

Center for Entrepreneurship and Innovation (CEI)
- Faculty by Program -

Weekend Professional Entrepreneurship Master's Program

ACG 5065 – Financial and Managerial Accounting (3 credits)

Financial statement analysis including techniques, cash flow, and impact of accounting principles as they relate to the early-stage venture. Management control systems: planning, budgeting, reporting, analysis and performance evaluation in the start-up environment.

Dr. McDonald (Accounting/ Warrington College of Business Administration)

BS-Accounting, Oklahoma State University

MS-Accounting, Oklahoma State University

Ph.D.-Accounting, Michigan State University

ECP 5702 – Managerial Economics (2 credits)

Synthesis and application of microeconomic theory and related business administration principles to managerial decision making through a problem solving operation.

Dr. Taylor (Food and Resource Economics/ College of Agricultural and Life Sciences)

BA-Economics, University of Cincinnati

Ph.D.-Agricultural Economics, University of Florida

GEB 6116 – Business Plan Formation (2 credits)

Professional development and preparation of company business plan. Full analysis of plan outside evaluation and ranking.

Professor Vara (CEI Clinical/ Warrington College of Business Administration)

BS-Chemical Engineering, University of Florida

MBA, Texas Christian University

MAN 5265 – Managing Groups and Teams in Organizations (1 credits)

Development of critical team skills and techniques to improve team processes and effectiveness.

Dr. LePine (Management/ Warrington College of Business Administration)

BS-Finance, University of Connecticut

MS-Management, Florida State University

Ph.D.-Organizational Behavior, Michigan State University

BUL 5811 – Managers and Legal Environment of Business (2 credits)

Law governing relationships with corporation and between corporation and social, political, and ethical environment. Business and the Constitution, litigation and dispute resolution, agency and forms of business organization, state and federal regulation of corporations and securities.

Dr. Maurer (Management/ Warrington College of Business Administration)

BA, Northwestern University

MA, Stanford University

JD, Stanford University

FIN 5437 – Finance 1 (2 credits)

Analysis of business financing and investing decisions. Selected financial tools and concepts. Risk analysis and capital budgeting.

Dr. Weldon (Food and Resource Economics/ College of Agricultural and Life Sciences)

BS, Penn State

MS, Oklahoma State University

Ph.D., University of Minnesota

GEB 6115 – Entrepreneurship (2 credits)

Practical, hands-on understanding of states of entrepreneurial process. Focus on decision-making process within start-up company.

Dr. Heggestad (Finance/ CEI/ Warrington College of Business Administration)

BA-Economics, University of Maryland, College Park

Ph.D.-Economics, Michigan State University

MAR 6836 – Product Development and Management (2 credits)

Management of new product development process including identifying new product opportunities, product concept testing, market feasibility analysis, prototype development, market testing, and commercialization.

Dr. Alba (Marketing/ Warrington College of Business Administration)

BA-Psychology, State University of New York

Ph.D.-Experimental Psychology, Temple University

MAN 6149 – Developing Leadership Skills (2 credits)

Concepts of leadership theory and methods to improve skills.

Dr. Wysocki (Food and Resource Economics/ College of Agricultural and Life Sciences)

BS, Purdue University

MS, Michigan State University

Ph.D., Michigan State University

FIN 6476 – Venture Finance (2 credits)

Capital structure and financing needs of start-up company as well as valuation of non-publicly traded companies, intellectual property.

Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)

BS-Mechanical and Industrial & Systems Engineering, Ohio University

MS-Operations Research, University of Massachusetts

MAN 6447 – Art and Science of Negotiation (2 credits)

Theory and process of negotiation as practice in variety of settings. Understanding behavior of individuals, groups, and organizations in competitive situations.

Dr. Champagne (CEI Clinical/ Warrington College of Business Administration)

BS-Animal Science, Cal Poly

MS-Animal Science, University of Florida

Ph.D.-Food Chemistry and organic Chemistry, University of Massachusetts

GEB 5146 – Family Business Management (2 credits)

Exploration of crucial aspects in managing small business and enterprises. Emphasis on identification and analysis of characteristic operating problems of small firms and techniques for their solution. Strategic operation and psychological issues associated with running family and/or privately held firm.

