



UNIVERSITY OF KENTUCKY

**School of Journalism and
Telecommunications**
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May 21, 2015

Re: Addition of Electives to the Innovation and Entrepreneurial Thinking Certificate

Dear Dr. Hollingsworth,

Thank you for following up with me regarding the process for notifying the University Senate Office of changes to the undergraduate certificate in Innovation and Entrepreneurial Thinking. During the 2014-2015 school year, we added ten courses. After the home college approved and submitted the course for the inclusion as a possible elective, then the iNET faculty reviewed the course syllabus and voted on inclusion of the course. The iNET faculty include: Beth Barnes (College of Communication and Information), Jamie Leddin (College of Communication and Information), John Nash (College of Education), John Schieb (College of Fine Arts), Rachel Shane (College of Fine Arts) and Kimberly Parker (College of Communication and Information). As we add more courses, we will expand this faculty group to represent more colleges across the campus. The list of the ten elective courses that were added this year is listed below:

AAD 200: Arts Administration Communications
AAD 410: Arts Entrepreneurship: Art in Unlikely Places
ART 491: Creativity and Innovation (KIIS Paris 1, Summer 2015)
IS 402: Competitive Intelligence
MAS 490: Special Topics: Social Entrepreneurship
MGT 292: Introduction to Entrepreneurship
MGT 301: Business Management
MKT 300: Marketing Management
MUS 200: Music for Living
MUS 222: Creativity and Innovation in Rock Music: History and Sociology

Along with this letter, I am including the full course list. I am also forwarding you several emails, which include the confirmation from the home colleges that they approve the addition of the elective courses. Please let me know if you have any questions.

All my best,
Kimberly

Kimberly A. Parker, Ph.D.
iNET Academic Director
Associate Professor, School of Journalism and Telecommunications



Undergraduate Certificate in Innovation and Entrepreneurial Thinking

Entrepreneurs from any major who have completed at least 60 undergraduate hours!

Students may enroll in the advising office in their home college and must complete four 3-hour courses: two required and two elective courses.

The two required courses are:

COM 381: Communication, Leadership and Entrepreneurial Thinking

EXP 455: Capstone Experience in Innovation and Entrepreneurial Thinking

Two electives from the following list:

AAD 200: Arts Administration Communications

AAD 310: Marketing for the Arts

AAD 410: Arts Entrepreneurship: Art in Unlikely Places

COM 591: Information Technology Strategy (Enterprise Management),

Information Strategy, and Information Technology

EDU 300: Design Thinking in Education

IS 402: Competitive Intelligence

JOU 430: Media Management and Entrepreneurship

MAS 490: Special Topics: Social Entrepreneurship

MGT 292: Introduction to Entrepreneurship

MGT 301: Business Management

MKT 300: Marketing Management

MUS 200: Music for Living

MUS 222: Creativity and Innovation in Rock Music: History and Sociology

From: Kelley, Scott
Sent: Wednesday, April 29, 2015 11:20 AM
To: Parker, Kimberly A
Cc: Barnes, Beth E
Subject: RE: iNET Undergraduate Certificate

Kimberly,

Thanks so much for being so patient with me on the question about including MGT 292, MGT 301 and MKT 300 in the iNET Undergraduate Certificate. After consulting with the Undergraduate Studies Committee and the Department Chairs from MGT and MKT, we are fine for those courses to be included in the certificate.

Please let me know if you have any questions. And thank you again for being so patient as I worked this through "the process."

Enjoy the day!

Scott

From: Tick, Michael
Sent: Wednesday, May 13, 2015 8:01 AM
To: Parker, Kimberly A
Subject: FW: Course Approval

Dear Dr. Parker,

Concerning the attached Fact Sheet — "Undergraduate Certificate in Innovation and Entrepreneurial Thinking," the faculty in the College of Fine Arts support the inclusion of these courses in the iNET curriculum.

I, too, support this initiative.

Michael

Michael S. Tick, Ph.D.
Dean, College of Fine Arts and
Professor of Theatre
University of Kentucky
202 Fine Arts Building
Lexington, KY 40506-0022
Executive Assistant: belinda.rubio@uky.edu
859-257-1707

From: Lindlof, Thomas R
Sent: Thursday, May 21, 2015 9:56 AM
To: Parker, Kimberly A
Subject: RE: Social Entrepreneurship and iNET Certificate

Dear Kimberly,

I would like to lend my strong support to the inclusion of MAS 590 (Special topics: Social Entrepreneurship) in the list of elective courses for the iNET certificate. As you know, we are proposing to make this course a permanent part of the Media Arts and Studies major, under the new course prefix/number MAS 425. Accordingly I would support the use of MAS 425 as an elective in iNET, if and when the course is approved.

Best regards,

Thomas R. Lindlof
Professor

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University of Kentucky
College of Fine Arts
School of Music

105 Fine Arts Building
Lexington, KY 40506-0022

P: 859-257-4900

F: 859-257-9576

finearts.uky.edu/music

27 February 2017

Dr. Kimberly Parker
iNET Academic Director

Dear Dr. Parker,

Please know the following music courses were approved to be included in the iNET certificate by the UK School of Music Advisory Committee (the official governing body for the UK School of Music according to our rules and procedures document) on 09.17.2014:

MUS 200: Music for Living

MUS 222: Creativity and Innovation in Rock Music: History and Sociology

Sincerely,

John W. Scheib, PhD
Director and Professor, School of Music
College of Fine Arts

see blue.

An Equal Opportunity University

January 17, 2017

Dr. Kimberly Parker
INET Academic Director
Associate Professor, School of Journalism and Telecommunications

Dear Dr. Parker,

This letter is to indicate my strong support for the use of the following Arts Administration courses for the iNET certificate:

AAD 200: Arts Administration Communications
AAD 310: Marketing for the Arts
AAD 410: Arts Entrepreneurship

The full faculty of the Department of Arts Administration voted on their inclusion during a faculty meeting in fall 2016.

Thank you,



Rachel Shane, Ph.D.
Chair, Department of Arts Administration

seeblue.

Brothers, Sheila C

From: Kelley, Scott
Sent: Friday, April 21, 2017 2:37 PM
To: Brothers, Sheila C; Parker, Kimberly A
Subject: iNET Undergraduate Certificate - Gatton College Course Approval

Kimberly and Sheila,

I am writing to reconfirm the Gatton College approval of the inclusion of MGT 292, MGT 301 and MKT 300 in the iNET Undergraduate Certificate. The inclusion of these courses in the iNET Undergraduate Certificate was unanimously approved by the Gatton College Undergraduate Studies Committee on April 16, 2015. This committee includes faculty representation of each of the academic units in our college (Accounting, Economics, Finance, Management, and Marketing). The inclusion of these courses in the iNET Undergraduate Certificate was also approved by the Chairs of the Department of Management and the Department of Marketing & Supply Chain on April 29, 2015. The approval of the Department Chairs was provided after consultation of their respective faculties.

Scott Kelley
Associate Dean for Undergraduate Affairs
Gatton College of Business & Economics