

APPLICATION FOR NEW COURSE

1. Submitted by the College of Agriculture Date: 3/18/09

Department/Division proposing course: Merchandising, Apparel and Textiles

2. Proposed designation and Bulletin description of this course:

a. Prefix and Number MAT 514

b. Title Retail Entrepreneurship

\*If title is longer than 24 characters, offer a sensible title of 24 characters or less:

c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week..

- ( ) CLINICAL ( ) COLLOQUIUM ( ) DISCUSSION ( ) LABORATORY (3) LECTURE ( ) INDEPEND. STUDY ( ) PRACTICUM ( ) RECITATION ( ) RESEARCH ( ) RESIDENCY ( ) SEMINAR ( ) STUDIO ( ) OTHER - Please explain:

d. Please choose a grading system: [X] Letter (A, B, C, etc.) [ ] Pass/Fail

e. Number of credit hours: 3

f. Is this course repeatable? YES [ ] NO [X] If YES, maximum number of credit hours:

g. Course 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.

h. Prerequisite(s), if any:

MAT 114 or consent of instructor

i. Will this course also be offered through Distance Learning? YES [X] NO [ ]

If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:

- Internet/Web-based [X] Interactive video [ ] Extended campus [ ]

3. Supplementary teaching component: [X] N/A or [ ] Community-Based Experience [ ] Service Learning [ ] Both

4. To be cross-listed as: n/a Prefix and Number printed name Cross-listing Department Chair signature

5. Requested effective date (term/year): Fall / 2010

# APPLICATION FOR NEW COURSE

17.  The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.
18.  Check box if course is 400G- or 500-level. If the course is 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See SR 3.1.4)
19. Within the department, who should be contacted for further information about the proposed new course?


Name: Dr. Vanessa Jackson Phone: 257-7776 Email: vpwick0@email.uky.edu

20. Signatures to report approvals:

November 19, 2008  
DATE of Approval by Department Faculty

Ann Vail /   
Reported by Department Chair

DATE of Approval by College Faculty

Scott Smith /   
Reported by College Dean

10/06/2009

**Sharon Gill**  
Digitally signed by Sharon Gill  
DN: cn=Sharon Gill, o=Undergraduate  
Education, email=sgill@uky.edu, c=US  
Date: 2009.11.12 17:20:05 -05'00'

\* DATE of Approval by Undergraduate Council

Reported by Undergraduate Council Chair

 2010.02.12 15:19:31 -05'00'

\* DATE of Approval by Graduate Council

Reported by Graduate Council Chair

\* DATE of Approval by Health Care Colleges Council (HCCC)

Reported by Health Care Colleges Council Chair

\* DATE of Approval by Senate Council

Reported by Office of the Senate Council

\* DATE of Approval by University Senate

Reported by Office of the Senate Council

\*If applicable, as provided by the *University Senate Rules* (<http://www.uky.edu/USC/New/RulesandRegulationsMain.htm>)

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<u>November 19, 2008</u> DATE of Approval by Department Faculty	<u>Ann Vail</u> printed name	<u>/</u> Reported by Department Chair	<u>/</u> signature
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<u>April 21, 2009</u> DATE of Approval by College Faculty	<u>Michael Mullen</u> printed name	 Reported by College Dean	<u>/</u> signature
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Approved by UC 2/25/10

<u>* DATE of Approval by Undergraduate Council</u>	<u>/</u> printed name	<u>/</u> Reported by Undergraduate Council Chair	<u>/</u> signature
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Approved by GC 5/24/10

<u>* DATE of Approval by Graduate Council</u>	<u>/</u> printed name	<u>/</u> Reported by Graduate Council Chair	<u>/</u> signature
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<u>* DATE of Approval by Health Care Colleges Council (HCCC)</u>	<u>/</u> printed name	<u>/</u> Reported by Health Care Colleges Council Chair	<u>/</u> signature
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<u>* DATE of Approval by Senate Council</u>	<u>/</u> Reported by Office of the Senate Council		
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<u>* DATE of Approval by University Senate</u>	<u>/</u> Reported by Office of the Senate Council		
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\*If applicable, as provided by the *University Senate Rules*. (<http://www.uky.edu/USC/New/RulesandRegulationsMain.htm>)

## Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for DL delivery. **All fields are required!**

