.edu/Ombud>. There you will find a paper “Plagiarism: What is it?” and an online tutorial entitled “How to avoid plagiarism.”

7. If you have a documented disability that requires academic accommodations in the course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, The Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu.
8. Note that students will be provided with a Midterm Evaluation (by the midterm date) of course performance based on criteria in syllabus.
9. **Distance Learning Library Services are available** (www.uky.edu/Libraries/DLLS)

Carla Cantagallo, DL Librarian

Local phone #: 859-257-0500, ext. 2171; Long distance #: (800) 828-0439 (option #6)

Email: dllservice@email.uky.edu

DL Interlibrary Loan Services: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16

10. Special Notes

If an emergency arises in this classroom, building or vicinity, your instructor will advise you of actions to follow to enhance your safety. If a situation requires emergency shelter (i.e., during a severe weather event), the nearest shelter location is <insert location here>. If building evacuation occurs (i.e., fire alarm), follow posted evacuation routes and assemble at <insert the evacuation location> so the instructor can help ensure their students have evacuated the building safely and they are not hindering emergency personnel access to the building. If you may require assistance during an emergency, notify the instructor at the beginning of the semester. In order to prepare for emergencies while on campus please view the emergency response guidelines at the UK Division of Crisis Management and Emergency Preparedness website: (<http://www.uky.edu/EM/emergency-response-guide.html>). To receive emergency messages, sign up for UK Alert (<http://www.uky.edu/EM/UKAlert>). Always turn cellular phones to silent mode when entering the classroom. If you observe or receive an emergency alert, immediately and calmly inform your instructor.

In order to receive a grade in this course, you must sign the syllabus acknowledgement for, indicating that you have read the syllabus in its entirety; understand the assignments, testing procedures, and basis on which grades will be determined.

Requirements:

For Undergraduate Students:

Points Available

Business Plan	
Final Copy/Presentation	30
Each Section of Plan	120* See below
Mini Projects	90* See below
Online Discussion (7 @10pts)	70
Response of others' posts (7@5pts)	35
Case Study (5@20pts)	100
Weekly Quiz (12@ 10pts)	120
Course Introduction Quiz	10
TOTAL	<hr/> 575

For Graduate Students:

Research Paper	100
Business Plan	
Final Copy	30
Each Section of Plan	120* See below
Mini Projects	90* See below
Online Discussion (7 @10pts)	70
Response of others' posts (7@5pts)	35
Case Study (5@20pts)	50
Weekly Quiz (12@10pts)	120
Course Introduction Quiz	10
TOTAL	<hr/> 675

Grading scale

<u>90% +</u>	<u>= A</u>
<u>80 to 89.9%</u>	<u>= B</u>
<u>70 to 79.9%</u>	<u>= C</u>
<u>60 to 69.9%</u>	<u>= D</u>
<u>Below 59.9%</u>	<u>= E</u>

MAT 514 Assignments- Business Plan:

Business Plan

To complete your business plan you can use BuzBuilder Business Plan Worksheets and Templates included in the text. Or you can create your own business plan in Word Document based on the examples introduced in the textbook (p.606-658)

I will provide **more details during the semester (usually a week before the due date)**.

- 1. Mission, Vision and Culture/Company Summary. (30 points)**
Write a one page, concise statement to explain precisely about mission vision and culture of your business and Summary of your company. See pages 610. Please include here **“Description of Your Product and Service”** under your Company summary
- 2. Market Analysis Summary/opportunity analysis (30 points)**
Include market segmentation, target market segmentation strategy and Industry Analysis related to your product and service. Don't need to include start-up Funding section. See page 611-615.
- 3. Strategy and Implementation Summary. (30 Point)**
Include Products, competitive edge, marketing strategy and sales strategy (Don't need to include detailed sales forecast table). See page 615-617.
- 4. Management and Operation Summary. (30 Points)**
Include personnel plan, physical locations/facilities, and inventory and quality control. See page 619-620.
- 5. Final Copy of Business Plan (30 Points)**
 - Include all plans you write this semester after proper revision
 - Make it look professional
 - Include Cover letter
 - Include Table of Content
 - Include **Executive Summary** (see page 608-609)
 - Include Appendix
 - You can add more

Mini Project (30 pts each)

Mini project is part of your out-of –class activities.

