APPLICATION FOR NEW COURSE

1. Submitted by the College of Agriculture ___________________________ Date: 3/18/09 ___________________________
   Department/Division proposing course: Merchandising, Apparel and Textiles __________________________

2. Proposed designation and Bulletin description of this course:
   a. Prefix and Number MAT 514 __________________________
   b. Title* Retail Entrepreneurship __________________________
      *If title is longer than 24 characters, offer a sensible title of 24 characters or less: __________________________

   c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week.
      ( ) CLINICAL ( ) COLLOQUIUM ( ) DISCUSSION ( ) LABORATORY (3) LECTURE
      ( ) INDEPEND. STUDY ( ) PRACTICUM ( ) RECITATION ( ) RESEARCH ( ) RESIDENCY
      ( ) SEMINAR ( ) STUDIO ( ) OTHER – Please explain: __________________________

   d. Please choose a grading system: ☒ Letter (A, B, C, etc.) ☐ Pass/Fail __________________________

   e. Number of credit hours: 3 __________________________

   f. Is this course repeatable? YES ☐ NO ☒ If YES, maximum number of credit hours: ________

   g. Course description:
      Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan;
      management of a small business; current issues and problems.
      __________________________

   h. Prerequisite(s), if any:
      MAT 114 or consent of instructor __________________________

   i. Will this course also be offered through Distance Learning? YES ☒ NO ☐
      If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:
      Internet/Web-based ☒ Interactive video ☐ Extended campus ☐

   3. Supplementary teaching component: ☒ N/A or ☐ Community-Based Experience ☐ Service Learning ☐ Both

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

5. Requested effective date (term/year): Fall / 2010
APPLICATION FOR NEW COURSE

17. ☑ The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.

Check box if the course is 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See SR 3.I.4)

19. Within the department, who should be contacted for further information about the proposed new course?

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

20. Signatures to report approvals:

November 19, 2008
DATE of Approval by Department Faculty

Ann Vail
Reported by Department Chair

DATE of Approval by College Faculty

10/06/2009
DATE of Approval by Undergraduate Council

Scott Smith
Reported by College Dean

Sharon Gill
Reported by Undergraduate Council Chair

DATE of Approval by Graduate Council

DATE of Approval by Health Care Colleges Council (HCCC)

DATE of Approval by Senate Council

DATE of Approval by University Senate

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

Rev 7/08
APPLICATION FOR NEW COURSE

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

20. Signatures to report approvals:

   November 19, 2008
   DATE of Approval by Department Faculty

   Ann Vail
   printed name Reported by Department Chair

   Michael Mullen
   printed name Reported by College Dean

   April 21, 2009
   DATE of Approval by College Faculty

   * DATE of Approval by Undergraduate Council

   * DATE of Approval by Graduate Council

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

   * DATE of Approval by Senate Council

   * DATE of Approval by University Senate

   Reported by Office of the Senate Council

   *If applicable, as provided by the University Senate Rules. (http://www.uky.edu/UJC/New/RulesandRegulationsMain.htm)
MAT 514
Retail Entrepreneurship
Tuesday & Thursday 9:30-10:45
Erikson Hall 308

Instructor: Min-Young Lee, Ph.D.
303B Erikson Hall
Phone: 257-7181
E-mail: minyoung.lee@uky.edu
Office Hours: Tuesday and Thursday between 11:00-12:30
Other times by appointment

Required Text: Fashion Entrepreneurship: Retail Business Planning, Michele Granger,

Description: Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan; management of a small business; current issues and problems.

Learning Objectives: After this course, the student will be able to:
1. Learn skills in assessing opportunities for creating a new business
2. Describe and discuss the key strategic issues involved in starting a new venture.
3. Recognize and address key issues in the development and implementation of a new business
4. Discuss the best practices used in launching a new business.
5. Formulate and present an integrated, written start-up business plan.
6. Examine her/his willingness, desire and courage to be a successful entrepreneur.

Course Policies:
1. Attendance is required and will be checked each class period. An excused absence will only be granted for personal illness, death in the family, or some other EXTRAORDINARY circumstance and must be verified in writing by a physician or appropriate authority.

2. Students are expected to take exams when scheduled. An excused absence will only be granted for personal illness, death in the family, or some other extraordinary circumstance, and must be verified in writing. A missed exam without an excused absence will result in a Zero for that exam. Absences related to reasons not covered in the Student Right & Responsibilities Handbook will be considered unexcused.

3. Make-Up Exam: Make-up exams will only be given if a student contacts the instructor prior to the exam time. A missed exam without an excused absence will result in 0 for that exam.

