APPLICATION FOR COURSE CHANGE (MAJOR AND MINOR)

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

1. General Information.
   a. Submitted by the College of: Business and Economics  
   b. Department/Division: MBA  
   c. Is there a change in "ownership" of the course?  
      YES ☐  NO ☒
      If YES, what college/department will offer the course instead?  

2. Designation and Description of Proposed Course.
   a. Current Prefix and Number: MBA 640  
      Proposed Prefix & Number: MBA 640  
   b. Full Title: Culmination Week  
      Proposed Title: Project Connect in New Product Development  
   c. Proposed Transcript Title (if full title is more than 40 characters): Culmination Week  
   d. Current Cross-listing: ☒ N/A  
      OR  
      Currently Cross-listed with (Prefix & Number):  
      Proposed – ☒ ADD Cross-listing (Prefix & Number):  
      Proposed – ☒ REMOVE Cross-listing (Prefix & Number):  
   e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours for each meeting pattern type.

   Current:  
   _____ Lecture  
   _____ Laboratory  
   _____ Recitation  
   _____ Discussion  
   _____ Indep. Study  
   _____ Clinical  
   _____ Colloquium  
   _____ Practicum  
   _____ Research  
   _____ Residency  
   _____ Seminar  
   _____ Studio  
   ☒ Other – Please explain: Internship

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1 See 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.
2 Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
3 Signature of the chair of the cross-listing department is required on the Signature Routing Log.
4 Removing a cross-listing does not drop the other course – it merely unlinks the two courses.
5 Generally, 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 at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

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Proposed: Lecture __ Laboratory __ Recitation __ Discussion __ Indep. Study __
Clinical __ Colloquium __ Practicum __ Research __ Residency __
Seminar __ Studio __ 40 Other – Please explain: __

f. Current Grading System: ☐ Letter (A, B, C, etc.) ☐ Pass/Fail
   Proposed Grading System: ☐ Letter (A, B, C, etc.) ☐ Pass/Fail

g. Current number of credit hours: __ Proposed number of credit hours: __

h. Currently, is this course repeatable for additional credit? YES ☐ NO ☒
   Proposed to be 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. Current Course Description for Bulletin: A comprehensive assessment of students' professional development and progress during the program. Open only to students in the daytime MBA track.
   Proposed Course Description for Bulletin: An immersive nine week internship with a Project Connect Partner where the student will work on a new product or service project. Open only to one year MBA students.

j. Current Prerequisites, if any: MBA 600, 601, 602, 603, 604, 605, 606, 610, 611 and 612
   Proposed Prerequisites, if any: MBA 600 through MBA 609

k. Current Distance Learning(DL) Status: ☒ N/A ☐ Already approved for DL* ☐ Please Add ☐ Please Drop

*If already approved for DL, the Distance Learning Form must also be submitted unless the department affirms (by checking this box ☐) that the proposed changes do not affect DL delivery.

l. Current Supplementary Teaching Component, if any: ☐ Community-Based Experience ☐ Service Learning ☐ Both
   Proposed Supplementary Teaching Component: ☐ Community-Based Experience ☐ Service Learning ☐ Both

3. Currently, is this course taught off campus? YES ☐ NO ☒
   Proposed to be taught off campus? YES ☐ NO ☒

4. Are significant changes in content/teaching objectives of the course being proposed? YES ☐ NO ☒
   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? YES ☐ NO ☒

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

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

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## APPLICATION FOR COURSE CHANGE (MAJOR AND MINOR)

### Signature Routing Log

**General Information:**

- **Course Prefix and Number:** MBA 640
- **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:

<table>
<thead>
<tr>
<th>Reviewing Group</th>
<th>Date Approved</th>
<th>Contact Person (name/phone/email)</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA Policy Committee</td>
<td>11/24/2009</td>
<td>Merl Hackbart / 7-1627 / <a href="mailto:mhackbart@uky.edu">mhackbart@uky.edu</a></td>
<td></td>
</tr>
<tr>
<td>Gatton College Faculty</td>
<td>2/5/2010</td>
<td>Merl Hackbart / 7-1627 / <a href="mailto:mhackbart@uky.edu">mhackbart@uky.edu</a></td>
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### External-to-College Approvals:

<table>
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<tr>
<th>Council</th>
<th>Date Approved</th>
<th>Signature</th>
<th>Approval of Revision³</th>
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<tr>
<td>Undergraduate Council</td>
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<td>Senate Council Approval</td>
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**Comments:**

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³ Councils use this space to indicate approval of revisions made subsequent to that council’s approval, if deemed necessary by the revising council.

