I. General Information:

College:	CAFE		Department (Full name):	Retailing and Tourism Management
Major Name (full name please):	Merchandising, Apparel and Textiles; Hospitality Management and Tourism	Degree Title:		B.S. in Merchandising, Apparel and Textiles; B.S. in Hospitality Management and Tourism
Formal Option(s), if any:	N/A	Specialty Field w/in Formal Options, if any:		N/A
Requested Effective Date:	FALL 2014, *IF* RECEIVED BY SENATE COUNCIL BY MONDAY, APRIL 7.			
Contact Person:	Mary Graham, Tricia Day, and Mika Pryor	Phone:	7-7776,7-6025, 7-9132	Email:	mary.graham@uky.edu, tricia.day@uky.edu, mika.pryor@uky.edu

II. Parameters of the Graduation Composition and Communication Requirement (GCCR):

The new GCCR replaces the old Graduation Writing Requirement. It is fulfilled by a course or courses specified within a B.A./B.S. degree program. As outlined in draft Senate Rule 5.4.3.1, the GCCR stipulates that students must successfully complete this requirement after achieving sophomore status and prior to graduation. To satisfy the GCCR, students must earn an average grade of C or better on the designated Composition and Communication (C&C) intensive assignments produced in any given course designated as fulfilling some or all of the GCCR. The requirements for GCCR courses include:

- at least 4500 words of English composition (approximately 15 pages total);
- a formal oral assignment *or* a visual assignment;
- an assignment demonstrating information literacy in the discipline;
- a draft/feedback/revision process on GCCR assignments.

The program requirements for the GCCR include:

- at least one specific Program Student Learning Outcome for C&C outcomes;
- a plan for assessing both the writing and oral *or* visual components of the GCCR;
- clear goals, rubrics, and revision plans for GCCR implementation.

Upon GCCR approval, each program will have a version of the following specification listed with its Program Description in the University Bulletin:

*"**Graduation Composition and Communication Requirement.** Students must complete the Graduation Composition and Communication Requirement as designated for this program. Please consult a college advisor or program advisor for details. See also 'Graduation Composition and Communication Requirement' on p. XX of this Bulletin."*

III. GCCR Information for this Program (by requirement):

A. *List the courses currently used to fulfill the old Graduation Writing Requirement:*
WRD 203: Business Writing
B. *GCCR Program Outcomes and brief description:*
1. Please specify the Major/Program Student Learning Outcomes (SLOs) pertaining to Composition & Communication and the GCCR requirement. These are *program* outcomes, not *course* outcomes. Please specify the program-level SLOs for C&C in your program:
RTM 425 (Human Resource Management): Ethics, Social Responsibility, and Sustainability: Evaluate social responsibility, professional behavior, and ethics impact on individual, organization, and corporate decision making. Analyze and evaluate environmental and environmental sustainability's impact on the industry activities and processes.
2. Please provide a short GCCR description for your majors (limit 1000 characters): Please explain the GCCR requirement in language appropriate for undergraduate majors to understand the specific parameters and justification of your program's GCCR implementation plan:

RTM 425: Students will learn to write and correctly cite references in APA format, understand service industry research techniques, and be able to properly develop an outline for a 4,500 (changed from 3,500) word research paper on a topic of their choosing regarding ethical issues in food or fashion. Once their research is complete they will give a 10 minute presentation including visual aids such as PowerPoint slides. Communication, presentaion, and writing skills are developed through draft and feedback processes given from instructors and peers.

