

## Brothers, Sheila

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**From:** Cramer, Aaron  
**Sent:** Wednesday, April 24, 2019 11:38 AM  
**To:** Bird-Pollan, Jennifer; Brothers, Sheila; Ett-Mims, Joanie  
**Cc:** Jenkins, Nicole  
**Subject:** NEW UC: Business  
**Attachments:** Business UG Certificate-new (revised 04192-19).pdf

Proposed New Undergraduate Certificate: Business

This is a recommendation that the University Senate approve the establishment of a new Undergraduate Certificate: Business, in the Gatton College of Business and Economics.

Rationale: The proposed 15-hour program includes an introductory course in business and foundational courses in accounting, management, marketing, and finance, all available online. The credential is intended to complement any discipline, preparing for future careers in which business and disciplinary expertise intersect. Admission is open to nonbusiness undergraduate students as well as non-degree-seeking students. An initial enrollment of 50 students growing to 150 students is anticipated.

Aaron

Aaron M. Cramer  
Associate Professor, Electrical and Computer Engineering  
Director of Graduate Studies, Electrical Engineering  
Chair, Senate Academic Programs Committee  
University of Kentucky  
859-257-9113  
[aaron.cramer@uky.edu](mailto:aaron.cramer@uky.edu)

**Certificate Description.** An Undergraduate Certificate is an integrated group of courses (as defined here 12 or more credits) that are 1) cross-disciplinary, but with a thematic consistency, and 2) form a distinctive complement to a student’s major and degree program, or 3) leads to the acquisition of a defined set of skills or expertise that will enhance the success of the student upon graduation. Undergraduate Certificates meet a clearly defined educational need of a constituency group, such as continuing education or accreditation for a particular profession; provide a basic competency in an emerging area within a discipline or across disciplines; or respond to a specific state mandate.

**Approval process.** Once approved at the college level, your college will send the proposal to the appropriate Senate academic council (possibly HCCC and/or UC) for review and approval. Once approved at the academic council level, the academic council will send your proposal to the Senate Council office for additional review via a committee and then to the SC and University Senate. (The contact person listed on the form will be informed when the proposal has been sent to committee and other times as appropriate.) The last step in the process is Senate approval; upon Senate approval, students can enroll in the new certificate.

Please click [here](#) for more information about undergraduate certificates.

1. GENERAL INFORMATION			
1a	Home college: Gatton College of Business and Economics		
1b	Home educational unit (department, school, college <sup>1</sup> ): <i>Gatton College of Business and Economics</i>		
1c	Office of Strategic Planning and Institutional Effectiveness (OSPIE) (Please contact OSPIE ( <a href="mailto:OSPIE@L.uky.edu">OSPIE@L.uky.edu</a> ) for help with questions in this section.)		
	Date of contact with OSPIE: December 20, 2018		
	Appended to the end of this form is a PDF of the reply from OSPIE.		
	Appended to the end of this form is a letter(s) of administrative feasibility from the dean(s) of the college(s) offering the certificate.		
	CIP Code (confirmed by OSPIE): 52.0201		
1d	Proposed certificate name: <i>Undergraduate Certificate in Business</i>		
1e	Requested effective date:	<input checked="" type="checkbox"/> Fall semester following approval.	OR <input type="checkbox"/> Specific Date <sup>2</sup> : <i>Fall 2019</i>
1f	Contact person name: <i>Nicole Thorne Jenkins</i>	Email: <i>Nicole.T.Jenkins@uky.edu</i>	Phone: <i>859-218-1649</i>
2. OVERVIEW			
2a	Provide a brief description of the proposed new undergraduate certificate. (300 word limit)		
	<i>Gatton’s General Business Studies Certificate will provide students with a foundation in the major disciplines of business. This credential is designed to introduce non-business majors across campus to the essential aspects of business administration, accounting, economics, management, marketing and finance. The course work will provide students with a skill set that is complementary to any discipline, allowing them to make sound personal</i>		

<sup>1</sup> Only cross-disciplinary certificates may be homed at the college level.

<sup>2</sup> Certificates are typically made effective for the semester following approval. No program will be made effective unless all approvals, up through and including University Senate approval, are received.