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as a formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technologies.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: MAT 514	Date: 1/28/2011
Instructor Name: Min-Young Lee	Instructor Email: mlee6@uky.edu
Check the method below that best reflects how the majority of course of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
Hybrid <input type="checkbox"/>	

<b>Curriculum and Instruction</b>	
1.	<p>How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?</p> <p>Blackboard is the main tool interact among students and instructor. We will use discussion board, Blackboard Chat(virtual classroom), file exchange, and so forth. Instructors can be contacted by e-mail and telephone during office hours or by appointment.</p>
2.	<p>How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.</p> <p>The same instructor will teach both classes and ensure that the requirements for both classes will be the same.</p>
3.	<p>How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.</p> <p>Course website (Blackboard) will be protected and secured by password. Only students enrolled in the class will be able to access. Exams will be provided via online. The order of questions of the exam will be randomized and students can see one problem at one time to avoid cheating. Students need to finish the exam within the given time. Students need to get an individual protor and the protor will be provided the guidelines and responsibilities and asked to sign the sheet to verify the exam is protored as guided after the exam.</p>
4.	<p>Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?</p> <p>at least 50%</p> <p>If yes, which percentage, and which program(s)?</p> <p>75%, <i>Merchandising Apparel and Textiles</i></p> <p>*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery will be six months from the date of approval.</p>
5.	<p>How are students taking the course via DL assured of equivalent access to student services, similar to that of a</p>

Abbreviations: TASC = Teaching and Academic Support Center DL = distance learning DLP = Distance Learning Programs

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	<p>student taking the class in a traditional classroom setting?</p> <p>Instrutors can be contacted by e-mail and telephone during office hours and byappointment. The distance education class will receive lecture notes in the form of audio links, power pont slides and written notes. All available resourse provided to traditional classroom setting will be provided to distance class as well via e-mail, or Blackboard.</p>
<b><i>Library and Learning Resources</i></b>	
6.	<p>How do course requirements ensure that students make appropriate use of learning resources?</p> <p>Stuents reading requirements will be posted on the Blackboard weekly basis and also they can access university library through online. Online discussion threads will be created to ensure they completed their reading assignments.</p>
7.	<p>Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.</p> <p>N/A</p>
<b><i>Student Services</i></b>	
8.	<p>How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Teaching and Academic Support Center (<a href="http://www.uky.edu/TASC/index.php">http://www.uky.edu/TASC/index.php</a>) and the Information Technology Customer Service Center (<a href="http://www.uky.edu/UKIT/">http://www.uky.edu/UKIT/</a>)?</p> <p>Yes, it will be provided to studetns</p>
9.	<p>Will the course be delivered via services available through the Teaching and Academic Support Center?</p> <p>Yes <input checked="" type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.</p>

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10.	<p>Does the syllabus contain all the required components, below? <input checked="" type="checkbox"/> Yes</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Instructor's <i>virtual</i> office hours, if any.</li> <li><input type="checkbox"/> The technological requirements for the course.</li> <li><input type="checkbox"/> Contact information for TASC (<a href="http://www.uky.edu/TASC/">http://www.uky.edu/TASC/</a>; 859-257-8272) and Information Technology Customer Service Center (<a href="http://www.uky.edu/UKIT/">http://www.uky.edu/UKIT/</a>; 859-257-1300).</li> <li><input type="checkbox"/> Procedure for resolving technical complaints.</li> <li><input type="checkbox"/> Preferred method for reaching instructor, e.g. email, phone, text message.</li> <li><input type="checkbox"/> Maximum timeframe for responding to student communications.</li> <li><input type="checkbox"/> Language pertaining academic accommodations:             <ul style="list-style-type: none"> <li><input type="checkbox"/> "If you have a documented disability that requires academic accommodations in this 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 <a href="mailto:jkarnes@email.uky.edu">jkarnes@email.uky.edu</a>."</li> </ul> </li> <li><input type="checkbox"/> Information on Distance Learning Library Services (<a href="http://www.uky.edu/Libraries/DLLS">http://www.uky.edu/Libraries/DLLS</a>)             <ul style="list-style-type: none"> <li><input type="checkbox"/> Carla Cantagallo, DL Librarian</li> <li><input type="checkbox"/> Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)</li> <li><input type="checkbox"/> Email: <a href="mailto:dllservice@email.uky.edu">dllservice@email.uky.edu</a></li> <li><input type="checkbox"/> DL Interlibrary Loan Service: <a href="http://www.uky.edu/Libraries/libpage.php?lweb_id=253&amp;llib_id=16">http://www.uky.edu/Libraries/libpage.php?lweb_id=253&amp;llib_id=16</a></li> </ul> </li> </ul>
11.	<p>I, the instructor of record, have read and understood all of the university-level statements regarding DL.</p> <p>Instructor Name: Min-Young Lee <span style="float: right;">Instructor Signature:</span></p>