Dr. House (Food and Resource Economics/ College of Agricultural and Life Sciences)

BS, University of Florida

MS, Kansas State University

Ph.D., Kansas State University

MAN 6724 – Strategic Management (2 credits)

Focus on complex strategic questions that confront general managers. Approaches learned in other courses combined with material particular to strategic management. Approaches used to formulate and implement overall strategies that allow firms to obtain and sustain competitive advantages while creating shareholder wealth.

Dr. Sterns (Food and Resource Economics/ College of Agricultural and Life Sciences)

BS-Feed Science, Kansas State University; BS-Agricultural Economics, Kansas State University

MA-Economics & MS-Agricultural Economics, Michigan State University

Ph.D.-Agricultural Economics, Michigan State University

GEB 5118 – New Venture Creation (4 credits)

Classroom lectures, panels of leading entrepreneurs, and team project. Background and tools necessary to develop investment grade business plan for new venture, whether intracorporate or stand alone.

Professor Vara (CEI Clinical/ Warrington College of Business Administration)

BS-Chemical Engineering, University of Florida

MBA, Texas Christian University

On-Campus Traditional Entrepreneurship Masters Program

MAN 6724 – Strategic Management (2 credits)

Focus on complex strategic questions that confront general managers. Approaches learned in other courses combined with material particular to strategic management. Approaches used to formulate and implement overall strategies that allow firms to obtain and sustain competitive advantages while creating shareholder wealth.

*Professor Horton (CEI Adjunct/ Warrington College of Business Administration)
BA-Philosophy, Harvard*

BUL 5811 – Managers and Legal Environment of Business (2 credits)

Law governing relationships with corporation and between corporation and social, political, and ethical environment. Business and the Constitution, litigation and dispute resolution, agency and forms of business organization, state and federal regulation of corporations and securities.

*Dr. Maurer (Management/ Warrington College of Business Administration)
BA, Northwestern University
MA, Stanford University
JD, Stanford University*

ECP 5702 – Managerial Economics (2 credits)

Synthesis and application of microeconomic theory and related business administration principles to managerial decision making through a problem solving operation.

*Dr. Berg (Economics/ Warrington College of Business Administration)
BA-Economics, University of Washington
MS-Economics, Yale University
Ph.D.-Economics, Yale University*

ACG 5005 – Financial Accounting (2)

Financial statement analysis including techniques, cash flow, and impact of accounting principles.

*Dr. Tucker (Accounting/ Warrington College of Business Administration)
BS-Electronic Engineering, Beijing Institute of Technology
BA-International Business, East China Institute of Technology
MS-Accounting, University of Illinois at Urbana-Champaign
Ph.D.-Accounting, New York University*

GEB 6115 – Entrepreneurship (2 credits)

Practical, hands-on understanding of states of entrepreneurial process. Focus on decision-making process within start-up company.

*Dr. Heggstad (Finance/ CEI/ Warrington College of Business Administration)
BA-Economics, University of Maryland, College Park
Ph.D.-Economics, Michigan State University*

MAN 5265 – Managing Groups and Teams in Organizations (1 credits)

Development of critical team skills and techniques to improve team processes and effectiveness.

*Dr. LePine (Management/ Warrington College of Business Administration)
BS-Finance, University of Connecticut
MS-Management, Florida State University
Ph.D.-Organizational Behavior, Michigan State University*

GEB 6116 – Business Plan Formation (2 credits)

Professional development and preparation of company business plan. Full analysis of plan outside evaluation and ranking.

*Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)
BS-Mechanical and Industrial & Systems Engineering, Ohio University
MS-Operations Research, University of Massachusetts*

GEB 6930 – Managing Innovation and Change (2 credits)

Course explores the interaction of innovation and change. New organizational approaches and systems applications are identified and described to manage the journey from idea through to realization.

*Professor Horton (CEI Adjunct/ Warrington College of Business Administration)
BA-Philosophy, Harvard University*

MAN 5141 – Leadership Skills (1 credit)

Concepts of leadership theory and methods to improve skills.