	<i>financial decisions as well as better understand the operations of the organizations in which they will eventually work. Students who earn the certificate will have been introduced to fundamentals of business with a deep dive into the five major disciplines.</i>		
2b	This proposed undergraduate certificate (check all that apply):		
	<input checked="" type="checkbox"/> Is cross-disciplinary <sup>3</sup> .		
	Is certified by a professional or accredited organization/governmental agency.		
	Clearly leads to advanced specialization in a field.		
2c	<b>Affiliation.</b> Is the undergraduate certificate affiliated with a degree program?	Yes	No <input checked="" type="checkbox"/>
	If "yes," include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at UK. (300 word limit)		
2d	<b>Duplication.</b> Are there similar regional or national offerings?	Yes X	No
	If "Yes," explain how the proposed certificate will or will not compete with similar regional or national offerings.		
	A face to face General Business Certificate for undergraduates is currently offered at KCTCS. It is a 12-credit hour certificate that includes courses such as Introduction to Business, Introduction to Computers, Financial Accounting and one of three Economics courses. The certificate we are proposing contains instruction in the five major applied disciplines of business. The target audience of the Gatton Certificate in Business includes non-Gatton students at UK. The online delivery of the Certificate makes it accessible to all UK students in any semester. Additionally, the cost of obtaining the Business Certificate at KCTCS would be higher than obtaining the credential at UK online. We are not aware of any other certificates of this type currently being offered to undergraduates in the state of Kentucky or the region.		
2d	<b>Rationale and Demand.</b> Explain the need for the new undergraduate certificate (e.g. market demand and cross- <input type="checkbox"/> disciplinary considerations). (300 word limit)		
	The small business experience offered in the Business Certificate will better prepare students for their future professional lives as there are few career paths that are devoid of the fundamental disciplines of business. Additionally, introducing students to business concepts in their post-secondary educational experience is likely to result in an increase in small business development by UK alumni. Providing personal finance and investment instruction gives students the knowledge to make sound economic choices for themselves and the organizations in which they work.		
2e	<b>Target audience.</b> Check the box(es) that apply to the target student population.		
	<input checked="" type="checkbox"/> Currently enrolled undergraduate students.		
	Post-baccalaureate students.		
2f	Describe the demographics of the intended audience. (150 word limit)		
	<i>There are two audiences of students that we intend to reach with this certificate. The first is non-Gatton students currently enrolled in the undergraduate degree programs at the University of Kentucky. Additionally, we believe this online certificate would be of interest to non-business undergraduate students outside of the University of Kentucky who would like to access a business credential in an online setting. Working adults and graduate students who would like to learn more about business may find this credential of interest; however, those two populations are not our target population of students. The online delivery of this degree makes it accessible to a wide variety of majors and student types.</i>		

2g	<b>Projected enrollment.</b> What are the enrollment projections for the first three years?			
		<i>Year 1</i>	<i>Year 2</i> <i>(Yr. 1 continuing + new entering)</i>	<i>Year 3</i> <i>(Yrs. 1 and 2 continuing + new entering)</i>
	<i>Number of Students</i>	50	75	150

2h	<b>Distance learning (DL).</b> Initially, will any portion of the undergraduate certificate be offered via DL?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		
If "Yes," please indicate below the percentage of the certificate that will be offered via DL.					
	1% - 24% <input type="checkbox"/>	25% - 49% <input type="checkbox"/>	50% - 74% <input type="checkbox"/>	75 - 99% <input type="checkbox"/>	100% <input checked="" type="checkbox"/>

If "Yes," describe the DL course(s) in detail, including the number of required DL courses. (200 word limit)

The online certificate is comprised of five courses which already exist and are detailed below:  
 B&E 201: Introduction to Business - Introductory instruction of how a business operates. Concepts to be covered include business development, management, human resources, economics, marketing, accounting and finance.  
 ACC 221: Accounting Fundamentals - Examines the basic principles/concepts which govern the recording/reporting of accounting data. Establishes a framework for understating how data is transformed into the accounting statements and how these statements are used by decision makers.  
 FIN 250: Personal Investing and Financial Planning - Overview of financial planning, decision making and investing activities. Emphasis on financial assets and their use in meeting investment goals. Discussion of IRAs, 401(k)s and other retirement programs. Includes discussion of asset selection and allocation strategies, risk management and alternative wealth maximization strategies.  
 MGT 301: Business Management – A study of planning, organizing and controlling business entities using an interdisciplinary approach using a decision-making case base approach.  
 MKT 300: Marketing Management – An examination and discussion of the problems in retail distribution of consumers’ goods, wholesale distribution of consumers’ goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.

### 3. ADMINISTRATION AND RESOURCES

3a	<b>Administration.</b> Describe how the proposed undergraduate certificate will be administered, including admissions, student advising, retention, etc. (150 word limit)
	<i>The Dean of the Gatton College shall, in consultation with the faculty of record, appoint the Director of the Undergraduate Business Certificate. The director will administer the certificate with administrative staff support from the Undergraduate Resource Center (URC). The certificate is open to all undergraduate students at the University of Kentucky. The program director and faculty of record will promote the certificate on campus as well as within the state in coordination with UK’s online marketing team. Students will be advised by the URC housed in the Gatton College of Business.</i>

3b	<b>Faculty of Record.</b> The Faculty of Record consists of the undergraduate certificate director and other faculty who will be responsible for planning and participating in the certificate program. Describe the process for identifying the certificate director. Regarding membership, include the aspects below. (150 word limit)
	<ul style="list-style-type: none"> <li>• Selection criteria;</li> <li>• Whether the member is voting or non-voting;</li> <li>• Term of service; and</li> <li>• Method for adding/removing members.</li> </ul>

