FROM THE DIRECTOR

In my first year as associate dean of the Heavener School, I’ve been immersed, impressed and inspired. My immersion has enabled me to understand our School’s programs and people in a deep, profound way. There are many wonderful attributes of the Heavener School, and I have enjoyed diving into our thriving ecosystem.

As I have learned about the School, I have been impressed at every turn. Our faculty, staff and partners are working together to create a truly premier experience. This already exists through signature leadership programs, groundbreaking global experiences, internationally renowned case competition activity and innovative online program offerings. Our newest area of focus will be a comprehensive investment in career readiness, as we launch dedicated career services to Heavener students this fall.

Most importantly, I have been truly inspired. There is a clear commitment to our mission, the values we aim to personify and the goals we drive for every day. Our opportunity is simple - to capitalize on the momentum generated and infuse new ideas into our strategic plan to drive toward new heights of global preeminence.

There is an unmistakable energy that fills Heavener Hall. This energy is generated from a laser focus on a unifying purpose - to create a transformational experience for the students we serve. I am personally inspired to partner with our students, alumni, faculty and all key stakeholders to deliver transformational results. We hope you’ll join us on this important journey.

Sincerely,

Alex D. Sevilla
Associate Dean & Director, Heavener School of Business

ABOUT THE HEAVENER SCHOOL OF BUSINESS

The Heavener School of Business is the undergraduate division of the University of Florida’s Warrington College of Business. Heavener is one of the nation’s top-ranked undergraduate public business schools offering bachelor’s degrees in Economics, Finance, General Business, Management, Information Systems & Operations Management, and Marketing to more than 4,000 students. (Accounting undergraduates earn their bachelor’s degrees through the Fisher School of Accounting).

The Heavener School’s simple formula of combining talented undergraduate business students with renowned scholars and innovative academic and professional initiatives creates one of the nation’s most extraordinary business education environments.

STUDENT POPULATION

5,719

MAJORS

7

MINORS

6

DEGREES CONFERRED

(2015-16)

995

NOTABLE RANKING

17TH Overall among U.S. public colleges and universities

SPECIALTIES

ACCOUNTING

5TH

REAL ESTATE

FINANCE

8TH

QUANTITATIVE ANALYSIS

ENTREPRENEURSHIP

11TH

U.S. News & World Report, 2017
The Heavener Experience

The student experience at the Heavener School of Business is a dynamic and holistic experience. Heavener students are pushed out of their comfort zone, and challenged to see the world differently. They emerge from this experience with a deepened self-confidence, and a passion to succeed.

The Heavener Experience is based on four “pillars” that create knowledgeable, skilled, and ethical business leaders. They are...

ACADEMICS

Discipline and sacrifice aren’t usually the characteristics associated with the college experience, but those traits have been the foundation of Sherman Wilhelm’s time at the Heavener School of Business.

- His rewards? A perfect 4.0 GPA, and a full-time consulting position at Deloitte.
- “You have to sacrifice some things—maybe not going out as much, sleeping a little bit less,” Wilhelm said. “Really, it’s about time management.”
- Time management was a necessary skill for Wilhelm to master as he balanced double majors in Economics and Statistics with an active schedule of career and leadership programs.
- In college, you have a lot more down time than you realize,” Wilhelm said. “Early on in my college career, I was taking a lot of really difficult classes at the same time—accounting, finance, upper-level math classes—and I didn’t have time to goof around on social media for five or six hours a day. I learned I had to be a little more disciplined.”
- Being disciplined, however, didn’t mean Wilhelm never left the library. His study habits were impressive; they needed to be to post a perfect GPA while pursing two bachelor’s degrees. But Wilhelm also made time for impactful activities like serving as a Career and Academic Peer Mentor, Alumni Relations Director for Florida Leadership Academy, Director of Case Logistics for the Heavener International Case Competition, and as a Florida Citrus for UF’s Alumni Association among other duties.
- “It stick with the things I love to do, but where I also saw value,” Wilhelm said.
- Wilhelm said his most rewarding activity was competing for the Heavener School in international case competitions. Wilhelm traveled to competitions in Australia, Netherlands, New Zealand, and Thailand, and was tasked with creating real-world business solutions for actual companies.

It’s one thing to learn about international business in theory,” said Wilhelm, “but it’s another thing to be handed a case packet about a company that wants to expand into a new market, and get in front of their head of business development or CFO and tell them how they should do it. That’s been an awesome opportunity.”