C. *Delivery and Content:*

1. Delivery specification: for your major/program, how will the GCCR be delivered? Please put an X next to the appropriate option. *(Note: it is strongly recommended that GCCR courses be housed within the degree program.)*	☒ a. Single required course within program
	☐ b. multiple required or optional courses within program
	☐ c. course or courses outside program (i.e., in another program)
	☐ d. combination of courses inside and outside program
	☐ e. other (please specify): _

2. Basic Course Information: Please provide the following information for course(s) used to satisfy the GCCR, either in whole or in part:

Course #1: Dept. prefix, number, and course title: RTM 425
- new or existing course? New (*new courses should be accompanied by a New Course Proposal*)
  - ☒ *if a new course, check here that a New Course Proposal has been submitted for review via eCATS*
- required or optional? Required
- shared or cross-listed course? N/A
- projected enrollment per semester: 40

Course #2 (if applicable): Dept. prefix, number, and course title: _____
- new or existing course? _____ (*new courses should be accompanied by a New Course Proposal*)
  - ☐ *if a new course, check here that a New Course Proposal has been submitted for review via eCATS*
- required or optional? _____
- shared or cross-listed course? _____
- projected enrollment per semester: _____

Course #3 (if applicable): Dept. prefix, number, and course title: _____
- new or existing course? _____ (*new courses should be accompanied by a New Course Proposal*)
  - ☐ *if a new course, check here that a New Course Proposal has been submitted for review via eCATS*
- required or optional? _____
- shared or cross-listed course? _____
- projected enrollment per semester: _____

3. Shared courses: If the GCCR course(s) is/are shared from *outside* the program, please specify the related department or program that will be delivering the course(s). Please provide the following:
- **Contact information of providing program:**

  _____
- **Resources:** what are the resource implications for the proposed GCCR course(s), including any projected budget or staffing needs? If multiple units/programs will collaborate in offering the GCCR course(s), please specify the resource contribution of each participating program.

  _____
- **Memorandum of Understanding/Letter of Agreement**: Attach formal documentation of agreement between the providing and receiving programs, specifying the delivery mechanisms and resources allocated for the specified GCCR course(s) in the respective programs (include with attachments).
  Date of agreement: _____

4. Syllabi: Please provide a sample syllabus for each course that will be designated to fulfill the GCCR. Make sure the following things are clearly indicated on the syllabi for ease of review and approval (check off each):
- the GCCR assignments are highlighted in the syllabus and course calendar;
- the GCCR assignments meet the minimum workload requirements as specified by the Senate Rules for GCCR courses (see

the draft Senate GCCR rule linked here);
- the elements are specified in the syllabus that fulfill the GCCR requirement for a clear draft/feedback/revision process;
- the grade level requirements for the GCCR are specified on the syllabus (i.e., an average of C or better is required on GCCR assignments for credit);
- the course or sequence of courses are specified to be completed after the first year (i.e. to be completed after completing 30 credit hours) for GCCR credit;
- the course syllabus specifies "This course provides full/partial GCCR credit for the XXX major/program"
  - if the course provides partial GCCR credit, the fulfilled portion of the GCCR must be specified and the other components of the GCCR for the program must be specified: e.g. "This course provides partial credit for the written component of the GCCR for the XXX major/program in conjunction with Course 2"

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5. **Instructional plan:** Summarize the instructional plan for teaching the C&C skills specified in the program SLOs and delivered in the course(s). Include the following information in **brief** statements (1000 characters or less). Information can be cut-and-pasted from the relevant sample syllabus with indications **where** on the syllabus it is found:

- overview of delivery model: summarize how the GCCR will be delivered for **all** program majors: explain how the delivery model is appropriate for the major/program and how it is offered at an appropriate level (e.g. required course(s), capstone course, skills practicum sequence of courses, etc.):

  RTM 425 is a required courses for MAT and HMT students (pending approval). RTM 425 will primarily be taken by students the spring of their junior year. The course is offered at a time where both HMT and MAT students are well versed in their knowledge of designated fields, allowing them to understand practical issues and concerns in these working environments. This type of research writing is important in the service industry to assess the frequent changes that occur on a daily basis. It is important for our students to understand research and its value in knowing the customer and social/cultural issues.