*The initial faculty of record (FOR) will consist of Gatton faculty who agree to serve. The FOR will: (1) teach, have professional experience and/or conduct research related to the topical areas and (2) have full voting rights. Faculty who teach in the certificate will become FOR for 5 years. Changes in program requirements and courses will require a majority vote of the FOR. FOR will be added or removed through consultation with the faculty member, their department chair, the program director and the Associate Dean for Faculty. The Dean of the Gatton College will appoint the first director. Future directors will be determined by the Dean in consultation with the FOR. The initial FOR include Holly Hapke, Shane Hadden, Adam Evans and Olivia Davis. The founding director is Nicole Thorne Jenkins. The faculty selected have expertise in the disciplines covered by the courses included in the certificate. Additionally, they all have relevant practical experience in the respective discipline which will ensure that the experience of the students is well rooted in the discipline as well as tied to practical application.*

3c	<b>Advisory board.</b> Will the undergraduate certificate have an advisory board <sup>4</sup> ?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If "Yes," please describe the standards by which the faculty of record will add or remove members of the advisory board. (150 word limit)			
If "Yes," please list below the <u>number</u> of each type of individual (as applicable) who will be involved in the advisory board.			
Faculty within the college who are within the home educational unit.			
Faculty within the college who are outside the home educational unit.			
Faculty outside the college who are within the University.			
Faculty outside the college and outside the University who are within the United States.			
Faculty outside the college and outside the University who are outside the United States.			
Students who are currently in the program.			
Students who recently graduated from the program.			
Members of industry.			
Community volunteers.			
Other. Please explain:			
<b>Total Number of Advisory Board Members</b>			
3d	<b>Course utilization.</b> Will this undergraduate certificate utilize courses from other academic units?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If "Yes," two pieces of supporting documentation are required.			
<input type="checkbox"/> Check to confirm that appended to the end of this form is a letter of support from the other units' chair/director <sup>5</sup> from which individual courses will be used. The letter must include demonstration of true collaboration between multiple units <sup>6</sup> and impact on the course's use on the home educational unit.			
<input type="checkbox"/> Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.			
3e	<b>Financial Resources.</b> What are the (non-course) resource implications for the proposed undergraduate certificate, including any projected budget needs? (300 word limit)		
<i>The creation of the certificate in business will incur few additional costs beyond an administrative stipend paid to the director and course development stipends related to online delivery. All the courses included in the certificate except ACC 221 currently exist and are being taught. ACC 221 is being developed for online and live delivery. The college will provide a budget for recruiting students to the Certificate and will work cooperatively with UK marketing to promote the program.</i>			
3f	<b>Other Resources.</b> Will the proposed undergraduate certificate utilize resources (e.g. departmentally controlled equipment or lab space) from additional units/ programs?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If "Yes," identify the other resources that will be shared. (150 word limit)			
If "Yes," two pieces of supporting documentation are required.			

<sup>4</sup> An advisory board includes both faculty and non-faculty who advise the faculty of record on matters related to the program, e.g. national trends and industry expectations of graduates.

<sup>5</sup> A dean may submit a letter only when there is no educational unit below the college level, i.e. there is no department/school.

<sup>6</sup> Show evidence of detailed collaborative consultation with such units early in the process.

Check to confirm that appended to the end of this form is a letter of support from the appropriate chair/director<sup>7</sup> of the unit whose “other resources” will be used.

Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.

**4. IMPACT**

4a **Other related programs.** Are there any related UK programs and certificates? Yes  No

If “Yes,” describe how the new certificate will complement these existing UK offerings. (250 word limit)

If “Yes,” two pieces of supporting documentation are required.

Check to confirm that appended to the end of this form is a letter of support from the appropriate chair/director of the unit whose “other resources” will be used.

Check to confirm that appended to the end of this form is verification that the chair/director has input from the faculty members of the unit. This typically takes the form of meeting minutes.

**5. ADMISSIONS CRITERIA AND CURRICULUM STRUCTURE**

5a **Admissions criteria.** List the admissions criteria for the proposed undergraduate certificate. (150 word limit)

*This certificate is open to all nonbusiness undergraduate students on campus as well as to all individuals not affiliated with the University of Kentucky*

5b **Core Courses.** List the required courses below.

Prefix & Number	Course Title	Credit Hrs	Course Status <sup>8</sup>
B&E 201	Introduction to Business	3	No Change
ACC 221	Accounting Fundamentals	2	Change
MGT 301	Business Management	3	No Change
MKT 300	Marketing Management	3	No Change
FIN 250	Personal Investing and Financial Planning	3	No Change

5c **Elective courses.** List the electives below.

Prefix & Number	Course Title	Credit Hrs	Course Status <sup>9</sup>
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<sup>7</sup> A dean may submit a letter only when there is no educational unit below the college level, i.e. there are no departments/schools.