4. Completion of Work: All assignments should be turned in by the beginning of class on the assigned date. All late assignments will be reduced 10% per each calendar day late beginning immediately after the assignments are due. LATE ASSIGNMENTS WILL NOT BE EXCUSED IF THEY ARE COMPUTERRELATED PROBLEMS.
5. **Written Assignments:** All assignments done outside of class should be typed. Grammar, punctuation, and spelling are important to your assignment grades. Any written assignment must have/use:
   - a title page
   - double-spacing
   - 10-12 points of Time New Roman, Roman, CG Times, Arial, or Helvetica
   - 1 inch margin on all sides
   - pagination (page numbers)
   - pages stapled (no clips) – There will be 5 pts penalty for not stapling.

6. I encourage class discussion and interaction. This will enhance the learning environment. Please be prepared for questions and discussion.

7. Please discuss any problems related to this course with the instructor. I welcome feedback, suggestions, and questions about this class, the retail industry, and your career.

8. The schedule of topics, evaluation criteria, and grading scale are subject to change to meet the needs of the class and/or to work within time constraints. Any changes will be announced in class and on the course website. Your UTK email address is mandatory for me to be able to communicate through Blackboard any changes in assignments or class business.

9. **Academic Honesty:**

   Scholastic dishonesty is not tolerated. Forms of scholastic dishonesty include, but are not limited to: plagiarism (copying or using someone else’s work as your own – intellectual theft), utilization of unauthorized materials during academic evaluations, and giving or receiving unauthorized assistance during evaluations. Even evidence of inadvertent improper use of materials can result in a charge of academic dishonesty. Penalties for academic dishonesty vary depending on the severity of the offense and any previous offenses. The minimum penalty for a first offense is a zero on the assignment in question and a final grade reduction of one letter grade. Serious or repeat offenses will result in an E or XE grade for the course. For more information, see Part II, Section 6.3.0 of “The Code of Student Conduct” which can be viewed online at http://www.uky.edu/StudentAffairs/Code/part2.html.

**Requirements:**

<table>
<thead>
<tr>
<th>For Undergraduate Students:</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXAM I</td>
<td>100</td>
</tr>
<tr>
<td>EXAM II</td>
<td>100</td>
</tr>
<tr>
<td>Business Plan</td>
<td>150</td>
</tr>
<tr>
<td>Presentation of Plan</td>
<td>50</td>
</tr>
<tr>
<td>Participation/Attendance</td>
<td>100 * See below</td>
</tr>
<tr>
<td>Written Assignments</td>
<td>90 * See below</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
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<td><strong>TOTAL</strong></td>
<td><strong>600</strong></td>
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<table>
<thead>
<tr>
<th>For Graduate Students:</th>
<th>Points Available</th>
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</thead>
<tbody>
<tr>
<td>EXAM I</td>
<td>100</td>
</tr>
<tr>
<td>EXAM II</td>
<td>100</td>
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<tr>
<td>Research Paper</td>
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<td>Business Plan</td>
<td>150</td>
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<tr>
<td>Presentation of Plan</td>
<td>50</td>
</tr>
<tr>
<td>Participation/Attendance</td>
<td>100 * See below</td>
</tr>
<tr>
<td>Written Assignments</td>
<td>90 * See below</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
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<td><strong>TOTAL</strong></td>
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Grading Scales:

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<td>A</td>
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<td>90% +</td>
<td>90% +</td>
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<tr>
<td>B</td>
<td>B</td>
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<td>80 to 89.9%</td>
<td>80 to 89.9%</td>
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<tr>
<td>C</td>
<td>C</td>
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<tr>
<td>70 to 79.9%</td>
<td>70 to 79.9%</td>
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<td>D</td>
<td>E</td>
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<tr>
<td>60 to 69.9%</td>
<td>Below 70%</td>
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<tr>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Below 60%</td>
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</tr>
</tbody>
</table>

Participation/Attendance (100 pts):

Attendance and punctuality are expected and will be taken into consideration in determining final grades. Late arrivals will be considered a half of an absence. Please note that if you are more than 10 minutes late, or if you leave before the class meeting is over, you will be counted as absent. Call me if you have to miss the class prior to the class time. **DO NOT EMAIL TO ME FOR MISSING THE CLASS.** The penalty of absence will be 4 pts each time and the penalty of being late will be 2 pts each time.

There will be penalty (4 pts off) for each of the followings:
- Playing on the laptop other than taking notes. (Students who want to use laptops should sit at front rows).
- Studying for other exams.
- Reading newspapers.
- Any other behavior disruptive to the class.

