

APPLICATION FOR NEW COURSE

1. General Information.

- a. Submitted by the College of: Business and Economics Today's Date: 1/15/2010
- b. Department/Division: MBA
- c. Contact person name: Mary Lee Kerr Email: mkerr2@uky.edu Phone: 7-1924
- d. Requested Effective Date: Semester following approval OR Specific Term/Year¹: fall 2010

2. Designation and Description of Proposed Course.

- a. Prefix and Number: MBA 609
- b. Full Title: Management
- c. Transcript Title (if full title is more than 40 characters): Management
- d. To be Cross-Listed² with (Prefix and Number): _____
- e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

20 Lecture _____ Laboratory¹ _____ Recitation _____ Discussion _____ Indep. Study _____

_____ Clinical _____ Colloquium _____ Practicum _____ Research _____ Residency _____

_____ Seminar _____ Studio _____ Other -- Please explain: _____

- f. Identify a grading system: Letter (A, B, C, etc.) Pass/Fail
- g. Number of credits: 1
- h. Is this course repeatable for additional credit? YES NO
- If YES: Maximum number of credit hours: _____
- If YES: Will this course allow multiple registrations during the same semester? YES NO
- i. Course Description for Bulletin: An experiential-based course that places students in teams that compete in a complex business simulation. Open only to one year students.
- j. Prerequisites, if any: Acceptance in MBA Program

¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

² The chair of the cross-listing department must sign off on the Signature Routing Log.

³ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

APPLICATION FOR NEW COURSE

- k. Will this course also be offered through Distance Learning? YES⁴ NO
- l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both
3. Will this course be taught off campus? YES NO
4. Frequency of Course Offering.
- a. Course will be offered (check all that apply): Fall Spring Summer
- b. Will the course be offered every year? YES NO
If NO, explain: _____
5. Are facilities and personnel necessary for the proposed new course available? YES NO
If NO, explain: _____
6. What enrollment (per section per semester) may reasonably be expected? 75
7. Anticipated Student Demand.
- a. Will this course serve students primarily within the degree program? YES NO
- b. Will it be of interest to a significant number of students outside the degree pgm? YES NO
If YES, explain: _____
8. Check the category most applicable to this course:
- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities
9. Course Relationship to Program(s).
- a. Is this course part of a proposed new program? YES NO
If YES, name the proposed new program: _____
- b. Will this course be a new requirement⁵ for ANY program? YES NO
If YES⁵, list affected programs: _____
10. Information to be Placed on Syllabus.
- a. Is the course 400G or 500? YES NO
If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b.** You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)
- b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

⁴ You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

⁵ In order to change a program, a program change form must also be submitted.

APPLICATION FOR NEW COURSE

APPLICATION FOR NEW COURSE

Signature Routing Log

General Information:

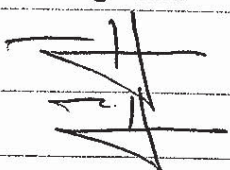
Course Prefix and Number: MBA 609

Proposal Contact Person Name: Mary Lee Kerr Phone: 7-1924 Email: mkerr2@uky.edu


INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

| Reviewing Group | Date Approved | Contact Person (name/phone/email) | Signature |
|------------------------|---------------|--|---|
| MBA Policy Committee | 11/24/2009 | Merl Hackbart / 7-1627 / mhackbart@uky.edu |  |
| Gatton College Faculty | 2/5/2010 | Merl Hackbart / 7-1627 / mhackbart@uky.edu | |
| | | / / | |
| | | / / | |
| | | / / | |

External-to-College Approvals:

| Council | Date Approved | Signature | Approval of Revision ⁶ |
|------------------------------|---------------|--|-----------------------------------|
| Undergraduate Council | | | |
| Graduate Council | |  <small>2010.04.21 11:33:08 -04'00'</small> | |
| Health Care Colleges Council | | | |
| Senate Council Approval | | University Senate Approval | |

Comments:

⁶ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

MBA 609 – BUSINESS SIMULATION
“New Restaurant Business Plan and Tasting Competition”
Fall 2010
Professor Walter J. Ferrier
walter.ferrier@uky.edu

OBJECTIVE

The purpose of this one-week course is to introduce students (in a fun, interactive way) to the complexities, uncertainties, and challenges associated with a wide variety of business functions that top managers and entrepreneurs have to juggle – e.g., design/introduce new products, analyze the marketplace/competitors, marketing, purchasing, production/operations, finance/accounting, human resources, business plan development, and so on. This strategy-as-functional integration simulation will serve as dynamic, experiential springboard for the upcoming core MBA modules.