- assignments: overview or list of the assignments to be required for the GCCR (e.g. papers, reports, presentations, videos, etc.), with a summary of how these GCCR assignments appropriately meet the disciplinary and professional expectations of the major/program:

  RTM 425: Students will complete a 4,500 (changed from 3,500) word research paper and 10 minute presentation. This assignment has been designed to meet C&C needs as well as, providing students with experience in collecting research in hospitality and merchandising settings. The writing and presentation assignments are designed to cover topics they will be exposed to in their professional careers, and allow them to verbally explain their research for ideas about service industry ethical standards.

- revision: description of the draft/feedback/revision plan for the GCCR assignments (e.g. peer review with instructor grading & feedback; essay drafting with mandatory revision; peer presentations; etc.):

  RTM 425 students will have an initial topic with 3 references submitted. After feedback is given they will submit an outline of their research paper and then feedback will again be provided. They will submit a first draft, feedback will be given for one final time, and then they will submit a final draft. Once the full draft is submitted they will present their findings to their assigned group on Blackboard to receive feedback on their presentation from peers. The students will then make changes to their PowerPoint based on online (Blackboard) peer reviewed comments before their final 10 minute presentation to the entire class. Feedback and revision stages are completed throughout the entire class.

- other information helpful for reviewing the proposal:

  This is a revised package of our GCCR submission. In our initial proposal RTM 340 was acting as one half of the GCCR requirement. RTM 340 will no longer fulfill any part of the GCCR component, all GCCR requirements will be completed in RTM 425. The RTM 425 research paper assignment was initially set to be 3,500 words with a 10 minute presentation, it has been adjusted to a 4,500 word assignment and 10 minute presentation, all following the draft/feedback/revision component.

D. Assessment:

In addition to providing the relevant program-level SLOs under III.B, please specify the assessment plan at the program level for the proposed course(s) and content. Provide the following:

- specify the assessment schedule (e.g., every 3 semesters; biennially):

  The SLO will be assessed every year. A standardized rubric will be used for each GCCR assignment. A third of the fall semester class, and a third of the spring semester class will be assessed.

- identify the internal assessment authority (e.g. curriculum committee, Undergraduate Studies Committee):

The SLO will be assessed by RTM 425 instructors; Academic Coordinator will compile the data into assessment reports.
• if the GCCR course(s) is/are shared, specify the assessment relationship between the providing and receiving programs: explain how the assessment standards of the receiving program will be implemented for the provided course(s):
N/A

Signature Routing Log

General Information:

GCCR Proposal Name (course prefix & number, program major & degree):	RTM 425: Human Resource Management Mercahndising, Apparel and Textiles; B.S. in Merchandising, Apparel and Textiles Hospitality Management and Tourism; B.S. in Merchandising, Apparel and Textiles
Contact Person Name:	Mary Graham, Tricia Day, Mika Pryor
Phone:	7-7776, 7-6025, 7-9132
Email:	mary.graham@uky.edu, tricia.day@uky.edu, mika.pryor@uky.edu

Instructions:
Identify the groups or individuals reviewing the proposal; record the date of review; provide a contact person for each entry. On the approval process, please note:

- Proposals approved by Programs and Colleges will proceed to the GCCR Advisory Committee for expedited review and approval, and then they will be sent directly to the Senate Council Office. Program Changes will then be posted on a web transmittal for final Senate approval in time for inclusion in the Fall 2014 Course Bulletin.
- New Course Proposals for the GCCR will still require review and approval by the Undergraduate Council. This review will run parallel to GCCR Program Change review.
- In cases where new GCCR courses will be under review for implementation after Fall 2014, related GCCR Program Changes can still be approved for Fall 2014 as noted *"pending approval of appropriate GCCR courses."*

Internal College Reviews and Course Sharing and Cross-listing Reviews:

Reviewing Group	Date Reviewed	Contact Person (name/phone/email)
Home Program *review by Chair or DUS, etc.*	4/1/14 Revised	Vanessa Jackson / 257-7633 / vanessa.jackson@uky.edu
Providing Program *(if different from Home Program)*		/ /
Cross-listing Program *(if applicable)*		/ /
College Dean	4/2/14 Revised	Larry J. Grabau / 257-3469 / Larry.Grabau@uky.edu
		/ /

Administrative Reviews:

Reviewing Group	Date Approved	Approval of Revision/ Pending Approval[1]
GCCR Advisory Committee	4/16/2014	

Comments:

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[1] *Use this space to indicate approval of revisions made subsequent to that group's review, if deemed necessary by the revising group; and/or any Program Change approvals with GCCR course approvals pending.*

RTM 425
Human Resources Management

Instructor: Mika Pryor
Office Address: 303 Erikson Hall
Email Address: mika.pryor@uky.edu
Office hours: By appointment only

Teaching Assistant: Mallory Douglass
Office Address: 303 Erikson Hall
Email Address: Mallory.douglass@uky.edu
Office Hours: M & W 9:00-2:00

Course Description

This course will provide students with a review of essential HR management concepts–including fundamental practices, methods, topics, and relevant legal findings–in a highly readable and accessible format. This course will fulfill all GCCR requirements for the RTM program.

Prerequisites: Junior standing or consent of instructor prior to registration.

Objectives:

1. To introduce the basic levels and types of human resource management in RTM.

2. To provide an overview of the various processes involved in staffing, training, and retaining employers in RTM firms.

3. To communicate the personal attributes and behaviors associated with successfully supervising and evaluating employees.

Student Learning Outcomes: After completing this class, a student should be able to:

1) Define the theories, concepts and processes related to human resource management in RTM.
2) Comprehend the roles and responsibilities of HR professionals in RTM.
3) Interpret data in an attempt to explain what environmental influences affect human resource management in RTM.
4) Develop a set of goals for staffing, training and development functions in an identified company.
5) Use job analysis and job descriptions as management tools.
6) Evaluate employee job performance.

Required Materials:

Fundamentals of Human Resource Management, by David DeCenzo, Stephen Robbins, Susan Verhulst; John Wiley & Sons, Inc.; 11th edition (2013) **ISBN:** 978-0-470-91012-2

Description of Class Assignments:

Exams: There will be 3 exams throughout the semester. All exams will be given on Blackboard. You will have 50 minutes to complete the exams and there will be no class meeting on exam days. Exams will be available on Blackboard during class time only under "Course Information" link. There are no make-up exams for this course. If you miss an exam due to a University approved absence and can show documentation proving your excuse was approved your next exam score will be doubled. If you miss the 3rd exam and are excused your 2nd exam score will be doubled. All exam questions and answers will be randomized so no two students will have the same questions at the same time. There will be 5 allowed attempts to reenter if you are kicked out of the exam due to internet issues but your timed exam will continue. There will be no backtracking on the exam so you must answer each question before moving onto the next.

Quizzes: Quizzes will be given throughout the semester to determine if you are actually reading and listening in class. They will be a mixture of multiple choice and essay questions related to the topic of the week. Each quiz will be worth 25 points each.

Discussion Board Entries: This class will not have classroom meetings on Fridays. We will have an online discussion on Blackboard every Friday during class time. These are worth 15 points each and you are expected to participate. If you miss an online class discussion you will not be given the opportunity to make up the points unless you can present documentation for an excused absence as defined by the University. The questions are posted in blackboard under discussion on Wednesday afternoon by 2pm although the discussion board will not open for responses until Friday class time and will close promptly when class time is over.