<sup>8</sup> Use the drop-down list to indicate if the course is a new course (“new”), an existing course that will change (“change”), or if the course is an existing course that will not change (“no change”).

<sup>9</sup> Use the drop-down list to indicate if the course is a new course (“new”), an existing course that will change (“change”), or if the course is an existing course that will not change (“no change”).

		Select one....
		Select one....
		Select one....
		Select one....
		Select one....
		Select one....

*Total Credit Hours:* 15

5d	Are there any other requirements for the undergraduate certificate? If “Yes,” note below. (150 word limit)	Yes <input type="checkbox"/>	No
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5e	Is there any other narrative about the undergraduate certificate that should be included in the Bulletin? If “Yes,” please note below. (300 word limit)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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**6. ASSESSMENT**

6a	<p><b>Student learning outcomes.</b> Please provide the student learning outcomes for this undergraduate certificate. List the knowledge, competencies, and skills (learning outcomes) students will be able to do upon completion. (Use action verbs, not simply “understand.”) (250 word limit)</p> <p><i>1. Business Functions: Students will explain and apply basic concepts in business; including finance, accounting, economics, management, and marketing. 2. Financial Analysis: Students will demonstrate introductory skills in financial reporting and personal finance. 3. Management Skills: Students will articulate the tools and techniques to strategically plan, promote, and control an organization.</i></p>
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6b	<p><b>Student learning outcome (SLO) assessment.</b> How and when will student learning outcomes be assessed? Please map proposed measures to the SLOs they are intended to assess. Do not use grades or indirect measures (e.g. focus groups, surveys) as the sole method. Measures likely include artifacts such as course-embedded assessment (e.g., portfolios, research papers or oral presentations); and test items (embedded test questions, licensure/certification testing, nationally or state-normed exams). (300 word limit)</p>
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*Course embedded assessments (group presentations, business plans, cases) and embedded test questions will be used to assess the student learning outcomes from the certificate.*

*Curriculum Map*

Learning Goal	Stated Student Learning Outcome	Course				
		B&E 201	ACC 221	FIN 250	MKT 300	MGT 301
Business Functions	Students will explain and apply basic concepts in business; including finance, accounting, economics, management and marketing.	X	X	X	X	X



Financial Analysis	Students will demonstrate introductory to intermediate skills in financial reporting and personal finance.		X	X		
Management Skills	Students will articulate the tools and techniques to strategically plan, promote, and control an organization.				X	X

*Assessment Cycle*

Learning Goal	Stated Student Learning Outcome	Course Assessed	Cycle	Academic Year	Reporting Year
Business Functions	Students will explain and apply basic concepts in business; including finance, accounting, economics, management and marketing.	MKT 300	Year 1	2019-20	10/31/2020
Financial Analysis	Students will demonstrate introductory to intermediate skills in financial reporting and personal finance.	FIN 250	Year 2	2020-21	10/31/2021
Management Skills	Students will articulate the tools and techniques to strategically plan, promote, and control an organization.	MGT 301	Year 3	2021-22	10/31/2022

Assessment oversight and resources

Data are collected by the instructors through either embedded questions on exams and/or quizzes or from other written assignments. These items are scored based on the Learning Outcomes the courses were assigned to assess. To have enough data, at least 40% of all students in each course must be assessed. These data are then summarized into percentages and are included in the class assessment reports. Those with a 90% or above are considered Exemplary, 70-89% scores are Proficient, and 69% and below are Deficient. Each instructor reviews their class-specific data and records their conclusions. Lastly, they describe how they plan to improve students' mastery of the learning goal moving forward.

6c **Certificate outcome assessment<sup>10</sup>.** Describe program evaluation procedures for the proposed undergraduate certificate. Include how the faculty of record will determine whether the program is a success or a failure. List the benchmarks, the assessment tools, and the plan of action if the program does not meet its objectives. (250 word limit)

The completed SLO reports are sent to the Gatton Office of Assessment. If more than section is taught per academic year, the data are aggregated for the year by learning goal. These annual summaries are reviewed by the faculty of record and the Undergraduate Studies Committee where the certificate's continuing strengths and weaknesses are discussed. Plans to address weaknesses are generated, agreed upon and executed by the Undergraduate Studies Committee in cooperation with the faculty of record, certificate director and the college's director of accreditation and assessment. If the certificate does not meet the stated objectives, the faculty of record, certificate director and director of accreditation and assessment will consider content revision, delivery method, instructional tools and potential use of other online instructional experiences to improve the outcomes.