For this year’s simulation, *six teams* of students will:

- Develop a business plan for a new restaurant (of *any* kind) in Lexington
- Design, shop for, cook and serve their restaurant’s signature dish to a panel of judges
- Pitch/present their business plan to the judging panel during the meal

Business Plan: The business plan should include, among other things, details related to your restaurant’s overall concept, market position, customer segment, menu/wines, location/retail space, décor/uniforms, marketing/promotion, financing/cash flow projections, return on investment, etc. Business plans will be strictly limited to 10 pages, including diagrams, tables, photographs, etc.

Kitchen walk-through: Your teams will visit the cooking and dining facilities at the Lemon Tree restaurant and cooking laboratory kitchen in Erikson Hall. Here, our MBA 606 faculty partners, Dr. Sandra Bastin (Department of Nutrition and Food Science) and Chef Bob Perry (Coordinator of the Food Systems Initiative, College of Agriculture), will provide a briefing on your use of the cooking equipment, food presentation and service, dining room facilities, kitchen safety, etc.

Test Kitchen: Your team’s “cooking and service team” – i.e., executive chef, sous chefs, servers, bus boys, dishwashers – will have a cooking and dining service practice run at the Lemon Tree and cooking lab kitchen. You will prepare two servings of your signature dish.

Best New Restaurant Competition: Although you will develop a complete menu, your team will cook and serve one “signature dish” from your menu that best represents your new restaurant concept. You will prepare and serve 4 servings of this dish; two for the judging panel and two to share among the other MBA students in your group. Your signature dish must include at least one Kentucky Proud ingredient or item. Each team will have a scheduled 20-minute block of time, during which you will serve your signature dish and present your business plan to the judging panel. This means that you should begin cooking your signature dish prior to your scheduled presentation in order to serve it to the judges in its ideal condition and in a timely manner. The judges will be given a fixed amount of *Monopoly* money that they can invest in the new restaurant(s) of their choosing. The winner will be the new restaurant that receives the most “start-up cash.”

SCHEDULE

- Monday, OCT 12 **Project Kick-off**
Gatton Rm. 309
- 8:00-10:00 – Group 1
 - 10:00-12:00 – Group 2
- Tuesday, OCT 13 **Strategizing, Business Planning, and Operational Execution**
Gatton Rm. 309
- 8:00-10:00 – Group 1
 - 10:00-12:00 – Group 2
- Required reading:
- Web: [Strategic Planning Process](#)
Web: [Porter's Generic Strategies](#)
Article: *Rattling of Chains (Food Arts)*
- Kitchen Walk-through**
Erikson Hall, Lemon Tree
- 2:30-3:30 – Group 1
 - 3:30-4:30 – Group 2
- Weds., OCT 14 **New Restaurant Concept + Signature Dish Spot-check**
Gatton Rm. 309
- 9:00-12:00 – 30-minute consultation meetings with Executive Chef Ferrier
- Thurs., OCT 15 **Test Kitchen**
Erikson Hall, Lemon Tree
- 2:30-5:00 – All Teams
- Friday, OCT 16 **Best New Restaurant Competition and Tasting**
Erikson Hall, Lemon Tree
- 11:00-12:30 – Group 1
 - Judges TBA
 - 1:30-3:00 – Group 2
 - Judges TBA

ASSIGNMENTS, RESPONSIBILITIES, AND GRADES

- 15% Oral Presentation of Business Plan
- 15% Written Business Plan
- 20% Food Quality and Service
- 50% Participation

Grading Scale: A (90-100), B (80-89), C (70-79), E (Below 70)