Discussion board questions are designed to evaluate your application of information attained in class and through other sources. To answer the question, you must identify another source to support your answers. The answer should be a minimum of 150 words. List your source at the end of your answer in APA format. **Once you have posted your answer, read some of the postings by your class mate. Post a response to their answer. DO NOT just say I agree or disagree. Make sure your response is at least 100 words.**

In Class Activates/Case Exercises: The concepts presented in the text, readings and lectures will be applied through a set of case exercises. Each case has a set of questions or exercises as part of the assignment. These exercises will be available in class. Spelling and grammar errors will reduce your grade. Answers to the questions should include educational reasoning based on lecture notes, reading of the text and articles. Each in class activity will be worth 10 points. If you are absent during an in class activity you will not be given the opportunity to make up the points unless you can provide documentation for a University approved absence.

Research Paper on Food, Fashion and Business Ethics with Presentation. You will write a 4,500 (changed from 3,500) word (15 page, double-spaced) research paper on business ethics. You will have an opportunity to revise and resubmit your work after you have received comments from me on your information, grammar, presentation delivery, and other points. After all revisions are complete you will present your findings to the class.

Graduation Composition and Communication Requirements (GCCR)

This course has been designated in the RTM program, to meet the University of Kentucky's GCCR requirement for all BA/BS programs. There are two assignments that have been identified as assignments that demonstrate literacy in the discipline as well as follow the required draft, feedback, revision process. Students must receive an average of 70%, 'C' or above, on these two assignments combined to receive credit for meeting the GCCR standard. Each of the assignments has a rubric to indicate if the assignment is on track, needs improvement or is unacceptable. The two assignments for this course are:

	Total Points	**Percentage of Grade**
• Research paper- 4,500 words (15 pages, double-spaced)	200	20%
• Presentation- 10 minutes	100	10%

Course Requirements:	**Points**	**Percentage of Grade**
• Quizzes (6@ 25)	150	15%
• In class activities (10@10)	100	10%

•	**Discussion Board Exercises (11@15)**	**165**	**15%**
•	**Exams (3@100)**	**300**	**30%**
•	**Research paper and presentation**	**300**	**30%**

Grading Scale
- **90%-100%   A**
- **80%-89%   B**
- **70%-79%   C**
- **60%-69%   D**
- **59%-below   E**

Final Grade

Because of the writing nature of this course, there is no final exam. There will be a culminating paper and presentation in lieu of final exam.

Midterm Grade

You will receive a midterm grade to alert you as to how you are performing in the class. Midterm grades will be posted in myUK by the deadline established in the Academic Calendar.

Blackboard Access Required:

a. All learning notes, announcements, assignments, exams, etc. will be posted on Blackboard. Be sure to check Blackboard daily and if you do not, you may not receive important information that can affect your grade. Please also update your email address on Blackboard. I will frequently send important information to the class via email. You can set your UKY email address to forward to another address you check on a regular basis.

b. The course WEBSITE on UK's blackboard will provide:
   i.   Syllabus, Lecture Notes, Supplemental Readings
   ii. Grades will be posted in Blackboard
   iii. E-communications with instructors, teaching assistants, team members and fellow students

Students with disabilities will be provided with the necessary technological assistance.

Attendance Policy:

Students are expected to be present for every meeting of the class. Punctual attendance is mandatory for this course. Attendance will not be taken but there will be a number of in class activities that will account for a portion of your grade. The absentees are to take full responsibilities for all consequences as the result of missing any class meeting. You will not be given the chance to make up missed points unless you are absent for a reason listed at www.uky.edu/StudentAffairs/Code/part2.html.

Excused Absences:
Students need to notify the professor of absences prior to class when possible. S.R. 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. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy. THIS MEANS ONE CLASS. I expect you to not miss any of the classes.

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.

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.

Part II of *Student Rights and Responsibilities* (available online http://www.uky.edu/StudentAffairs/Code/part2.html) 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 the question of plagiarism involving their own 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 anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. 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 of information, the student must carefully acknowledge exactly what, where and how he/she 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 (Section 6.3.1).

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

Academic Integrity:

Scholastic dishonesty is not tolerated. 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.

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 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 of information, the student must carefully acknowledge exactly what, where and how he/she 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 (Section 6.3.1).

