

RECEIVED

Course Information

MAY 13 2016

Date Submitted: 4/4/2016

Current Prefix and Number: MBA - Master of Business Admin, MBA 624 ENTREPRENEURIAL MARKETING AND MANAGEMENT
OFFICE OF THE
REGENT AND COUNCIL

Other Course:

Proposed Prefix and Number: MBA 624

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: BUSINESS AND ECONOMICS

b. Department/Division: Business and Economics

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Harvie Wilkinson

Email: harviewilkinson@uky.edu

Phone: 257-1924

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: No OR Effective Semester: Fall 2016

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: ENTREPRENEURIAL MARKETING AND MANAGEMENT

Proposed Title: ENTREPRENEURSHIP AND MANAGEMENT TECHNOLOGY COMMERCIALIZATION

c. Current Transcript Title: ENTREPRENEURIAL MARKETING AND MANAGEMENT

Proposed Transcript Title: ENTREPRENEURSHIP/TECH COMMERCIALIZATION

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 40

Proposed Meeting Patterns

LECTURE: 40

f. Current Grading System: Graduate School Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 2

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: An examination of how to market creatively on limited resources. Hands on experience in how to develop a marketing plan for a small firm. Open only to students in the daytime MBA track.

Proposed Course Description for Bulletin: This course is a broad overview of the technology commercialization process with a hands-on opportunity to learn commercialization skills in a real world environment that combines theory and practice. It is designed to cover the three primary phases of the commercialization process. The Assessment module focuses on customer validation and market research, commercialization pathways, intellectual property, legal entities, strategic partnerships, and the business model canvas. The Business Planning module provides an overview of accounting principles and pro forma statements, business plan elements, management teams and advisory boards, go-to-market strategies, and licensing and royalties. The Capitalization module focuses on funding strategies including federal and state programs, angel investors and venture capital, crowd funding, and introduction to term sheets and valuation methods, and investor presentations. This course will meet twice per week for 2.5 hours each session for a total of eight weeks.

2j. Current Prerequisites, if any: Prereq: MBA 600, 601, 602, 603, 604, 605, 606, 610, 611 and 612.

Proposed Prerequisites, if any: MBA Program Standing

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. 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?

2. 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.

3. 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.

4. 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?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. 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 Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student 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.

10. Does the syllabus contain all the required components? NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|KTROSKE|Kenneth R Troske|MBA 624 CHANGE College Review|20160404

SIGNATURE|ZNNIKO0|Roshan N Nikou|MBA 624 CHANGE Graduate Council Review|20160512

Course Change Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

Open in full window to print or save

Generate PDF

Attachments:

Browse...

Upload File

NOTE: Start form entry by choosing the Current Prefix and Number (*denotes required fields)

Current Prefix and Number:		MBA - Master of Business Admin MBA 624 ENTREPRENEURIAL MARKETING AND MANAGEMENT	Proposed Prefix & Number. (example: PHY 401G) <input checked="" type="checkbox"/> Check if same as current	MBA 624
* What type of change is being proposed?		<input checked="" type="checkbox"/> Major Change <input type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, ex. 799 is the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which do change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in course content or emphasis, or which is made necessary by the significant alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above		
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No				
If YES, check the areas that apply:				
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics				
1. General Information				
a. Submitted by the College of:		BUSINESS AND ECONOMICS		Submission Date: 4/4/2016
b. Department/Division:		Business and Economics		
c.* Is there a change in "ownership" of the course?				
<input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? [Select...]				
e.* * Contact Person Name: Harvie Wilkinson Email: harvIEWILKINSON@UKY.EDU Phone: 257-1924				
* Responsible Faculty ID (if different from Contact): Email: Phone:				
f.* Requested Effective Date:		<input type="checkbox"/> Semester Following Approval	OR	Specific Term: ² Fall 2016
2. Designation and Description of Proposed Course.				
a. Current Distance Learning(DL) Status:		<input checked="" type="radio"/> N/A <input type="radio"/> Already approved for DL* <input type="radio"/> Please Add <input type="radio"/> Please Drop		
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that the proposed change affect DL delivery.				
b. Full Title:		ENTREPRENEURIAL MARKETING AND MANAGEMENT	Proposed Title: *	ENTREPRENEURSHIP AND HANP TECHNOLOGY COMMERCIALIZATI
c. Current Transcript Title (if full title is more than 40 characters):		ENTREPRENEURIAL MARKETING AND MANAGEMENT		
c. Proposed Transcript Title (if full title is more than 40 characters):		ENTREPRENEURSHIP/TECH COMMERCIALIZATION		
d. Current Cross-listing:		<input type="checkbox"/> N/A	OR	Currently ³ Cross-listed with (Prefix & Number): none
Proposed - ADD ³ Cross-listing (Prefix & Number):				
Proposed - REMOVE ^{3,4} Cross-listing (Prefix & Number):				