An Equal Opportunity University  
Merchandising, Apparel & Textiles  
**College of Agriculture**  
318 Erikson Hall  
Lexington, KY 40506-0050  
Phone: (859) 257-4917  
Fax: (859) 257-1275

**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 11:00- 12:30  
Other times by appointment
- Required Text:** *Fashion Entrepreneurship: Retail Business Planning*, Michele Granger, Tina Sterling (2002) Fairchild Publications, Inc.
- 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 Blackboard. If you have any problem to access Blackboard and have questions regarding a distance class please contact TASC ([www.uky.edu/TASC/](http://www.uky.edu/TASC/); 859-257-8272) and Information Technology Customer Service Center ([www.uky.edu/UKIT/](http://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. Blackboard Course website**

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

The Blackboard system utilizes your @uky e-mail address as the default. The instructor will use the Blackboard "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/](http://www.uky.edu/TASC/); 859-257-8272) and Information Technology Customer Service Center ([www.uky.edu/UKIT/](http://www.uky.edu/UKIT/); 859-257-1300).

**2. Group Discussion/quiz**

You need to complete group 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.

### 3. Instructor

You can contact your instructor via e-mail or telephone provided above. I will respond you with 24 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 the **midnight, on the date assigned, otherwise they are considered late. Late assignments will not be accepted without a University approved excuse. You need to turn in the assignments through the Blackboard under Assignment Tab (upload file w/ word format).**

**All written assignments are required to be typewritten.** 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)
- **pages stapled (no clips) – There will be 5 pts penalty for not stapling.**

### 5. Exams

There will be two exams in the course, 100 points each. The final exam will be partly comprehensive (will be explained by the instructor in detail later by mid-term).

**Policy on exams make ups:** Due to the large number of students in the class it is very difficult to offer make-up exams. Make-up exams will be only offered to students who could not take the exam due to medical emergency or due to any emergency for which student can bring a valid documentation. Unrelated situations include personal appointments, travel plans, etc. As of the first day of class, you have been notified of the dates or each exam, so please make arrangements to be present.

6. 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

### 7. 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](mailto: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](http://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](mailto:dllservice@email.uky.edu)  
 DL Interlibrary Loan Services: [http://www.uky.edu/Libraries/libpage.php?lweb\\_id=253&llib\\_id=16](http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16)

**10. Special Notes**

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:**

<b>For Undergraduate Students:</b>	<b><u>Points Available</u></b>
EXAM I	<b>100</b>
EXAM II	<b>100</b>
Business Plan	
Final Copy/Presentation	<b>50</b>
Each Section of Plan	<b>150* See below</b>
Written Assignments	<b>100* See below</b>
Online Discussion/quiz	<b>100</b>
<b>TOTAL</b>	<hr/> <b>600</b>
<b>For Graduate Students:</b>	
EXAM I	<b>100</b>
EXAM II	<b>100</b>
Research Paper	<b>200</b>
Business Plan	
Final Copy/Presentation	<b>50</b>
Each Section of Plan	<b>150* See below</b>
Written Assignments	<b>100* See below</b>
Online Discussion/quiz (10 @10pts)	<b>100</b>
<b>TOTAL</b>	<hr/> <b>800</b>