Accommodations due to disability:

If you have a documented disability that requires academic accommodations, please see me as soon as possible. In order to receive accommodations in this course, you must provide a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754).

Students with disabilities will be provided with the necessary technological assistance.

Classroom Policies:

When you arrive in class, all cell phones and iPad's and other technology must be turned off and put away. If you are caught with your phone out, you will be asked to leave immediately. The class period will be considered as an unexcused absence.

Spring 2014 Schedule

Day/Date	Topic(s)	Research topic due dates
1/15	Initial class meeting, Syllabus, Introductions	
1/17	Chapter 1 and in class activity	
1/20	No Class Martin Luther King Jr. Day	
1/22	Chapter 2	
1/24	online discussion	
1/27	Chapter 3	Quiz 1
1/29	Chapter 3 in class activity	General question for research topic due with 3 references
1/31	Online discussion	
2/3	Chapter 4	Quiz 2

Date	Topic	Assignment
2/5	Chapter 4 in class activity	==Research Topic returned with instructor feedback==
2/7	Online discussion	
2/10	**1st Exam on Blackboard (Ch 1-4)**	
2/12	Chapter 5	
2/14	Online discussion	
2/17	Chapter 6 & 7	Quiz 3
2/19	Chapter 6 & 7 in class activity	==1st draft or outline for research topic due==
2/21	Online discussion Chapter 6 & 7	
2/24	Chapter 8 & 9	Quiz 4
2/26	Chapter 8 & 9 in class activity	==1st Draft returned with instructor feedback==
2/28	Online Discussion Chapter 8 & 9	
3/3	Chapter 10	
3/5	Chapter 10 in class activity	
3/7	Online Discussion Chapter 10	
3/10	**Exam 2 on Blackboard (Ch 5-10)**	
3/12	Chapter 11 lecture and in class activity	
3/14	Online discussion Chapter 11	
3/17-3/21	No Class Spring Break	
3/24	Chapter 12	Quiz 5

3/26	Chapter 12 in class activity	
3/28	Online discussion Chapter 12	
3/31	Chapter 13	Quiz 6
4/2	Chapter 13 in class activity	**Full paper draft due**
4/4	Online discussion Chapter 13	
4/7	Chapter 14	**Video submission of presentation due on Blackboard**
4/9	Chapter 14 in class activity	**Full paper draft returned**
4/11	Online discussion Chapter 14	**Peer review comments for group member video presentations due on Blackboard**
4/14	**Exam 3 on Blackboard (Ch 9-14)**	
4/16	Presentations	**Final paper due**
4/18	Presentations	
4/21	Presentations	
4/23	Presentations	
4/25	Presentations	
4/28	Presentations	
4/30	Presentations	
5/2	Presentations	

Topics to choose from:

Thesis topics related to class in the area of Food, Fashion and Business Ethics

300 points total. Due in stages.

This paper is designed to spark your interest in ethics as it relates to consumer consumption, usage and product development in the area of food and fashion. It can also be related to the processes used by manufacturers and business related workers and business organizations. You may ask and attempt to answer any question that interests you.

A thesis is an idea you attempt to develop based on your beliefs, readings and research of information or data collection. You should finally make a decision about the most satisfying answer and explore that aspect of the question more fully. You start with an introduction of an idea. You explain the idea, and then proceed to develop the idea based on information collected from readings and research of information or data collection. Your research must come from a mixture of primary sources, i.e., journal articles and research reports, and less formal media such as magazines or newspapers. You may use magazines or newspapers as "leads" and then follow up with research in the formal literature. A lot of formal literature exists on line, so the internet is fair game as long as you exercise due diligence.

Note: for each installment of your research paper, you will get written feedback one week after your work is submitted.

A general question, along with a description of why you are interested in this question and three preliminary references, is due **January 29**[th]. This is early in the semester and you might feel like you don't know enough to ask a good question. That is all right; you will probably refine the question as you begin to investigate the answers.