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University of Kentucky
Gatton College of Business and Economics
MBA 640 – Project Connect – New Product Development
2 Credits

Professor: Jim Potter
Office: 145 MBA Center
Phone: 859-257-7807
Fax: 859-323-9971
E-mail: jim.potter@uky.edu
Office Hours: By Appointment

Course Description
In our Project Connect program students are paired with a high-ranking corporate executive. Over twenty-six weeks, each executive provides that team with three projects of importance to the executive’s corporation. One project involves new product development (MBA 640), another supply chain management (MBA 642) and the third is in mergers and acquisitions (MBA 644).

MBA 640 is the student’s Project Connect internship in New Product Development. Students are assigned to develop or review a new product or service that is beneficial to their Project Connect company. Each student is expected to devote forty plus hours over a nine week period to this project working with the executive and his/her designates. The scope of their work will be to identify opportunities, issues, and challenges as well as research and propose solutions for their project. The project culminates with deliverables including a presentation to the executive’s management team.

Learning Objectives
1. Operate successfully in a cross functional team.
2. Incorporate classroom learning into a project solution.
3. Provide individual input of project information into a team presentation.
4. Work with company contacts to manage project scope, key dates and content.
5. Create and deliver effective presentation for the company executive team.
6. Gain knowledge and confidence in how to deliver effective executive presentations.

Grading
Projects and presentations will be graded in the following manner:

Project Connect Presentation:
* 45% Client Satisfaction – See attached form
* 45% Faculty Evaluation – See attached form
* 10% Peer Evaluation – See attached form

Grading Scale: A (90-100), B (80-89), C (70-79), E (below 70)
Note that it is necessary to receive a passing grade (C or better) in all course components to in order to receive a passing grade for this course. Students must also satisfactorily complete all extracurricular activities designated by the MBA program to receive a passing grade in this course. Those activities include, but are not limited to, attendance at team meetings, special workshops, tours and faculty work sessions.

The group projects have been designed to foster team building and group learning. Any member of the team not contributing significantly towards the team output would have their scores lowered. A peer evaluation in combination with feedback from the instructor and client may be used to determine the contribution made by each member of the team.

**Course Grade Policy**
The grading policy for this course limits the percent of “As” earned to no more than 50%. A grade of “C” will be given for students whose cumulative score in the course is more than two standard deviations below the median class score. Any questions regarding an individual assignment grade must be submitted in writing two weeks of the grade being returned.

**Attendance**
Attendance is compulsory for all the module sessions, including guest lectures, field trips and simulations. A non-attendance without a valid excuse will result in a zero score for that specific activity. If you have to miss class, it is your responsibility to inform the instructor, turn in any assignments and find out what was covered and assigned.

**Academic Integrity**
The Honor Code is in effect.
Evaluation of Project Connect Presentation
New Product Development
Company Review Form

Presenting Group: ________________________________

Evaluator’s Name: __________________________________

Directions: On a scale of 1 (lowest) to 5 (highest), please rate each of the following items based on the group’s presentation.

1. Content
   - discussion of problem
   - how project related to NPD
   - discussion of methodology used
   - relationship between analysis and recommendations
   1 2 3 4 5

2. Preparation
   1 2 3 4 5

3. Organization
   - outline/layout of the presentation
   - ability of audience to follow transitions
   1 2 3 4 5

4. Presentation style
   - professionalism of the presentation
   - presenters spoke clearly and held audience’s attention
   1 2 3 4 5

5. Interaction with Audience
   - responded to questions effectively
   1 2 3 4 5

Total Score (maximum of 25 points – add up one through five): ________________________

Additional Comments: Was this project beneficial to your firm?

Additional Comments: What did the team do well?

Additional Comments: What can the team improve?

Any other thoughts and comments?
Evaluation of Project Connect Presentation
New Product Development
Faculty Review Form

Company

Team

Grading Scale: 1 = Lowest and 5 = Highest

1. Preparation  1  2  3  4  5

2. Professionalism  1  2  3  4  5

3. Presentation Skills  1  2  3  4  5

4. Presentation Quality
   * Appearance
   * Flow
   1  2  3  4  5

5. Questions Addressed  1  2  3  4  5

Total Score:

Additional Comments:

Team Members:

________________________________________

________________________________________

________________________________________

________________________________________

________________________________________
Project Connect New Product Development
Peer Evaluations

Please complete the numerical evaluation below:

Ideally, each group member should contribute equally. When this happens, each member of the group contributes 100%. This is your opportunity to express how much you feel that each member contributed. In other words, if each person contributed as much as every other person you should indicate that s/he contributed 100%. If s/he contributed less than everyone else did, you may allocate a different percentage, such as 85%. If s/he only contributed half as much as everyone else, you would give that person a 50%. In the line provided below, PRINT the name of each person in your group, including yourself, in the left-hand column. In the right hand-column, indicate each person’s percentage contribution to the write-up for New Product Development. Put a star (*) by your name.

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Now, please list each of your group members and describe how they contributed to the write-up for New Product Development. Please be as detailed as possible in your responses.