

# Course Syllabus

*This is an example syllabus for the Rural Grocery Transition Specialist Course. Changes are made for each course offering and this may not be the most current version. If you have questions, please reach out to [rgi-learn@ksu.edu](mailto:rgi-learn@ksu.edu).*

## Course Information

### Online Learning Management System

The Online Learning Management System used for this course is called Canvas Pro. Course access will open one week prior to the course start date. Set up your access prior to the start of the course using the instructions below.

- **New customers:** Soon after registering for the course, you will receive a course confirmation invitation email from [notifications@instructure.com](mailto:notifications@instructure.com). Follow the link in this email to finish the registration process. Once completed, select the **Rural Grocery Transition Specialist** tile on your Canvas Dashboard for course access. The course materials will become available one week prior to the Kickoff Session.
- **Returning customers:** Use the QR code (right) to sign in using your email and password to log in and access the Rural Grocery Transition Specialist course.



### Synchronous Sessions

There are four required synchronous sessions. These occur on Tuesdays from 10:30 AM to 12 PM (Central Time) in weeks 2, 4, 7, and 10. The final (optional) session takes place after the end of the course for participants to share their experiences and interact with other Rural Grocery Transition Specialists from previous cohorts. All synchronous sessions are held on Zoom. Links can be found on the course home page in Canvas.

Session Name	Week	Date	Time (same for each session)
Kickoff Session	Week 2	Feb. 4, 2025	Listed by Time Zone: - 11:30 AM to 1:00 PM Eastern - 10:30 AM to 12:00 PM Central - 9:30 AM to 11:00 AM Mountain - 8:30 AM to 10:00 AM Pacific
Week 4 Session	Week 4	Feb. 18, 2025	
Midpoint Session	Week 7	March 11, 2025	
Week 10 Session	Week 10	April 1, 2025	
RGTS Alumni Connect Session	Week 14	April 29, 2025	

### Course Co-Facilitators

- Clara Misenhelter, [clarawicoff@ksu.edu](mailto:clarawicoff@ksu.edu)
- Carly Whorton, [carlywhorton@gmail.com](mailto:carlywhorton@gmail.com)

### Grading and Assignments

Each module has at least one homework or discussion board assignment. A total of 360 points will be assigned throughout the course.

- An overall score of **75%** is required to earn the Rural Grocery Transition Specialist microcredential and digital badge from Kansas State University.
- Assignments submitted more than one week after their published deadline will receive an automatic deduction of five points. (The final deadline of April 27, 2025 at 11:59 PM is a firm deadline without this grace period.)
- All due dates are on Sundays at 11:59 PM.
- Please note: access to the next module is dependent on assignments being submitted. Once submitted, the course materials in the next module will become available. This ensures that assignments are completed throughout the course.
- Full details on grading requirements and instructions for all assignments are listed within the Course Assignments document on Canvas.

## Example Course Schedule

While there are four synchronous sessions throughout the course, much of the coursework will be completed on your own time. The timeline below provides a suggested schedule for you to follow in order to complete the entire program on time.