1. Interview of Entrepreneur

Interview of Entrepreneur or Small Business Owner.

- Take a picture which can explain their business well (e.g., signage, logo, merchandise, owner, you need to get a permission first).
- General information of the business
- Refer interview questions posted on Black Board

2. Advertisement

Develop an advertisement or promotion plan for your business. Followings should be included:

1. Short Paper
 - a. Explain Unique Selling Proposition of the AD – One Paragraph (100 words at least)
 - b. Decide Media Option (only print media)– Explain why you choose this option – One Paragraph (100 words at least)
2. Create Logo or symbol of your business – (This will be used for your business plan cover sheet and letterhead)
3. Create a print Advertisement
4. Use MS Publisher or equivalent software to create an advertisement and Logo
5. Use your creativity as much as you can!

3. Location Fact Sheet

To do this assignment, you will need to pick one existing business location or an existing store you are interested in and you can access. Some information for the location fact sheet can be obtained from the owner or the landlord of the store. Following should be included

1. Completed location fact sheet (will be provided in the class)
2. Picture of the store (inside and outside)
3. Location map of the store
4. Store layout
5. Short analysis of the store location
 - a. One paragraph of advantages of location (100 words at least)
 - b. One paragraph of disadvantages of location (100 words at least)
6. Contact information of the store owner or landlord (ex. Include business card)

Discussion Boards:

There are seven online discussions to be completed by each student. Each discussion board is to be completed as shown on the “schedule of activity”. Please read the discussion question, search the NET or library for support materials and then answer the question. Each answer should be **no less than 200 words**. You should also respond to another classmate’s response to the question. Your response should be at least **100 words**. **Online discussion due on Friday Midnight but response to others is due on Sunday midnight. If you miss the due date, 2 points will be deducted as a penalty.**

CASE STUDIES: These activities are designed to assess your learning and potential use of the information read in the book. You can find case studies from your text book. Please read carefully and answer the questions from the book. Your answer should be extensive not just short answers. If you answer just one words or one simple sentence, you cannot get a full credit for this assignment. Please use the drop box in CANVAS to turn in the assignment to Dr. Lee. **ABSOLUTELY No assignments will be accepted by e-mail after the drop box has been closed. ALL ASSIGNMENTS ARE DUE BY MIDNIGHT ON THE DAY THEY ARE DUE. However, the drop box link will be available by midnight on SUNDAY. If you miss the due date (Friday), 3 points will be deducted as a penalty.**

Research Paper (For Graduate Students Only)

Project objectives

- To reinforce learning gained from the course.
- To acquire expertise in gathering information about the industry.
- To study one area of the course content in depth.
- To update information related to course content.
- To improve written communication skills.
- To synthesize volume of information into concise communiqué.

Project components

Research, develop, and present a documented paper on an assigned topic.

Determining topics

Each student registered for this course should decide and report the topic of the term paper by Sep. 25. Your research topic is your choice; however, it must receive instructor approval.

Paper Content Outline

- Introduction
- Objectives
- Literature Review
- Discussion and Conclusion;
- Limitations and Future research
- Reference list

Minimum Standards for Written Presentation of Your Paper

1. Use sub-headings within the body of paper for each content area listed above.
2. Use citations within the paper to document sources of all factual information.
3. Minimum of ten (10) sources beyond the textbook, including business periodicals and web sites.
4. Minimum length is 8 pages.
5. Use one recognized research paper format throughout the paper. APA is a logical choice due to the ease of preparing the reference list. Consistency and completeness is the goal.
6. Present paper typed, double-spaced, paginated, and spell-checked.
7. Use cover to secure all pages together.

REVISIONS: The instructor reserves the right to revise this syllabus when, in her judgment, such revisions will benefit the achievement of course objectives.