*Dr. Tosi (Management, Warrington College of Business Administration)
BS, The Ohio State University
MBA, The Ohio State University
Ph.D.-Industrial Management, The Ohio State University*

FIN 5437 – Finance 1 (2 credits)

Analysis of business financing and investing decisions. Selected financial tools and concepts. Risk analysis and capital budgeting.

*Dr. Crum (Finance, Warrington College of Business Administration)
BA, International Relations, University of Texas
MBA, University of Texas at Austin
Ph.D.-Finance, University of Texas at Austin*

MAR 5806 – Problems and Methods in Marketing Management (2 credits)

Concepts and techniques for resolving marketing management problems through case method.

*Dr. Sawyer (Marketing, Warrington College of Business Administration)
BA, Business Administration, University of Maine
MBA, Northeastern University
Ph.D.-Business Administration, Stanford University*

GEB 6155 – Social Entrepreneurship (2 credits)

Discuss the process of starting, financing, assessing and managing for-profit and not-for-profit ventures. Introduction to the major problems and opportunities facing mission based organizations.

*Dr. Joos (Sociology/ Honors College)
BS-Psychology, University of Florida
MA-Sociology, University of Florida
Ph.D.-Sociology, University of Florida*

FIN 6476 – Venture Finance (2 credits)

Capital structure and financing needs of start-up company as well as valuation of non-publicly traded companies, intellectual property.

*Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)
BS-Mechanical and Industrial & Systems Engineering, Ohio University
MS-Operations Research, University of Massachusetts*

GEB 6105 – Venture Analysis (2 credits)

Examination of the structure, strategic and technical activities of new business ventures. Use of real-world examples of how new business ventures were conceived, started and run.

*Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)
BS-Mechanical and Industrial & Systems Engineering, Ohio University
MS-Operations Research, University of Massachusetts*

FIN 6930 – GatorNest (4 credits)

Experiential learning laboratory providing students with real-world experience working on projects such as market analyses, financial evaluations, customer analyses, competitive assessments and business plan development.

Ted Astleford (CEI/ Warrington College of Business Administration)

BA-Finance, University of Florida

MBA, University of Florida

Minor in Entrepreneurship

ACG 2021 – Accounting (4 credits)

Conceptual introduction to financial accounting. Emphasis is placed on wealth and income measurement, and the preparation and interpretation of conventional financial statements.

Dr. McDonald (Accounting/ Warrington College of Business Administration)

BS-Accounting, Oklahoma State University

MS-Accounting, Oklahoma State University

Ph.D.-Accounting, Michigan State University

GEB 3113 – Principles of Entrepreneurship (4 credits)

Practical, hands-on understanding of the stages of entrepreneurial process. Focus on the decision-making process within a start-up company.

Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)

BS-Mechanical and Industrial & Systems Engineering, Ohio University

MS-Operations Research, University of Massachusetts

***AEB 3341 – Strategic Selling (3 credits)**

This course serves as an introduction to professional selling techniques for all products with special emphasis given to food and agricultural products, technical systems and services.

Dr. Wysocki (Food and Resource Economics/ College of Agricultural and Life Sciences)

BS, Purdue University

MS, Michigan State University

Ph.D., Michigan State University

***IDH 3931 – Honors Social Entrepreneurship (3 credits)**

Discuss major local and global social issues—like poverty, globalization, healthcare, environmental sustainability, education, and human rights. Analyze current efforts to address and “solve” these “problems” and think critically and creatively to generate new ideas and work in the community to create positive social change on a local level.

Dr. Joos (Sociology/ Honors College)

BS-Psychology, University of Florida

MA-Sociology, University of Florida

Ph.D.-Sociology, University of Florida

^GEB 4117 – Fundamentals of New Venture Planning (3 credits)

A study of all the key elements of new venture planning to achieve an understanding of the process involved in the evaluation of new venture feasibility and the development of business plans for new venture.