Module	Week	Dates	Hours Spent	Estimated Progress Made
Canvas course will be available starting <b>January 20th</b> .				
Orientation	1	January 27 - February 2	1.0	Open Canvas course, review onboarding and introductory material in Orientation Module, and complete pre-work for Kickoff Session.
Module 1	2	February 3-9	2.0	<b>Attend Program Kickoff Session on Feb. 4th.</b> Begin watching Module 1 videos. Schedule first cohort conversation.
	3	February 10-16	2.0	Finish Module 1 materials, complete homework assignment, and respond to discussion board. Complete first cohort conversation. Complete pre-work for Week 4 Session.
<b>Assignments for Module 1 Due 2/16/25 (unless otherwise noted)</b>				
Module 2	4	February 17-23	3.0	<b>Attend Week 4 Session on Feb. 18th.</b> Watch Module 2 videos, complete Clifton Strengths assessment, and respond to the discussion boards for Module 2.
Module 3	5	February 24 - March 2	1.5	Watch Module 3 videos, do the homework, and respond to the discussion board for Module 3.
<b>Assignments for Modules 2 &amp; 3 Due 3/9/25 (unless otherwise noted)</b>				
Module 4	6	March 3-9	2.0	Watch Module 4 videos and start the Module 4 homework. Complete pre-work for Midpoint Session.
	7	March 10-16	2.5	<b>Attend Midpoint Session on March 11th.</b> Finish homework and respond to the discussion board for Module 4. Schedule second cohort conversation.
Module 5	8	March 17-23	2.0	Get started on watching Module 5 videos and on homework for Module 5.
	9	March 24-30	1.5	Finish the homework and discussion board for Module 5. Complete second cohort conversation. Complete pre-work for Week 10 Session.
<b>Assignments for Modules 4 &amp; 5 Due 3/30/25 (unless otherwise noted)</b>				
Module 6	10	March 31 - April 6	2.0	<b>Attend Week 10 Session on April 1st.</b> Get started on Module 6 videos.
	11	April 7-13	2.0	Finish Module 6 videos, homework, and discussion board.
Module 7	12	April 14-20	1.5	Begin watching Module 7 videos.
	13	April 21-27	2.0	Complete Module 7 videos and homework, respond to final discussion board, and complete the course evaluation survey.
<b>Assignments for Modules 6 &amp; 7 Due 4/27/25 (unless otherwise noted)</b>				
Attend (optional) RGTS Alumni Connect session on <b>April 29th at 10:30 AM Central Time</b> .				
<b>Total Program</b>			<b>25 hours</b>	

---

## Course Outline

---

### Orientation Module: Course Introduction

#### Topics

- 1) Course Overview
- 2) Course Logistics
  - a) Syllabus, Time Commitment, Homework
  - b) Meet the Teaching Team
  - c) Canvas Usability
- 3) Pre-Course Survey
- 4) Rural Grocery Primer
- 5) Have Questions?
- 6) Orientation (**Kickoff Session**)

#### Assignments

Assignment Name	Total Points	Due Date
Cohort Conversations #1	20	2/16/25 at 11:59 PM Central
Cohort Conversations #2	20	3/30/25 at 11:59 PM Central

*Note: It is helpful to review the materials in the Orientation Module ahead of the kickoff session. Course access will be available at least two weeks prior to the kickoff session.*

### Synchronous Sessions

#### Kickoff Session – Feb. 4, 2025

- Orientation & Course Overview

#### Week 4 Session – Feb. 18, 2025

- Grocery Transition Psychology 101

#### Midpoint Session – March 11, 2025

- Overcoming Transition Resistance

#### Week 10 Session – April 1, 2025

- Strengths-Based Transitions

#### RGTS Alumni Connect – April 29, 2025

---

---

## Module 1: Assessment of Grocer Attitude & Relationship Building

### Topics

- Introduction to Module 1
- Building Your Relationship with a Rural Grocer
  - a) Establishing the Relationship
  - b) How to Validate the Grocer
  - c) The Grocer's Next Chapter
  - d) Confidentiality and Apology
- Grocery Transition Psychology 101 (**Week 4 Session**)
- Transition Stories

### Assignments

Assignment Name	Total Points	Due Date
Homework 1: Rural Grocery Relationship Tracking Tool	20	2/16/25 at 11:59 PM Central
Discussion Board 1	20	2/16/25 at 11:59 PM Central

## Module 2: Transition Planning Foundations

### Topics

- 1) Introduction to Module 2
- 2) Standard Transition Planning Process
  - a) Succession Planning - Part 1
  - b) Succession Planning - Part 2
- 3) Bridging the Gap - Common Resistance to the Transition Process
- 4) Overcoming Transition Resistance (**Midpoint Session**)
- 5) Customizing the Transition Plan
- 6) Importance of Planning Early
- 7) Transition Stories

