

**Course Title:**

Entrepreneurship Consulting Project  
ENT 6946

**Office hours:**

By appointment

**Instructor:**

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**Students Invited:**

Graduate students (masters, PhDs, etc.) from all disciplines and colleges. Other students will be enrolled at the discretion of the instructor, but are encouraged to contact the instructor via email to apply.

**Course Objectives:**

1. To teach entrepreneurship by working through real problems of real companies.
2. To teach team dynamics, goal setting, and project management in an unscripted environment.
3. To aid the Gator Nation's economy by producing value-adding solutions to business problems posed by UF professors, departments, alumni, and students.

**Course Overview:**

GatorNest provides students with an opportunity to use what they've been learning in school to create real value for a real business client. This can include the analysis of a new opportunity or product. Or it might be to help alleviate an ongoing problem.

Business students have the opportunity for internships, but these are usually not an opportunity to practice much needed management skills. In GatorNest, teams are given the reigns. It is time to set the textbooks aside, roll up your sleeves, and help a young business become more successful by using your unique perspective, creativity, energy, and skillset.

Teams of 4-6 students are assembled to do fundamental consulting for:

1. Startup companies in the area
2. Professors with inventions (via the Office of Technology Licensing)
3. Students with businesses already earning revenue
4. Companies worldwide employing UF alumni

Results of a successful project include:

1. Effective collaboration and teamwork
2. Creation of clear and meaningful vision and goals
3. Execution of weekly action items until completion

These results usually take the form of one or more sections of a business plan such as:

- Market Analysis to determine the volume of demand
- Competitor Analysis to determine the extent to which the market is already being served
- Financial Forecasting to determine how much capital is needed and when it will be needed
- Plan of Execution to implement the team's recommendations

Teams are always required to produce the following deliverables:

1. A written report
2. An oral presentation that summarized the report

**Meeting Times:**

Each group has a different weekly meeting time with the instructor and/or the client. These meetings are for strategy and review. During these meetings you will:

1. Review the last week's action items
2. Discuss the results of those action items
3. Review the long term goals of the project
4. Determine the next week's action items

Typically these meetings last an hour and a half. The bulk of the work and research is done by the team outside of these weekly meetings. The times for additional meetings are determined by the group so they do not interfere with your other classes and/or work.

**General Class Outline (summer classes are two weeks shorter):**

Week 1 – Introduction to the problem (usually by the client)  
Week 2 – Project mapping & goal setting  
Week 3 – Research & reporting  
Week 4 – Research & reporting  
Week 5 – Research & reporting  
Week 6 – Research & reporting  
Week 7 – Draft & review  
Week 8 – Presentation of deliverables

**Other Policies:**

Students are treated as employees of a consulting business. Punctuality, attendance, and quality of work are what counts. If you're going to be late or absent, let your team members know in advance and make sure your responsibilities are taken care of anyway. If you are absent, but your work is complete and handed in anyway, your grade will suffer very slightly. If you are absent, you didn't let anyone know, and your work is incomplete or nonexistent your grade will suffer greatly.

**Protecting Intellectual Property:**

Students need to be aware that data collected by the students or provided to the students by the client could be confidential and protected by the organization. Unauthorized dissemination of data collected (i.e. selling the data collected to a competing firm or putting information

collected onto public locations such as websites or newsgroups) would have adverse consequences for the client. Please note that you might be required to sign a confidentiality agreement or similar agreement that could hold you personally responsible and liable for civil or criminal damages in the event that you disseminate the data, whether provided or collected, and that the utmost care should be used when working with the company and your fellow students.

**Dress Code:**

When meeting with the client, students are expected to dress in business casual attire. When meeting with the instructor without the client, students can dress how they like with the following exception: no sleeveless t-shirts. Please use your own discretion regarding your clothing's printed messages and images.

**Regarding students with disabilities:**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

**Honesty:**

Adherence to the UF Academic Honesty Guidelines, including the Student Honor Code, is expected. In completing the application for admission to UF, every student has signed the following statement: "I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

**Software Use:**

All faculty, staff and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida, pledge to hold our peers and ourselves to the highest standards of honesty and integrity.

**Counseling:**

Resources are available on campus for students having personal problems or lacking clear career and academic goals, which interfere with their academic performance. These resources include: University Counseling Center, 301 Peabody Hall, 392-1575, personal and career counseling; Student Mental Health, Student Health Care Center, 392-1171, personal counseling; Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161 ext. 231, sexual assault counseling; and Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling.

**Grading:**

Weekly individual quality of work: 40%  
Team Grade / Final Report: 40%  
Peer evaluation: 20%

Attendance: Everyone is allowed one free absence without it affecting their grade. Subsequent absences will result in the lowering of one's grade by 1/3 of a letter grade (ex. A- to B+). The same applies to group meetings set up outside of the structured weekly meeting. If you agree to be at an outside meeting you must attend it.

Punctuality: Being tardy twice is equivalent to an absence.

Please be aware of the implications of this grading process; you cannot get an A unless you are consistently on time to every meeting with your assignments completed and presented professionally.

96 and above = A  
90-95 = A-  
87-89 = B+  
84-86 = B  
80-84 = B-  
77-79 = C+  
74-76 = C  
70-73 = C-  
67-69 = D+  
64-66 = D  
60-63 = D-  
59 and below = E

See <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html> for information on how this translates to grade points.