Professor Horton (CEI Adjunct/ Warrington College of Business Administration)

BA-Philosophy, Harvard University

^GEB 4110 – New Venture Creation (3 credits)

Students are provided with the background and tools necessary to participate in the technology commercialization process. Business plans are developed for university technologies.

Jamie Kraft ((CEI/ Warrington College of Business Administration)

BS-Microbiology, University of Arizona

MBA, University of Florida

***MAR 3023 – Marketing (4 credits)**

Functions, institutions and methods of marketing goods and services. Relates marketing to the larger economic structure and emphasizes the importance of the consumer.

Dr. Lutz (Marketing, Warrington College of Business Administration)

BS-Marketing, University of Illinois at Urbana-Champaign

MS-Marketing, University of Illinois at Urbana-Champaign

Ph.D.-Marketing, University of Illinois at Urbana-Champaign

*** FIN 3403 – Finance (4 credits)**

The acquisition and management of funds by business.

Dr. Tapley (Finance, Warrington College of Business Administration)

BS, Trinity College

MBA, Dartmouth University

DBA-Finance, Indiana University

- Students choose one or the other

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Concentration in Entrepreneurship

***GEB 6115 – Entrepreneurship (2 credits)**

Practical, hands-on understanding of stages of entrepreneurial process. Focus on decision-making process within start-up company.

*Dr. Heggstad (Finance/ CEI/ Warrington College of Business Administration)
BA-Economics, University of Maryland, College Park
Ph.D.-Economics, Michigan State University*

***FIN 6642 – Global Entrepreneurship (2 credits)**

Consideration of global market context in starting entrepreneurial ventures internationally.

*Dr. Heggstad (Finance/ CEI/ Warrington College of Business Administration)
BA-Economics, University of Maryland, College Park
Ph.D.-Economics, Michigan State University*

FIN 6476 – Venture Finance (2 credits)

Capital structure and financing needs of start-up company as well as valuation of non-publicly traded companies, intellectual property.

*Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)
BS-Mechanical and Industrial & Systems Engineering, Ohio University
MS-Operations Research, University of Massachusetts*

#GEB 6105 – Venture Analysis (2 credits)

Examination of the structure, strategic and technical activities of new business ventures. Use of real-world examples of how new business ventures were conceived, started and run.

*Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)
BS-Mechanical and Industrial & Systems Engineering, Ohio University
MS-Operations Research, University of Massachusetts*

***GEB 6116 – Business Plan Formation (2 credits)**

Professional development and preparation of company business plan. Full analysis of plan outside evaluation and ranking.

*Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)
BS-Mechanical and Industrial & Systems Engineering, Ohio University
MS-Operations Research, University of Massachusetts*

#GEB 6155 – Social Entrepreneurship (2 credits)

Discuss the process of starting, financing, assessing and managing for-profit and not-for-profit ventures. Introduction to the major problems and opportunities facing mission based organizations.

*Dr. Joos (Sociology/ Honors College)
BS-Psychology, University of Florida
MA-Sociology, University of Florida
Ph.D.-Sociology, University of Florida*

#MAR 6836 – Product Development and Management (2 credits)

Management of new product development process including identifying new product opportunities, product concept testing, market feasibility analysis, prototype development, market testing, and commercialization.

*Dr. Alba (Marketing/ Warrington College of Business Administration)
BA-Psychology, State University of New York
Ph.D.-Experimental Psychology, Temple University*

#FIN 6930 – Private Equity (2 credits)

Examination of the private equity industry with an emphasis on organized markets.

Dr. James (Finance/ Warrington College of Business Administration)

BA, Michigan State University

MBA, University of Michigan

Ph.D.-Economics, University of Michigan

* - *Students choose one or the other*

- *Students must choose two*

Certificate in Entrepreneurship and Technology Management

***GEB 6115 – Entrepreneurship (2 credits)**

Practical, hands-on understanding of stages of entrepreneurial process. Focus on decision-making process within start-up company.