International case competitions weren’t the only activities where Wilhelm could tie practical applications to his studies. He said he’s been challenged by innovative courses like Game Theory and Applications, which applied strategic thinking to business dealings; Legal Environment of Business, which analyzes the legal challenges companies face; and Principles of Marketing with Dr. Richard Lutz, who relies on real-world examples to illustrate marketing concepts.

Wilhelm’s dedication to his studies has paid off handsomely. He accepted a full-time offer from Deloitte, and will specialize in federal consulting in Washington D.C.

INTERNATIONAL

Exposing our students to international business practices is critical to their long-term growth and success. Study abroad increases self-confidence and maturity, inspires students to succeed academically, nurtures intercultural development, and provides a distinct advantage in their career pursuit.

IN INVOLVEMENT

Simply joining student organizations isn’t enough for Heavener students. Our students are emboldened to pursue leadership positions in those organizations, and help guide their peers to make meaningful impacts throughout the College, UF, and the Gator Nation.

CAREER

When Eesha Doshi switched her major to finance, she noticed the emphasis the Heavener School of Business placed on career development. An emphasis that was significant and immediate.

“Even right off from the beginning with Warrington Welcome,” said Doshi, referencing to the School’s introductory course that informs first-year students about the academic and career resources available to them. “There is a huge push toward helping students think about what they want to do with their careers.”

That push has helped Doshi earn a prized position in the Finance Leadership Development Program at Johnson & Johnson, No. 39 on the
I got to Heavener and fell in love with the 2016 Fortune 500 list. Reflecting on my time at the Heavener School, Doshi said the School’s emphasis on career development was essential to her success.

Doshi aspired to work in medicine from a young age. She originally wanted to be a physician, but the injuries and illnesses she witnessed while volunteering in a hospital emergency room deterred her from that pursuit. Still attracted to the medical field, she enrolled at UF as a pre-pharmacy major before switching to finance where Doshi yearned for a career in hospital administration.

Doshi leveraged virtually every career resource the Heavener School had to offer to advance her career prospects. Her experience in Warrington Welcome included presentations and group activities that clearly defined which roles finance majors usually attain. She routinely visited with Career and Academic Peer (CAP) Mentors—Heavener students who had already completed internships—for advice on how to gain her own internship (Doshi completed two internships with Verizon). She joined student organizations like the Heavener School of Business, and academic advisors and career coaches, and Ward, Associate Director of Heavener’s International Programs, visited Doshi’s Warrington Welcome class. “He talked about how it’s a good recruiting technique to sell yourself as someone who accepts challenges and can adapt,” McDermott said. “I felt I would be wasting a valuable resource if I didn’t explore different challenges.”

McDermott took Ward’s message to heart, and set his sights on the University of New South Wales (UNSW) in Sydney, Australia. “Australia was always a place I wanted to go to see and experience different challenges. In Australia, the amount of courses you can choose from is six times the size of your hometown. It exposed me to new people and new opportunities, and I think it really motivated me to stay in Australia.”

Emerged with a supportive community of peers.

McDermott explained “I’m more aware of everything I do now, and I think it really motivates me to keep going.”

Involvement

Attending the University of Florida can be intimidating for any student, especially when UF’s student population is six times the size of your hometown. But Abby Fielding, a native of Beverly Hills, Fla. (pop. 8,445), had a plan. She immersed herself in activities at the Heavener School of Business, and emerged with a supportive community of peers. “For me, the most important thing is building relationships,” Fielding said. “Coming from a tiny town you probably never heard of, it was really important to meet people that had the same drive and excitement for building relationships. Getting involved with the College was important because I’d be spending the next four years here so I wanted to make sure this was a place I could call home.”

Fielding’s level of involvement is impressive. She serves as a Career & Academic Peer Mentor, helping students acquire internships; a Warrington Welcome Peer Leader, where she co-instructs an introductory business course for first-year students on the topics of professional development, leadership, and diversity; a Facilitator for the Heavener Leadership Challenge, where she helps organize a two-day retreat for 40 business students promoting team building and collaborative leadership; and a Business Ethics Ambassador, where she promotes the value of ethics to the College community.

“I feel like it’s definitely enhanced my experience as a student,” Fielding said. “I’m more aware of everything I could use to be successful. When I went to interviews, I feel 100% prepared for anything that could be thrown my way. I feel all these programs I’ve been involved with have truly prepared me for success.”

