



# KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS  
*Michael A. Leven School of Management,  
Entrepreneurship and Hospitality*

## December 2021

It was with a great deal of anticipation that I started my role as Director of the Leven School on July 1. My start date also coincided with a decision by the University System of Georgia to return to pre-COVID operations. Needless to say, navigating the consequences of this directive has occupied a great deal of my time this semester and I appreciate all the input and guidance from everyone in the school in helping to manage the transition.

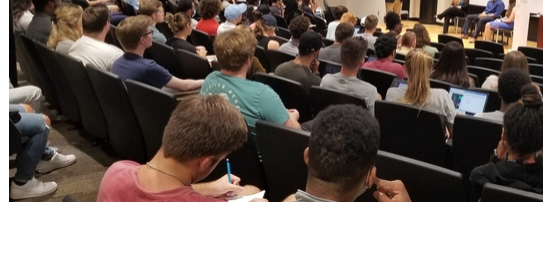
I am pleased to report that we have also made progress on curricular front this semester, guided by the results of a visioning exercise held during the first school meeting of the year. Achieving prominence in entrepreneurship was one of the aspirations expressed by members of the School. I am pleased to report that a cross-campus certificate in entrepreneurship was recently approved by the UPCC, and will be supported by a generous gift from Robin and Doug Shore. This will enable students across campus to gain exposure to entrepreneurship education without being admitted to Coles College. The increased level of cross-campus innovation and collaboration will likely create more great ideas for the Mookerji Innovation Fund, which also received a second year of support from its benefactor this semester.

Beyond entrepreneurship, both HR and Operations Management are exploring certification options within their respective specializations. We were also pleased to welcome the schools namesake, Michael Leven, to campus where he delivered a Tetley lecture, recognized Leven Scholars from the hospitality management program, and was inducted into the Coles College Hall of Fame.

One of the highlights for me this semester has been the chance to gain an appreciation for the level of talent in the Leven School. I look forward to working with everyone over the coming years to establish the Leven School as a favored destination for management education in the greater Atlanta community and beyond. In the nearer term, I would like to wish the joys of the season and a relaxing holiday break for you and your family.

Kind regards,

Steve Phelan,  
Leven School Director



## Alumni Panel

Distinguished alumni shared their career experiences with our first face to face event in over a year. The students were excited to finally be able to attend a live event again. Our alumni panel shared their experiences since college and in their current careers. They answered questions on how their management degrees helped them be successful. Students were able to engage and learn critical lessons on how to get started in their careers.

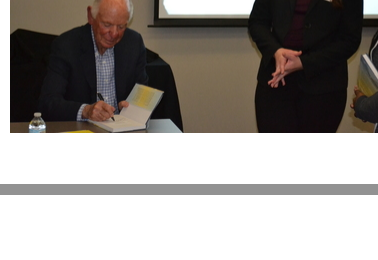
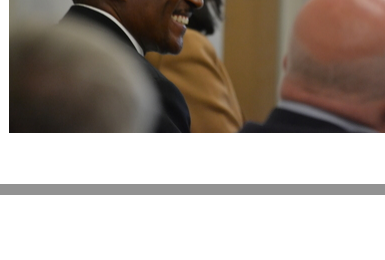
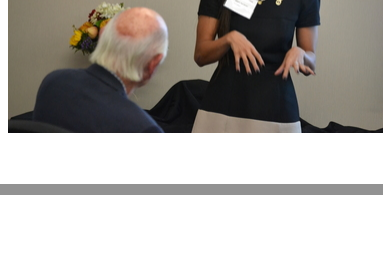
## Coles Fest Event

Coles Fest is a bi-annual academic and co-curricular engagement fair. The students interact with all things Coles, from departments, student groups, advising, career services and more. This helps students understand how much the different areas in Coles have to offer. It is a fun afternoon of talking to students and handing out swag and treats.



## Hospitality Leven Fellow Awards & Plaque Presentation

The award ceremony for the first recipients of the Hospitality Leven Scholarship Award recognizes hospitality management students who are passionate about pursuing careers in the industry and excel in their academic endeavors.