### Assignments

Assignment Name	Total Points	Due Date
Homework 2: Clifton Strengths Assessment	20	3/9/25 at 11:59 PM Central
Discussion Board 2A	20	3/9/25 at 11:59 PM Central
Discussion Board 2B	20	3/9/25 at 11:59 PM Central

---

---

## Module 3: Business Valuation Fundamentals

### Topics

- 1) Introduction to Module 3
- 2) Getting Started with Business Valuation
  - a) Understand the Importance and Process of Business Valuation
  - b) Goal Setting and Managing Expectations
- 3) Improving Business Valuation
  - a) Methods for Raising Business Valuation
  - b) Store Facelift or Remodel
  - c) Timeline for Revising the Value of a Business
- 4) Transition Stories

### Assignments

Assignment Name	Total Points	Due Date
Homework 3: Technical Assistance Expertise Tool	20	3/9/25 at 11:59 PM Central
Discussion Board 3	20	3/9/25 at 11:59 PM Central

## Module 4: Communicating About Transition

### Topics

- 1) Introduction to Module 4
- 2) Community: The Heart of the Matter
  - a) Introduction to the Community Capitals Framework
  - b) Applying the Community Capital Framework to Rural Grocery Transitions
- 3) Communications
  - a) Building Workplace Trust
  - b) Communicating About Transition with Employees
  - c) Communicating About Transition with Community
- 4) Strengths-Based Transitions (**Week 10 Session**)
- 5) Transition Stories

### Assignments

Assignment Name	Total Points	Due Date
Homework 4: Community Capitals Identification Tool	20	3/30/25 at 11:59 PM Central
Discussion Board 4	20	3/30/25 at 11:59 PM Central

---

## Module 5: Finding New Ownership

### Topics

- 1) Introduction to Module 5
- 2) Business is an Art Form
  - a) Ways to See the Opportunity in Business Transition
  - b) Options for Recruiting a Buyer
  - c) Ways to Dissolve Limitation in Transition Planning
- 3) Grocery is Unique
  - a) Understand Grocery Operations and Responsibilities
  - b) Consider Skills Needed for Manager vs. Owner
- 4) Strategies for a Smooth Transition
  - a) Encourage Relationship Between Seller and Buyer
  - b) Plan For and Troubleshoot Worst Case Scenarios
- 5) Transition Stories

### Assignments

Assignment Name	Total Points	Due Date
Homework 5A: Community Stakeholder Identification	20	3/30/25 at 11:59 PM Central
Homework 5B: Community Stakeholder Conversation	20	3/30/25 at 11:59 PM Central
Discussion Board 5	20	3/30/25 at 11:59 PM Central

## Module 6: Buyer Funding & Hiring a Manager

### Topics

- 1) Introduction to Module 6
- 2) Empathizing with the Buyer
  - a) Facilitate Goal Setting with the Buyer and Manage Expectations
  - b) Valuation and Negotiation
  - c) Due Diligence
- 3) Costs & Funding
  - a) Costs of Buying a Business
  - b) Capital for Buying a New Business
  - c) Seller Financing
- 4) Learning the Ropes
  - a) Hiring a Store Manager
  - b) Strategies for Store Manager Training
  - c) Real Stories of Store Manager Training
- 5) Transition Stories

### Assignments

Assignment Name	Total Points	Due Date
Homework 6: Rural Grocery Funding Resources Tool	20	4/27/25 at 11:59 PM Central
Discussion Board 6	20	4/27/25 at 11:59 PM Central

---

## Module 7: Into the Future & Additional Resources

### Topics

- a. Introduction to Module 7
- b. Supporting the New Owner Long-Term
  - i. Strategies for Building Interest (From Inside the Store)
  - ii. Strategies for Building Interest (As a Community Supporter)

### Assignments

Assignment Name	Total Points	Due Date
Homework 7: Engagement and Support Presentation	20	4/27/25 at 11:59 PM Central
Discussion Board 7	20	4/27/25 at 11:59 PM Central

