POST-DOCTORAL BRIDGE TO BUSINESS

WARRINGTON COLLEGE of BUSINESS
BRIDGE INTO BUSINESS

- Qualify for Scholarly Academic (SA) designation in five months
- Program requires only one campus visit per month
WHAT IS THE “BRIDGE?”

BRIDGING THE DISCIPLINE GAP

Upon completion of the Bridge Program, you will be academically qualified to teach accounting and finance; marketing and management; or international business and entrepreneurship in just five months.

The program, endorsed by AACSB International—the premier accreditation agency for business schools worldwide—certifies graduates as Scholarly Academic (SA) for five years. The SA is an important credential for employment in AACSB-accredited business schools. The SA status will continue beyond five years as long as one remains academically active by publishing, teaching, and conducting research, per institutional guidelines.

BRIDGING THE SUPPLY GAP

The Bridge Program evolved from a 2003 report by AACSB’s Doctoral Faculty Commission, which concluded that there would be a significant shortage of business Ph.D.’s. In response to this critical faculty shortage and rising enrollments in management education, AACSB International announced its endorsement of Bridge Programs that prepare experienced and new doctoral faculty from other academic disciplines for faculty positions in business.

BRIDGING THE FINANCIAL GAP

By completing the Bridge Program, you will not only expand your career options, but your earnings potential as well. According to a 2013-14 faculty salary survey, the average annual salary for new faculty at AACSB-accredited business schools is $110,000.
HOW DOES IT WORK?

Participants will take four formal foundation courses delivered through a combination of live and online lectures. In addition to the foundation courses, the program will make use of teaching panels, research panels, one-on-one participant-faculty meetings, and research seminars. The College’s e-Learning system provides faculty and students with online and offline access to course materials, encourages student engagement in course activities, provides for electronic assignment submissions, and facilitates collaboration and communication.

AM I QUALIFIED?

Admission criteria for the Bridge Program are:

- Strong academic backgrounds

- Research skills that are readily transferable to their chosen areas of specialization

- A non-business doctoral degree from a university with an AACSB-accredited business school OR currently teaching at an AACSB-accredited business school

- For non-U.S. universities, local accreditation may be used. Exceptions will be considered on a case-by-case basis
A BRIDGE TO YOUR FUTURE

WHAT WILL I LEARN?

The Bridge Program offers three areas of specialization:

- Accounting and Finance
- Marketing and Management
- International Business and Entrepreneurship

The Bridge Program provides a foundation in the core business disciplines in each selected area of specialization, as well as an understanding of the research domain and pedagogical “best” practices in business education. This blend provides the knowledge and skills necessary to pursue an academic career in business education.

WHY THE UNIVERSITY OF FLORIDA?

Our professors in the Bridge Program are the same high-quality faculty that teach in our world-recognized MBA program and mentor our doctoral students. These thought leaders possess the academic excellence and professional experience to provide a holistic and challenging learning environment.
SOME OF THE BRIDGE PROGRAM’S NOTABLE SCHOLARS ARE...

JOYCE BONO
Walter J. Matherly Professor of Management
Has published more than 30 articles on leadership-based research in elite management journals.

GARY MCGILL
J. Roy Duggan Professor, Associate Dean and Director of the Fisher School of Accounting
Recognized for his distinguished contributions to the Federation of Schools Accountancy with the organization’s Joseph A. Silvoso Faculty Merit Award.
GWEN LEE
Chester C. Holloway Professor of Management

Her research in strategic management focuses on corporate strategy in knowledge-intensive settings.

RICHARD LUTZ
JC Penney Professor of Marketing

Inducted into the inaugural class of American Marketing Association Fellows, which recognizes AMA members who have made significant contributions to the research, theory, and practice of marketing, as well as service to the organization.
### Universities Where Bridge Graduates Are Teaching and Conducting Research (partial list):

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