<b>7. OTHER INFORMATION</b>			
7a	Is there any other information about the undergraduate certificate to add? (150 word limit)		
<b>8. APPROVALS/REVIEWS</b>			
Information below does not supersede the requirement for individual letters of support from educational unit administrators and verification of faculty support (typically takes the form of meeting minutes).			
	Reviewing Group Name	Date Approved	Contact Person Name/Phone/Email
8a	(Within College) <i>In addition to the information below, attach documentation of department and college approval. This typically takes the form of meeting minutes but may also be an email from the unit head reporting department- and college-level votes.</i>		
	Undergraduate Program Studies Committee		Jennifer Siebenthaler/ (859) 257-3031/ <a href="mailto:jwsiebenthaler@uky.edu">jwsiebenthaler@uky.edu</a>
	Gatton Faculty	12/14/2018	Simon Sheather/859-257-8939 / <a href="mailto:Simon.Sheather@uky.edu">Simon.Sheather@uky.edu</a>
			/ /
			/ /
8b	(Collaborating and/or Affected Units)		
	Von Allmen School of Accountancy	12/6/2018	Urton Anderson/ (859) 218-1788 / <a href="mailto:urton.anderson@uky.edu">urton.anderson@uky.edu</a> /
	Department of Management	2/5/2019	Dan Brass/ (859) 257-4260 / <a href="mailto:daniel.brass@uky.edu">daniel.brass@uky.edu</a>
	Department of Finance	12/4/2018	Paul Childs/ (859) 257-2490 / <a href="mailto:paul.childs@uky.edu">paul.childs@uky.edu</a>
	Undergraduate Resource Center	12/5/2018	Jennifer Siebenthaler/ (859) 257-3031/ <a href="mailto:jwsiebenthaler@uky.edu">jwsiebenthaler@uky.edu</a>
	Department of Marketing	2/6/2019	David Hardesty/859-257-9419/ <a href="mailto:dmhard3@email.uky.edu">dmhard3@email.uky.edu</a>
			/ /
			/ /
			/ /
			/ /
8c	(Senate Academic Council)	Date Approved	Contact Person Name
	Health Care Colleges Council (if applicable)		
	Undergraduate Council	3/19/19	Joanie Ett-Mims

<sup>10</sup> This is a plan of how the certificate will be assessed, which is different from assessing student learning outcomes.

## Jenkins, Nicole

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**From:** Jennifer Siebenthaler <jwsiebenthaler@uky.edu>  
**Sent:** Thursday, December 13, 2018 6:09 PM  
**To:** Jenkins, Nicole  
**Subject:** REMINDER: New Program Vote

**TO:** Gatton College Faculty

**FROM:** Jennifer Siebenthaler, Associate Dean for Undergraduate Affairs

The Gatton College Undergraduate Studies Committee (Zack Edens, Meike Eilert, Wendy Liu, Darshak Patel, and Jane Wells) recently approved several proposals. The proposal forms and syllabi are available in the faculty file at [https://proxy.qualtrics.com/proxy/?url=https%3A%2F%2Ffluky-my.sharepoint.com%2F%3A%2Fpersonal%2Fnje224\\_uky\\_edu%2FEpiB3TGFYmIMvpZ7T7YvO-MB6atyo4Ejv-79RbgSaboXgg%3Fe%3DDXhtr&token=LxLr2CGPYOmHtgCnewGtUMMWJ6Wvklpeg5A%2FToie4v0%3D](https://proxy.qualtrics.com/proxy/?url=https%3A%2F%2Ffluky-my.sharepoint.com%2F%3A%2Fpersonal%2Fnje224_uky_edu%2FEpiB3TGFYmIMvpZ7T7YvO-MB6atyo4Ejv-79RbgSaboXgg%3Fe%3DDXhtr&token=LxLr2CGPYOmHtgCnewGtUMMWJ6Wvklpeg5A%2FToie4v0%3D) . **Proposed new courses and changes to existing courses have been approved by the appropriate academic unit.**

**Please feel free to contact the following individuals if you have any questions regarding a specific proposal.**

Dan Stone: Proposed Business Analytics Minor and the proposed updates to course titles and descriptions: AN 300, 306, 324, 420G, and 450G

Nicole Jenkins: Proposed Undergraduate Certificate in Business, online delivery of MGT 292, and proposed updates to ACC 221 course description and credit hours (from 2-credit hour to 3-credit hour)

Wendy Liu or Cynthia Vines: Proposed Undergraduate Certificate in Financial Planning and the proposed new courses: ACC 356, 357, 457; FIN 357, 358, 359

Paul Childs: Proposed Online General Business degree, the proposed new courses: ACC 360 and FIN 310, and online delivery of: ECO 391, FIN 300, MGT 340, ECO 311, MGT 410, ACC 201

**Provide your vote for each item by Friday, December 14<sup>th</sup> at 4 pm.**

**Follow this link to Vote:**

[Vote Here](#)

Or copy and paste the URL below into your internet browser:

[https://uky.az1.qualtrics.com/jfe/form/SV\\_0rqd2hJejDoYJDv?Q\\_DL=1Afo9gDnkfZeLJz\\_0rqd2hJejDoYJDv\\_MLRP\\_8IxEcfc2prXz5Ot&Q\\_CHL=email](https://uky.az1.qualtrics.com/jfe/form/SV_0rqd2hJejDoYJDv?Q_DL=1Afo9gDnkfZeLJz_0rqd2hJejDoYJDv_MLRP_8IxEcfc2prXz5Ot&Q_CHL=email)