The next step is to find some information about your question and to develop your question further. In order to come up with an outline, this first thing you do is to search for your topic area. Then within the topic area identify specific areas that relate to the topic. This helps you develop your outline for the paper. A draft is due **February 19**[th]**.** This draft may be written in outline form, list form, etc.; it does not have to be a full-blown draft, but should strive to outline your ideas as completely as possible. You should include a list of references, properly formatted in whatever style you are used to (be consistent). APA is the typical reference format.

A full paper draft is due **April 2**[nd]**.** This draft should be in fully developed, formal prose. It should answer your question as completely as possible. The work needed between this draft and the final draft should be refining and polishing, not major construction.

The final paper is due **April 25**[th]**.** This final paper will include an abstract, that is, a mini-paper (one page) which summarizes your entire work. This gets your major obligations for this class over with well before final exams. This paper should be professional. Your goal is to create a paper that you would be proud to have published on a class website (perhaps on wikispaces).

Required format:

This paper should be 4,500 (changed from 3,500) words long (15 pages, double-spaced), excluding the reference list AND the abstract page. Please double-space and use 12-point font. Your paper may be longer if necessary. Please include a captivating title, page numbers, section headings, internal citations, and footnotes if necessary. Your reference list should be complete and properly formatted bibliographic reference. There should be no grammatical errors, spelling errors, or typos in the final product.

Your writing style should be formal but not convoluted. Clear communication is the goal. Look at the Wall Street Journal, New Your Times, Smithsonian magazine, National Geographic, etc., for examples of good sentence and paragraph structure. Review research journals for examples of writing styles.

Grading (300 points total):

Drafts – 100 points
20 points – Potential title; Initial question in a paragraph format with why you are interested in this topic and 3 references in APA format
40 points – First draft (can be outline form, very important draft)
40 points – Full paper draft (not yet including an abstract)

Please note that your ideas in draft stage do not have to be perfect! You won't lose points for being "wrong." Have in mind the criteria for the final paper as you prepare your drafts and your work will be less as you go along. When I look at your drafts I will make suggestions about improving the ideas according to the final criteria.

Final paper – 100 points
5 points – Correct format
5 points – Good writing quality, free from errors, clear, organized, interesting
5 points – Well formulated, clear question
10 points – Appropriate sources and sound research
30 points – Exploration of multiple sides of the questions
25 points – Further exploration of the most important or compelling idea
20 points – Well constructed conclusion that summarizes the information and analysis of the original question

Presentation – 100 points
You will be assigned to groups of 4-5, each group member will video record their first presentation of their project and post the submission on their Blackboard group page. Each group member will watch the others' presentations and provide an online reflection of comments and suggestions about each. This first presentation is for you to review peer comments and assess the ways to develop your communication and presentation skills. You will use these peer reviewed comments to adjust your first draft presentation before the final presentation is completed.

Q: Where can I rent a video camera for my class assignment?

A: Students may rent video cameras for class-specific assignments from <u>Teaching & Learning Audio Visual Services</u> in the College of Nursing Building. Written permission from the class instructor is required. The equipment may be borrowed for one day only and must be reserved in advance.

For more information, please contact Teaching & Learning AV Services at <u>avrequest@lsv.uky.edu</u> or 859-323-6455

Students may also borrow a video camera from the Department of Retailing and Tourism Management, in 316 Erikson Hall.

<u>Final presentations will be given in class during the week of April 28-May 2nd</u>. The presentation will include PowerPoint slides and will be <u>10-12 minutes in length</u>. You will present your topic and why it sparks your interest, the research you conducted and then your findings. The presentation is basically a summary of your paper.

40 points – PowerPoint includes the idea and why it is interesting to you, the research conducted and
          outcome of your research
30 points – Presentation is well organized and clear
30 points – Presentation last between 10 – 12 minutes.