MAT 514
Retail Entrepreneurship
Fall 2017 CLASS SCHEDULE

Week	Chapters	Topic/Assignment
1		Introduction to the course <ul style="list-style-type: none"> • Purchase Entrepreneurship & Small Business Management • Print out a copy of the course syllabus • Course requirement introduction
2 Aug 28 – Sep 1	1	Entrepreneur Recognize Opportunities Read Chapter 1 pp. 2-35/ Watch Lecture on BB Participate in Group Discussion #1 BY FRIDAY TAKE QUIZ #1 ON Chapter 1 BY FRIDAY Find an Entrepreneur for Interview/ Develop interview questions
3 Sep 4 – Sep 8	3	Finding opportunity in an Existing Business Read Chapter 3. pp. 58-76 /Watch Lecture on BB TAKE QUIZ #2 ON Chapter 3 BY FRIDAY Participate in Group Discussion #2 BY FRIDAY Interview of Entrepreneur Due BY FRIDAY
Please note!!! We will not be covering chapter 2		
4 Sep 11 – Sep 15	4	Chapter 4: The Business Plan: road Map to Success Read Chapter 4. pp 76-101 /Watch Lecture on BB Complete Case Study #1 BY FRIDAY TAKE QUIZ #3 ON Chapter 4 BY FRIDAY
5 Sep 18 – Sep 22	5	Chapter 5: Creating Business From Opportunity Read Chapter 5 /Watch Lecture on BB Participate in Group Discussion #3 BY FRIDAY TAKE QUIZ #4 ON Chapter 5 BY FRIDAY Business Plan #1 Due BY FRIDAY
6 Sep 25 – Sep 29	6	Chapter 6: Exploring Your Market Read Chapter 6 /Watch Lecture on BB Complete Case Study #2 BY FRIDAY TAKE QUIZ #5 ON Chapter 5 BY FRIDAY Advertisement (Mini Project #2) Due BY FRIDAY
7 Oct 2 – Oct 6	7	Chapter 7: Developing Right Marketing Mix Read Chapter 7 /Watch Lecture on BB Participate in Group Discussion #4 BY FRIDAY TAKE QUIZ #6 ON Chapter 7 BY FRIDAY Business Plan #2 Due BY FRIDAY
8 Oct 9 – Oct 13	n/a	Mid-Term Break! We do not have mid-term. This week is your catch up week!

9 Oct 16 – Oct 20	8	Chapter 8: Pricing and Credit Strategies Read Chapter 8 /Watch Lecture on BB Participate in Group Discussion #5 BY FRIDAY TAKE QUIZ #7 ON Chapter 8 BY FRIDAY Location Fact Sheet (Mini Project #3) Due BY FRIDAY
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10 Oct 23- Oct 27	9	Chapter 9: Integrated Marketing Communications Read Chapter 9 /Watch Lecture on BB Participate in Group Discussion #6 BY FRIDAY TAKE QUIZ #8 ON Chapter 9 BY FRIDAY Business Plan #3 Due BY FRIDAY
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Please note!!! We will not be covering chapter 10

11 Oct 30 – Nov 3	11	Chapter 11: Smart Selling and Effective Customer Service Read Chapter 11 /Watch Lecture on BB Complete Case Study #3 BY FRIDAY Take Quiz #9 on Chapter 11 by Friday
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12 Nov 6 - Nov 10	12	Chapter 12: Understanding and Managing Start-Up, Fixed and Variable Costs Read Chapter 12 /Watch Lecture on BB Complete Case Study #4 BY FRIDAY TAKE QUIZ #10 ON Chapter 12 BY FRIDAY
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Please note!!! We will not be covering chapters 13, 14, 15 and 16

13 Nov 13 - Nov 17	17	Chapter 17: Operating For Success Read Chapter 17 /Watch Lecture on BB Participate in Group Discussion #7 BY FRIDAY TAKE QUIZ #11 ON Chapter 17 BY FRIDAY Business Plan #4 Due BY FRIDAY
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14 Nov 20 – Nov 24	n/a	Thanksgiving Holidays!
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15 Nov 27 - Dec 1	18	Chapter 18: Location, Facilities and Layout Read Chapter 18 /Watch Lecture on BB Complete Case Study #5 BY FRIDAY TAKE QUIZ #12 ON Chapter 18 BY FRIDAY
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16 Dec 4 – Dec 8		Final Copy of Business Plan due
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REVISIONS: The instructor reserves the right to revise this syllabus when, in her judgment, such revisions will benefit the achievement of course objectives.