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December 20, 2018

**MEMORANDUM**

TO: Jennifer Bird-Pollan, Chair of the University Senate Council  
Fellow Council Members

FROM: Simon Sheather, Dean 

SUBJECT: Support of the Certificate of Business

The Undergraduate Certificate of Business has been designed by the Gatton College of Business and Economics to provide students on UK's campus and elsewhere with a foundation in the major disciplines housed in the College. It will be the first online certificate of its kind in the Commonwealth and will be easily accessible. The certificate is open for all students who are not matriculating in the Gatton College as majors. Upon consultation with the leadership teams in Arts and Science, Engineering, Fine Arts, Communications, and Enrollment Management at UK; we believe that this credential would be of great interest by undergraduates and serve as a desirable pairing with many existing degrees.

Two unique features of the certificate are the courses in entrepreneurship and in personal financing. The first course will introduce student to the elements of the entrepreneurial process and is intended to set the groundwork for students to translate their non-business expertise into business enterprises. The personal financing course will provide students with the skills needed to think strategically about personal and corporate financial matters. We believe that the introductory skills obtained with this credential will result in an increase in business acumen for students that will improve both their professional and personal outcomes.

This certificate program has been approved by our undergraduate studies committee and the faculty. The College is in full support of the development and offering of this credential and is planning to cover all development costs.

Please reach out to me, or Nicole Thorne Jenkins, the program director of record, if you have any questions or concerns.

cc: Nicole Thorne Jenkins, Executive Associate Dean  
Jennifer Siebenthaler, Associate Dean

see blue.

December 5, 2018

**MEMORANDUM**

TO: Nicole Thorne Jenkins, Executive Association Dean

FROM: Jennifer Siebenthaler, Association Dean



SUBJECT: Certificate in Business

The Undergraduate Resource Center approves the use of *B&E 201 Introduction to Business* in the Certificate in Business program. The course currently exists, is approved for online delivery and is currently being delivered online.

December 6, 2018

To: Nicole Jenkins – Executive Associate Dean, Gatton College of Business  
Gatton Undergraduate Studies Committee

From: Urton Anderson  
Director, School of Accountancy

The School of Accountancy approves the use of an online version of ACC 221- Accounting Fundamentals in the online General Business Certification. The School of Accountancy Faculty also approved modification of the existing ACC 221 course description and syllabus to make it a 3 credit course rather than 2 credits. ACC 221 is already approved as an online course. Endorsement of the certificate program and the modifications to ACC 221 were passed by the School of Accountancy in its December 4, 2018 faculty meeting. Approval was unanimous.

seeblue.



**Department of  
Management**

*Gatton Business and  
Economics Building  
Lexington, KY 40506-0034  
(859) 257-4260  
<http://gatton.uky.edu>*

The Department of Management approves Mgt 292, “Introduction to Entrepreneurship” and Mgt 301, “Business Management” for inclusion in the Certificate of Business curriculum.

Daniel J. Brass  
J. Henning Hilliard Professor of Innovation Management  
University Research Professor  
Chair, Department of Management  
Director, LINKS Center for Social Network Analysis  
Gatton College of Business and Economics  
University of Kentucky

December 4, 2018

To: Nicole Jenkins  
Executive Associate Dean for Administration, Faculty and Research

From: Paul Childs  
Chair, Department of Finance and Quantitative Methods

The Department of Finance and Quantitative Methods approves the use of FIN 250 in the Certificate in Business program. The course currently exists and has online approval.

see blue.



February 6, 2019

To: Nicole Jenkins  
Executive Associate Dean for Administration, Faculty and Research

From: David Hardesty  
Chair, Department of Marketing and Supply Chain

The Department of Marketing and Supply Chain approves the use of MKT 300 in the Certificate in Business Program. The course currently exists and has online approval.

see blue.

## Jenkins, Nicole

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**From:** Pearson, RaeAnne  
**Sent:** Friday, December 21, 2018 9:35 AM  
**To:** Jenkins, Nicole  
**Cc:** Weber, Annie; Office of Strategic Planning and Institutional Effectiveness  
**Subject:** Fw: Untitled

Dear Nicole Thorne Jenkins ,

Thank you for submitting a Notification of intent for **Certificate in General Business, UCert1, Post-Secondary Certificate (52.0201)**.

My email will serve 2 purposes: 1.) Next steps for SACSCOC, and 2.) Verification and notification that you have contacted OSPIE—a Senate requirement for proposal approval.