Dr. Heggstad (Finance/ CEI/ Warrington College of Business Administration)

BA-Economics, University of Maryland, College Park

Ph.D.-Economics, Michigan State University

***FIN 6642 – Global Entrepreneurship (2 credits)**

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Dr. Heggstad (Finance/ CEI/ Warrington College of Business Administration)

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Ph.D.-Economics, Michigan State University

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Professor Rossi (CEI Adjunct/ Warrington College of Business Administration)

BS-Mechanical and Industrial & Systems Engineering, Ohio University

MS-Operations Research, University of Massachusetts

MAN 6537 - Managing Technology in Organizations (2 credits)

Issues surrounding development, diffusion, and adoption of new technologies. Interplay of technologies, organizations and work; interplay of development, transfer and adoption of new technologies; R&D of new products and processes; technology transfer; diffusion of information.

Dr. Paruchuri (Management/ Warrington College of Business Administration)

BS-Technology, Regional Engineering College at Warangal

Ph.D.-Business Administration, Columbia University

ISM 6485 - Electronic Commerce and Logistics (2 credits)

Underlying technologies that herald innovations. How to capitalize on new electronic commerce and logistics in business.

Dr. Cheng (DIS/ Warrington College of Business Administration)

BA-Economics, University of Maryland, College Park

Ph.D.-Economics, Michigan State University

#GEB 6155 – Social Entrepreneurship (2 credits)

Discuss the process of starting, financing, assessing and managing for-profit and not-for-profit ventures. Introduction to the major problems and opportunities facing mission based organizations.

Dr. Joos (Sociology/ Honors College)

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Ph.D.-Sociology, University of Florida

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Certificate in New Venture Creation

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Experiential learning laboratory providing students with real-world experience working on projects such as market analyses, financial evaluations, customer analyses, competitive assessments and business plan development.

Ted Astleford (CEI/ Warrington College of Business Administration)

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MBA, University of Florida

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Dr. Heggestad (Finance/ CEI/ Warrington College of Business Administration)

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MBA, University of Michigan

Ph.D.-Economics, University of Michigan

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Course explores the interaction of innovation and change. New organizational approaches and systems applications are identified and described to manage the journey from idea through to realization.

Professor Horton (CEI Adjunct/ Warrington College of Business Administration)

BA-Philosophy, Harvard University

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- *Students must choose two*

Miscellaneous Entrepreneurship Courses

GEB 6156 – The Entrepreneurial Opportunity (2 credits)

This course, designed for non-business graduate students, provides an in-depth look at the entrepreneurial process, focusing on opportunity assessment, creativity, feasibility analysis, business plan development, and entrepreneurial leadership.

*Dr. Heggstad (Finance/ CEI/ Warrington College of Business Administration)
BA-Economics, University of Maryland, College Park
Ph.D.-Economics, Michigan State University*

GEB 6930 – Entrepreneurship and Innovation in the Health Sciences (2 credits)

This course deals with the fundamental issues of innovation and development in the context of early-stage ventures in the health science industry.

*Ed Peddie (CEI Clinical / Warrington College of Business Administration)
BS-Psychology, Florida State University
MS-Health Administration, University of Minnesota*

EGN 6640 – Entrepreneurship for Engineers (3 credits)

This course is designed to introduce engineering students to the concepts and practices of entrepreneurial thinking. Using a combination of lectures, case studies, student led discussions, team business plans, and investor presentation formats, the course teaches life skills in entrepreneurial thought and action that students can utilize in careers ranging from starting companies to instigating cutting edge R&D projects in large company intrapreneurial endeavors.

*Erik Sander (College of Engineering)
BS-Mechanical Engineering, University of Florida
MS-Management of Technology, University of Alabama*

Miscellaneous Entrepreneurship Courses - Undergraduate

SLS 1102 – Entrepreneurship Warrington Welcome/ First-Year Florida (1 credit)

This course is designed to introduce freshmen to the University of Florida, the Warrington College of Business Administration, and the Center for Entrepreneurship and Innovation. The program will emphasize the development of academic, personal, and entrepreneurial skills supporting success in the Warrington College of Business Administration and will introduce the students to concepts associated with entrepreneurship and early-stage venture development.

*David Boneparth (CEI/ Warrington College of Business Administration)
BA-Business Administration, University of Florida*