## Entrepreneurship Center News

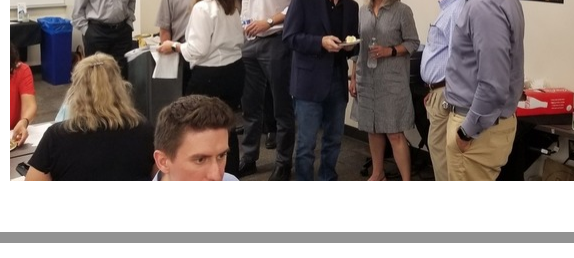
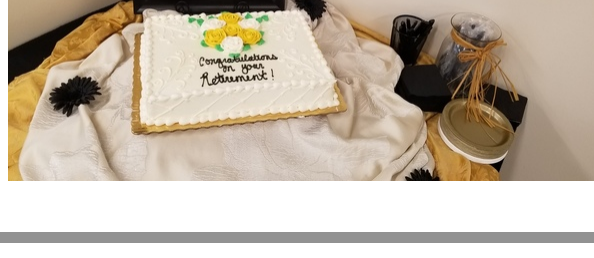
The Robin and Doug Shore Entrepreneurship Center has moved into the Cox Family Enterprise house which is being remodeled to accommodate both divisions. Exciting news as the center is growing.

In early November at the house, Vertical Shift, a team of KSU Alumni pitched for a 2nd round of funding from the Mookerji Innovation Fund. Professor Birton Cowden enjoyed an E-Sport experience in virtual reality as part of the product demo.



## Jim Wermert's Retirement

We enjoyed the stories that a few fellow colleagues shared about our retiring friend. He will be missed and hope he comes back to visit often.



## Upcoming Spring Classes of Interest



Entrepreneurs have a bias for action. This **experiential learning** opportunity takes a fast-paced, action-oriented approach to teaching you how to create something, deliver results, and reflect on entrepreneurship. Earn 3 credit hours while launching your own new venture or partnering with an entrepreneur to help grow their business. During this intensive, **fully online course**, you will spend 10 days working independently or in small groups on a single, well-defined entrepreneurial project.

**WOULD YOU LIKE TO GET OUT OF THE CLASSROOM AND PRACTICE ENTREPRENEURSHIP?**

*Learning Outcomes*

- Develop and set the terms of an entrepreneurial experience
- Work with a team to become a measurable
- Reflect on the process of identifying and articulating your experience
- Conduct an independent investigation of a group company

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Michael A. Leven School of Management, Entrepreneurship and Hospitality

REGISTRATION STARTS IN MARCH 2022  
For more information please contact Dr. Shelby Meek (smeeke@kennesaw.edu)

**MGT 4124**  
FRANCHISE MANAGEMENT

**DID YOU KNOW?** that franchising is one of the easiest ways to own your own business, be a part of a global corporation or have an entrance into private equity funds?

As an \$800 billion industry, franchising has shown growth in companies as large as McDonald's, Coca-Cola, Marriott and Coca-Cola to small and entrepreneurial companies including local fitness centers, cleaning services and hair salons.

Franchises are owned by individuals, companies and are a favorite of some of the largest private equity funds.

**WOULD YOU LIKE TO KNOW MORE ABOUT THIS GREAT INDUSTRY?**

**Unique Materials, Top Guest Speakers and Vision Discussions will help you Answer some of these Questions:**

- What is a franchise?
- How are franchises selected, purchased, developed, financed and managed?
- What is the role of the corporate/franchisee decision to franchise?
- What are some of the latest trends?

**Course Overview** - Presentations and discussions led by a 20+ year hands-on industry expert and 20+ franchisees


**NO DAYS**  
**6:30PM-9:00PM**  
**ESST**

**Register for Spring 2022 NOW!!**  
Please contact Jordan Kovick (jkovick@kennesaw.edu) for additional information

## Upcoming Events

The Hospitality Program will launch the **LADDER** program on the January 26th by hosting Omni Hotels and Resorts on campus for a day. Students will get a chance to interact with company executives and interview for positions with the company. The **LADDER** program is a Leadership development and talent acquisition program that is designed to connect students with leading hospitality companies.

## FOLLOW US



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**/LevenSchoolatColes**

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**Michael A. Leven School**

**levenschoolstudents@list.kennesaw.edu**

**ColesCollege.com/levenschool**

## FYI...

**First Day of Spring Classes: January 10, 2022**

**Drop Add Begins: January 10, 2022**

**Drop Add Ends: January 14, 2022 @ 11:45pm**

**Spring Holidays:**

**January 17, 2022 - Martin Luther King Jr. Day**

**March 7- March 11, 2022 - Spring Break**

Career Coaching Information

Internship & Co-op Advising

MGT Course Description

ENTR Course Description

HMGT Course Description

**Kennesaw State University**  
**Michael A. Leven School of Management, Entrepreneurship and Hospitality**  
**560 Parliament Garden Way**  
**Kennesaw, GA 30144**  
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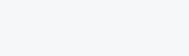
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