1. **Next steps for SACSCOC:** None required
2. **Verification that OSPIE has reviewed the proposal:** Based on the documentation presented the proposed program does not constitute a substantive change as defined by the University or SACSCOC, the university's regional accreditor. Therefore, no additional information is required by the Office of Strategic Planning & Institutional Effectiveness at this time. The proposed program change(s) may move forward in accordance with college and university-level approval processes.

***IMPORTANT:*** *Certificates (undergraduate and graduate) will be added to the CPE Inventory once they have been approved by the University Senate. For degree programs, an NOI will be submitted by the Office of Strategic Planning and Institutional Effectiveness to CPE and you will need to work closely with our office to ensure that your proposal meets all external CPE requirements and deadlines.*

Should you have any questions or concerns about UK's substantive change policy and its procedures, please do not hesitate to contact our office.

Office of Strategic Planning & Institutional Effectiveness  
University of Kentucky

[Visit the Office of Strategic Planning and Institutional Effectiveness Website](#)

## Jenkins, Nicole

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**From:** Qualtrics Survey Software <noreply@qemailserver.com>  
**Sent:** Thursday, December 20, 2018 11:05 AM  
**To:** Jenkins, Nicole  
**Subject:** New Program Proposal: Certificate in General Business

Thank you for submitting a Notification of Intent to the Office of Strategic Planning and Institutional Effectiveness. Someone in our office will review your submission and follow up with a response.

### Recipient Data:

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**End Date:** 2018-12-20 11:03:13 EST

**IP Address:** 128.163.237.168

**Response ID:** R\_2qdEMBvoT4fyojc

**Link to View Results:** [Click Here](#)

**URL to View Results:**

[https://proxy.qualtrics.com/proxy/?url=https%3A%2F%2Fuky.az1.qualtrics.com%2FCP%2FReport.php%3FSID%3DSV\\_3miQOxAUa9rAGRT%26R%3DR\\_2qdEMBvoT4fyojc&token=mc8W18MwK3ug72R3X9Vg%2BokJNxBxISRu15nYlvTD%2Fx8%3D](https://proxy.qualtrics.com/proxy/?url=https%3A%2F%2Fuky.az1.qualtrics.com%2FCP%2FReport.php%3FSID%3DSV_3miQOxAUa9rAGRT%26R%3DR_2qdEMBvoT4fyojc&token=mc8W18MwK3ug72R3X9Vg%2BokJNxBxISRu15nYlvTD%2Fx8%3D)

### Response Summary:

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Notification of Intent for New Programs Please complete this form to indicate your intent to begin a new program. Information on this form will be used to submit a notification of intent (NOI) to the Kentucky Postsecondary Proposal System (KPPS) after the program is reviewed by the Office of the Provost. Before you begin you should have the following \* CIP CODE (Please contact OSPIE@uky.edu if you have questions regarding CIP Codes) \* Program name \* Description of the program \* General details about the proposed program (e.g., implementation date, description of program, faculty needs, need for new course) Note: You will be given the option to save and edit the survey at the end Are you ready to submit a Notification of Intent?

Yes

Name of Proposed Program:

Certificate in General Business

Please provide your selected CIP Code or choice of CIP Code

First Choice 52.0201

Alternative Choice (if applicable) 52.0101

Degree Designation Programs should adhere to the CPE's approved degree designations (link) or explain use of an alternative degree designation\* \*If you wish to choose an alternative degree designation please choose 'Other' and explain selection on the next screen.

UCert1, Post-Secondary Certificate

Do you plan to request a tuition share? (Only applicable for graduate programs)

Not applicable, undergraduate program

Please provide the degree designation you seek to have approved, and the rationale for seeking an alternative degree designation

College

College of Business and Economics

Please provide contact information

Name Nicole Thorne Jenkins

Email Nicole.T.Jenkins@uky.edu

Program director (if different from above)

Date of Implementation (e.g., Fall 2019)

Summer 2019

Expected date of first degree awarded (e.g., Spring 2021)

Spring 2020

Provide brief description of the proposed program

Gatton's Certificate in Business will provide students with a foundation in the major disciplines. This credential is designed to introduce non-business majors to the essential aspects of business administration, accounting, entrepreneurship and personal investing and finance. The coursework will provide students with a skill set that is complementary to any discipline, allowing them to make sound personal financial decisions as well as better understand the operations of the organizations in which they will eventually work. Students who earn the certificate will have been introduced to fundamentals of entrepreneurship with a deeper dive into accounting and finance, topical areas that are among the most challenging to successful operations.

What is the required number of credit hours?

12

Please identify all options that will be available to students (Multiple selections are possible)

100% Online

Please answer the following questions

Will any new faculty be hired to support the proposed program?

No

Will any new courses be created to support the proposed program?

No

Will the proposed program require a substantial investment in additional le...

Yes

Will any portion of the curriculum be taught at an off-campus location?

No

Will the proposed change create a degree completion program? ( degree compl...

No

Is this proposed program part of a dual or joint degree program with anothe...

No

Will this program change result in the closing of an existing degree progra...