e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours $\frac{1}{2}$ for each meeting pattern

Current:	Lecture 40	Laboratory ^d	Recitation	Discussion	Indep. Stu
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	
Proposed: *	Lecture 40	Laboratory ^d	Recitation	Discussion	Indep. Stu
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	

f. Current Grading System: Graduate School Grade Scale

Proposed Grading System:*

- Letter (A, B, C, etc.)
- Pass/Fail
- Medicine Numeric Grade (Non-medical students will receive a letter grade)
- Graduate School Grade Scale

g. Current number of credit hours: 2 Proposed number of credit hours:*

3

h.* Currently, is this course repeatable for additional credit? Yes

* Proposed to be repeatable for additional credit? Yes

If YES: Maximum number of credit hours:

If YES: Will this course allow multiple registrations during the same semester? Yes

i. Current Course Description for Bulletin:

An examination of how to market creatively on limited resources. Hands on experience in how to develop a marketing plan for a small firm. Open only to students in the daytime MBA track.

* Proposed Course Description for Bulletin:

This course is a broad overview of the technology commercialization process with a hands-on opportunity to learn commercialization skills in a real world environment that combines theory and practice. It is designed to cover the three primary phases of the commercialization process. The Assessment module focuses on customer validation and market research, commercialization pathways, intellectual property, legal entities, strategic partnerships, and the business model canvas. The Business Planning module provides an overview of accounting principles and pro forma statements, business plan elements, management teams and advisory boards, go-to-market strategies, and licensing and royalties. The Capitalization module focuses on funding strategies including federal and state programs, angel investors and venture capital, crowd funding, and introduction to term sheets and valuation methods, and investor presentations. This course will meet twice per week for 2.5 hours each session for a total of eight weeks.

j. Current Prerequisites, if any:

Prereq: MBA 600, 601, 602, 603, 604, 605, 606, 610, 611 and 612.

* Proposed Prerequisites, if any:

MBA Program Standing

k. Current Supplementary Teaching Component, if any:

- Community-Based Experience
- Service Learning
- Both

Proposed Supplementary Teaching Component:

- Community-Based Experience
- Service Learning
- Both

		<input type="radio"/> No Change
3.	Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/>
*	Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/>
	If YES, enter the off campus address:	
4.*	Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/>
	If YES, explain and offer brief rationale:	
5.	Course Relationship to Program(s).	
a.*	Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/>
	If YES, identify the depts. and/or pgms:	
b.*	Will modifying this course result in a new requirement ² for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/>
	If YES ² , list the program(s) here:	
6.	Information to be Placed on Syllabus.	
a.	<input type="checkbox"/> Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiation between under graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading course for graduate students. (See SR 3.1.4.)

¹See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.

²Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

³Signature of the chair of the cross-listing department is required on the Signature Routing Log.

⁴Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

⁵Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

⁶You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

⁷In order to change a program, a program change form must also be submitted.