There will be credit (4 pts) for the active participation of discussion which will be determined by instructor.

MAT 514 Assignments - (From Fall 2007 offering as Special Topics course):

Interview of Entrepreneur or Small Business Owner. (10 points) p. 24 textbook
Due: September 4, 2007

Concept Statement. (10 points)
Write a one page, concise statement to explain precisely what the business is going to be and do. See pages 19-20 for all information that should be included.
Due: September 11, 2007

Product Plan. (10 Points)
Using chapter 2 and 14, and the Business Mentor CD-ROM, develop the product Plan section of the business plan. This will include the information listed on page 48 in your textbook.
Due: September 13, 2007

Location Plan. (10 Point)
Using chapter 5, develop the Location Section of the business plan. This should include the information listed on page 113 in your textbook. (Not on CD-ROM)
Due: September 20, 2007

Marketing Plan. (10 Points)
Using chapter 7 and 14, and the Business Mentor CD-ROM, develop the marketing plan section of the business plan. This will include the information listed on page 169 in your textbook.
Due: September 27, 2007

Management Plan. (10 Points)
Using chapter 8 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 195 in your textbook.
Due: October 9, 2007

Merchandising Plan (10 Points)
Using chapter 9 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 225 in your textbook.
Due: October 18, 2007

Financial Plan (10 Points)
Using chapter 11 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 281 in your textbook.
Due: October 25, 2007

Growth Plan (10 Points)
Using chapter 13 and 14, and the Business Mentor CD-ROM, develop the management plan section of the business plan. This will include the information listed on page 319 in your textbook.
Due: November 1, 2007

Research Paper (For Graduate Students Only)

Project objectives
- To reinforce learning gained from the course.
- To acquire expertise in gathering information about the industry.
- To study one area of the course content in depth.
- To update information related to course content.
- To improve written communication skills.
- To synthesize volume of information into concise communiqué.

Project components
Research, develop, and present a documented paper on an assigned topic.

Determining topics
Each student registered for this course should decide and report the topic of the term paper by Sep. 25. Your research topic is your choice; however, it must receive instructor approval.

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

Minimum Standards for Written Presentation of Your Paper
1. Use sub-headings within the body of paper for each content area listed above.
2. Use citations within the paper to document sources of all factual information.
3. Minimum of ten (10) sources beyond the textbook, including business periodicals and web sites.
4. Minimum length is 8 pages.
5. Use one recognized research paper format throughout the paper. APA is a logical choice due to the ease of preparing the reference list. Consistency and completeness is the goal.
6. Present paper typed, double-spaced, paginated, and spell-checked.
7. Use cover to secures all pages together.

REVISIONS: The instructor reserves the right to revise this syllabus when, in her judgment, such revisions will benefit the achievement of course objectives.
# Tentative Course Outline

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>Chapter</th>
<th>Assignment Due</th>
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</thead>
<tbody>
<tr>
<td>Introduction &amp; Overview</td>
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<tr>
<td>Characteristics of Entrepreneurs</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>Constructing the Business Plan</td>
<td>Chapter 14</td>
<td>Bring Sample Business Plan</td>
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<tr>
<td>Presentations of Interview</td>
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<td>Interview of Entrepreneur</td>
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<tr>
<td>The Product</td>
<td>Chapter 2</td>
<td></td>
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<tr>
<td>Researching the Market</td>
<td>Chapter 3</td>
<td>Concept Statement</td>
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<tr>
<td>Strategic Planning</td>
<td>Chapter 4</td>
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<tr>
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<td>Chapter 4</td>
<td>Product Plan</td>
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<tr>
<td>Location</td>
<td>Chapter 5</td>
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<tr>
<td>Marketing Strategy</td>
<td>Chapter 7</td>
<td>Location Plan</td>
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<tr>
<td>Managing Employees</td>
<td>Chapter 8</td>
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<td>Exam 1</td>
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<td>Merchandise Planning</td>
<td>Chapter 9</td>
<td>Marketing Plan</td>
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<td>Business Structure</td>
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<td>Management Plan</td>
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<tr>
<td>Operations and Control Systems</td>
<td>Chapter 12</td>
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<td>Growth Strategies</td>
<td>Chapter 13</td>
<td>Financial Plan</td>
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<td>Guest Speaker</td>
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<td>Chapter 14</td>
<td>Growth Plan</td>
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<td>No Class (Thanksgiving Holiday)</td>
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<tr>
<td>Final Exam</td>
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<td><strong>Final Business Plan</strong>—ALL</td>
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</table>

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Entrepreneurship


Business Plan