No

Is any portion of this program the result of a contractual agreement with a...

No

How many new faculty members will be needed?

Does the existing faculty have the expertise to teach the proposed curriculum?

Please explain the rationale for hiring new faculty: Rationale should address the following reasons (as applicable): Increased student credit hour production or student demand Enhancing the academic quality or reputation of the institution in this area Accreditation requirements Curricular gaps in which the existing faculty do not have the expertise/credentials to teach

How many new courses will be added? Undergraduate programs should include only major credit hours. Graduate programs should include all required hours

Please indicate the total number of new credit hours and the following: a) whether the new courses are a revision of existing courses (e.g., modifying for online delivery), b) any similar courses taught at the University (across all Colleges) and, c) existing faculty expertise in the area

Please explain the need for a substantial investment in new learning resources or space

While the courses in this certificate are already being taught live in the college, we will need to allocate resources toward taking them online. We do not expect development costs to exceed \$50,00.

Please list the address(es) of the off-campus location and the percentage of the curriculum that will be taught at each location

Please indicate whether this is a dual or a joint degree program and the outside institution in which the program plans to partner with.

Please identify the program that will be closed as a result of the new program and briefly explain the rationale for program closure.

Please explain the contractual agreement related to the new program and identify the outside institution or corporate partner.

OSPIE OFFICE STAFF ONLY. Please skip Is this a substantive change?

OSPIE OFFICE STAFF ONLY. Please skip NOI Complete

Are you ready to submit the program proposal?

Yes

## Ett-Mims, Joanie

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**From:** Siebenthaler, Jennifer  
**Sent:** Tuesday, March 12, 2019 6:35 PM  
**To:** Ett-Mims, Joanie  
**Cc:** Brothers, Sheila; Jenkins, Nicole  
**Subject:** Revised Undergraduate Certificate in Business proposal  
**Attachments:** Certificate in Business Form UK Senate 03012019 final.pdf

Joanie,

Attached is the REVISED proposal for the Undergraduate Certificate in Business. The revised proposal was approved by the B&E faculty as of March 12, 2019. Please let me know if any additional documentation is needed.

Just as a quick reminder, there is one course proposal related to the certificate. ACC 221 was submitted in December to change the credit hours from 2 to 3. I believe that proposal moved out of the UGC 1/29.

Best,

### Jennifer Siebenthaler

**Associate Dean for Undergraduate Affairs**

Gatton College of Business and Economics  
University of Kentucky

phone: (859) 257-3031

office: 144

website: [gatton.uky.edu](http://gatton.uky.edu)



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**From:** Siebenthaler, Jennifer <jwsiebenthaler@uky.edu>  
**Sent:** Thursday, March 7, 2019 8:22 AM  
**To:** B&E Faculty <dl\_GattonFaculty@uky.edu>  
**Subject:** Seeking approval for revised Undergraduate Certificate in Business

TO: Gatton College Faculty

FROM: Jennifer Siebenthaler, Associate Dean for Undergraduate Affairs

Attached, please find the revised version of the new business undergraduate certificate. **There are two course changes as required by the Undergraduate Council for the Senate.** MGT 301 and MKT 300 are now included as certificates require two 300-level courses. MGT 292 was removed to maintain a reasonable course load. A summary of the included courses is provided below.

**The original proposal was approved by the full faculty of B&E in December.** The required Senate changes necessitate an approval for change in courses. Department chairs provided letters of support approving these courses for use. The faculty of record for the program met and voted on the change and determined that these five courses are the best at

this point for the certificate. The Gatton College Undergraduate Studies Committee (Zack Edens, Meike Eilert, Wendy Liu, Darshak Patel, and Jane Wells) approved the revised curriculum.

**Please notify me in writing by Tuesday, March 12<sup>th</sup> if you have an objection to the proposed changes. If no more than five of you object, I will forward the Gatton College recommendation on through the approval process.**

*B&E 201: Introduction to Business – Introductory instruction of how a business operates. Concepts to be covered include business development, management, human resources, economics, marketing, accounting and finance.*

*ACC 221: Accounting Fundamentals - Examines the basic principles/concepts which govern the recording/reporting of accounting data. Establishes a framework for understating how data is transformed into the accounting statements and how these statements are used by decision makers.*

*FIN 250: Personal Investing and Financial Planning - Overview of financial planning, decision making and investing activities. Emphasis on financial assets and their use in meeting investment goals. Discussion of IRAs, 401(k)s and other retirement programs. Includes discussion of asset selection and allocation strategies, risk management and alternative wealth maximization strategies.*

*MGT 301: Business Management – A study of planning, organizing and controlling business entities using an interdisciplinary approach using a decision-making case base approach.*

*MKT 300: Marketing Management – An examination and discussion of the problems in retail distribution of consumers' goods, wholesale distribution of consumers' goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.*

## Jennifer Siebenthaler

### Associate Dean for Undergraduate Affairs

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