**Grading scale**

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

## **MAT 514 Assignments-Business Plan:**

### **Business Plan**

- 1. Concept Statement.** ( 10 points)  
Write a one page, concise statement to explain precisely what the business is going to be and do. See pages 19-20 for all information that should be included.
- 2. Product Plan.** (20 Points)  
Using chapter 2 and 14, and the Business Mentor CD-ROM, develop the product Plan section of the business plan. This will include the information listed on page 48 in your textbook.
- 3. Location Plan.** (20 Point)  
Using chapter 5, develop the Location Section of the business plan. This should include the information listed on page 113 in your textbook. (Not on CD-ROM)
- 4. Marketing Plan.** (20 Points)  
Using chapter 7 and 14, and the Business Mentor CD-ROM, develop the marketing plan section of the business plan. This will include the information listed on page 169 in your textbook.
- 5. Management Plan.** (20 Points)  
Using chapter 8 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 195 in your textbook.
- 6. Merchandising Plan** (20 Points)  
Using chapter 9 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 225 in your textbook.
- 7. Financial Plan** (20 Points)  
Using chapter 11 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 281 in your textbook.
- 8. Growth Plan** (20 Points)  
Using chapter 13 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 319 in your textbook.
- 9. Final Copy of Business Plan** (50 Points)
  - Include all plans you write this semester after proper revision
  - Make it look professional
  - Include Table of Content
  - Include Executive Summary
  - Include Appendix (optional)
  - You can add more

## **Written Assignment (25pts each)**

**All Assignments need to be uploaded on your portfolio that was created in MAT 237 class.**

### **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
- Use interview questions on the text book page 24.

### **2. Location Fact Sheet**

To do this assignment, you will need to pick one location or a store you are interested in and you can access (it can be your business location for your business plan but it should be accessible within a week). 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
  - b. One paragraph of disadvantages of location
6. Contact information of the store owner or landlord (ex. Include business card)

### **3. 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
  - b. Decide Media Option (only print media)– Explain why you choose this option – One Paragraph
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!

### **4. Financial Statements**

Develop two financial statements (e.g., balance sheet, cash flow statement, merchandising plan)

**Submit a hard copy per group**

1. Short Paper
  1. Justify your financial statements – One Paragraph
  2. Sale, inventory, fixed costs,...
2. Two financial statements
3. Post financial statement on your portfolio

## **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
- Brief history related to topic
- Current economic status; textile and apparel industry involvement, including company names and product lines as appropriate
- Conclusion; tie the findings into the structure of this class, such as how and where it is related to the course outline
- Potential for employment related to this topic
- 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.

**Tentative Course Outline**

TOPIC	Chapter	Assignment Due
Introduction & Overview		
Characteristics of Entrepreneurs	Chapter 1	<b>Post your portfolio link on BB</b>
Entrepreneur interview		
Presentations of Interview		<b>Post Assignment</b>
Constructing the Business Plan	Chapter 14	<b>Concept Statement/ Online Discussion1</b>
The Product/ Researching the Market	Chapter 2,3	
Strategic Planning	Chapter 4	<b>Online Discussion2</b>
Location	Chapter 5	<b>Product Plan</b>
Location Fact Sheet		<b>Post Assignment/ Online Discussion3</b>
Presentation/discussion		<b>Location Plan</b>
Marketing Strategy	Chapter 7	<b>Online Discussion4</b>
Marketing Strategy	Chapter 7	<b>Marketing Plan</b>
Exam 1		
Managing Employees	Chapter 7	
Guest Speaker		<b>Management Plan/ Online Discussion5</b>
Merchandise Planning	Chapter 9	
Advertisement		<b>Post Assignment/ Online Discussion6</b>
Merchandise Planning	Chapter 9	<b>Merchandising Plan</b>
Business Structure	Chapter 10	<b>Online Discussion7</b>
Financial Management	Chapter 11	
Financial Statement		<b>Post Assignment/ Online Discussion8</b>
Presentation/discussion		<b>Financial Plan</b>
Operations and Control Systems	Chapter 12	<b>Online Discussion9</b>
Growth Strategies	Chapter 13	
Exam 2		
Business Plan	Chapter 14	<b>Growth Plan</b>
No Class (Thanksgiving Holiday)		
Presentations		<b>Online Discussion10</b>
Presentations		
Presentations		
Working for Final Business Plan		
Final Business Plan Due		<b>**Final Business Plan**--ALL</b>

**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**  
**Reading list**

**Entrepreneurship**

Shane, S. & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), 217-226

Baumol, W. J. (1996). Entrepreneurship: Productive, unproductive, and destructive. *Journal of Business Venturing*, 11(1), 3-22

Shane, S. A. (2003). *A general theory of entrepreneurship: the individual-opportunity nexus*. MA: Northampton. ISBN: 1843763826 9781843763826

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