

MBA Certificate in Entrepreneurship and Technology Management

To be successful, future entrepreneurs need to be prepared to effectively address the broad range of challenges that lie ahead in their careers. Like any other discipline, entrepreneurship is comprised of discrete skills, strategies, and behaviors that can be modeled successfully. Much of the program's curriculum focuses on opportunity assessment, business plan development, and the sourcing of capital and is suitable for specializations in which there is a need for informed decision making, innovative management, and value generation. Participants will be given a cutting-edge education in entrepreneurial and innovative business practices and upon completion of the program, graduates will be able to effectively initiate, develop, grow and manage new ventures, either as start-ups, in the corporate environment or the non-profit sector.

The Certificate in Entrepreneurship and Technology Management is open to MBA students only. **Students must complete courses as outlined below.**

Learning Goals and Objectives:

- I. Students pursuing the Certificate in Entrepreneurship and Technology Management will **be competent in the analysis and management of cash flow and the valuation of new venture opportunities.**
 - (1) Demonstrate knowledge and understanding of statements of cash flow.
 - (2) Demonstrate knowledge and understanding of discounted cash flow valuation.

- II. Students pursuing the Certificate in Entrepreneurship and Technology Management will **be knowledgeable in the process of recognizing and evaluating actionable new venture opportunities.**
 - (1) Calculate the feasibility of new venture opportunities.

- III. Students pursuing the Certificate in Entrepreneurship and Technology Management will **be effective oral and written communicators with respect to business planning and investor presentations for new venture opportunities.**
 - (1) Write a comprehensive business plan for the growth and development of new ventures that is clear, concise, grammatically correct and with convincing analysis.
 - (2) Develop an effective pitch for the growth and development of new ventures including speaking in groups and in public clearly, concisely, grammatically correct, with convincing analysis and appropriate use of visual aids.

Complementary Activities:

Students pursuing the Certificate in Entrepreneurship and Technology Management will be able to take advantage of a number of extracurricular activities that will serve to complement the classroom theory. Activities include but are not limited to the following (for more information visit www.cei.ufl.edu):

- Entrepreneurship Professional Speaker Series
- Howard J. Leonhardt Business Plan Competition
- Entrepreneur-In-Residence
- Global Entrepreneurship Study Program
- Video Podcast Library: *"Entrepreneurship at UF"* and the *"Entrepreneurship Speaker Series"*

Certificate Outline and Course Descriptions:

Required Courses:

1. **Entrepreneurship (GEB 6115) – 2 Credits (Summer A, Summer B, Fall Module 1)**
Practical, hands-on understanding of stages of entrepreneurial process. Focus on decision-making process within start-up company.
2. **Venture Finance (FIN 6476) – 2 Credits (Spring Module 4)**
Capital structure and financing needs of start-up company as well as valuation of non-publicly traded companies, intellectual property.
3. **Business Plan Formation (GEB 6116) – 2 Credits (Fall Module 2)**
Professional development and preparation of company business plan. Full analysis of plan outside evaluation and ranking.
4. **Managing Technology in Organizations (MAN 6537) – 2 Credits (Fall Module 1)**
Issues surrounding development, diffusion, and adoption of new technologies. Interplay of technology, organizations, and work; interplay of development, transfer, and adoption of new technologies; R&D of new products and processes; technology transfer; diffusion of innovation.
 - **OR: Electronic Commerce and Logistics (ISM 6485) – 2 Credits (Fall Module 2)**
Underlying technologies that herald innovations. How to capitalize on new electronic commerce and logistics in business.

Elective Courses (choose two):

- **Global Entrepreneurship (FIN 6642) – 2 Credits (Fall Module 1)**
Consideration of global market context in starting entrepreneurial ventures internationally.
- **Integrated Technology Venture (GEB 6930) – 2 Credits (Full year commitment)**
The Integrated Technology Venture program (ITV) is a year-long interdisciplinary collaboration meant to emulate the earliest stages of a technology startup company. Students and faculty from business, engineering and law team up under the guidance of a volunteer CEO to work intensively with a technology invented by a University of Florida researcher. While the students gain valuable real-world experience, the technology is pushed towards commercialization. Deliverables of the program include an institutional grade business plan and a working prototype.
- **Private Equity (GEB 6930) – 2 Credits (Spring Module 4)**
Overview of the private equity market and the role of intermediaries. How intermediaries add value in the private equity market.
- **Product Development and Management (MAR 6833) – 2 Credits (Fall Module 2)**
Management of new product development process including identifying new product opportunities, product concept testing, market feasibility analysis, prototype development, market testing and commercialization.
- **Social Entrepreneurship (FIN 6155) – 2 Credits (Fall Module 2)**
Process of starting, financing, assessing, and managing a succession of mission-based for-profit and no-for-profit ventures.
- **Venture Analysis (GEB 6930) – 2 Credits (Spring Module 3)**
Explore and critique real-world examples of how new business ventures were conceived, started, and run.