And through her career and leadership activities, Fielding is dedicated to guiding the Heavener School’s newest students toward that same success. “Some people feel so intimidated in their first year—like I did,” Fielding said. “I was that person once, and I had that same look in my eyes. But now I’m doing the things I thought I could never do, and I think it really motivates them and gives them confidence to keep moving forward.”
HEAVENER HALL AMENITIES
- Nine state-of-the-art classrooms
- Student commons
- 16 high-tech group study rooms
- Multi-purpose area for event and organization meetings
- Technology assistance center
- Peer academic/career advising space
- Café
- Two conference rooms

FACULTY
"What I appreciate most about Heavener Hall is how it facilitates interaction. Classrooms help faculty engage students. Study rooms support students working together in teams. Meeting spaces are used to connect alumni, recruiters, and practitioners with current students. It is not uncommon to see faculty, staff, administrators, and students together in the common spaces. Business is about bringing people together to create value. Heavener Hall reinforces this concept as soon as you enter the building."
—Dr. Michelle Darnell, Senior Lecturer and Co-Director of the Poe Business Ethics Center

STAFF
"Heavener Hall provides amazing resources to advise, teach, and mentor with students in meaningful ways. More than this, Heavener Hall is a home that unites staff and students in a common mission. The walls reiterate our promise, define student success, and lay out the agenda for our work together."
—Jason Ward, Associate Director of International Programs

CORPORATE RECRUITERS
"This isn’t your standard lecture hall. Heavener Hall has a vibrancy and energy that allows us to have a different dialogue with students. It encourages collaboration and creates a sense of community like a corporate environment, which will make it easier for Heavener students to transition to companies like P&G. I always look forward to coming here, and engaging with Heavener students."
—David Silvestroin, BSBA ’97 Kroger Team Leader & Associate Director Procurement & Equipment

STUDENTS
"Since the completion of Heavener Hall, the Heavener School of Business has an improved sense of community. The Kraft and Lanzillotti Student Commons and the Kraft Courtyard are constantly filled with undergraduate business students, and serve as a welcoming home for Heavener students to study, socialize, and learn. The technology and resources in the building have also improved students’ learning opportunities."
—Forrest Hoffman, BSBA ‘17

HONORING LEADERSHIP
Chip Lane (BSBA ’75) generously provided a $1 million gift to support the construction of Heavener Hall, and the student commons has been named in honor of current Warrington dean John Kraft and former Warrington dean Robert Lanzillotti.

The Kraft-Lanzillotti Student Commons is one of Heavener Hall’s most active areas with students studying, collaborating on projects, or just having a relaxing moment during a busy day. Lane said it was important to him that Kraft and Lanzillotti, who have led the College for a combined 53 years, be recognized.

“They’ve really moved the College of Business to the next level,” said Lane, President of Sealane Marketing in Altamonte Springs, Fla. “You get the sense they are respected by their staff, and they love working for them.”

IMPACT OF HEAVENER HALL
Before its creation, Heavener Hall promised all the modern advantages necessary for today’s business students while providing them a comfortable place they could call home.

Heavener Hall has delivered on those promises and many more. Since its completion in November 2014, the $23 million, state-of-the-art facility has been the center of undergraduate business activity. Unifying instructional spaces, student services, and social areas in a single location has enhanced the learning experiences of the School’s 4,000-plus students, and provided them a sense of community.

Most satisfying is that Heavener Hall’s impact has not only benefited students, but the entire College community and its partners.

ACADEMIC PROGRAMS
5,719 STUDENTS ENROLLED

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<th>Marketing</th>
<th>Online Business</th>
<th>Management</th>
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995 DEGREES CONFERRED

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700 MINORS AWARDED

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COMBINED DEGREE PROGRAMS
To maximize our students’ experience, the College offers combined degree programs where students can earn an undergraduate and graduate degree at an accelerated pace. Combined degree programs allow students to get a head start on their graduate education by taking graduate courses throughout their junior and senior undergraduate years. In most programs, 12 credit hours of graduate work will also count toward an undergraduate degree, thus reducing the time it takes to get both degrees.

Benefits
- Qualified students can obtain an undergraduate and a graduate degree in much less time than two separate degrees.
- The cost of both degrees is reduced, since at least 12 credits apply toward both degrees.
- Marketability is greatly enhanced; many professions now require a master’s degree for entry-level positions.

Options
- Master of Science in Entrepreneurship
- Master of Science in Finance
- Master of Science in International Business
- Master of Science in Management
- Master of Science in Information Systems & Operations Management
- Master of Science in Real Estate

"The MSF combined degree program provided me the opportunity to graduate at an accelerated rate. However, the value extends far beyond the classroom with job opportunities and a network that will continue to enhance my career for years to come."
—Troy Strominger, MSF ’17

J.P Morgan
New York, NY
Career & Academic Peer Mentors

**MISSION:** To provide Heavener students expert advice on how to acquire internships. Career & Academic Peer (CAP) Mentors—some of the Heavener School’s most successful students—have already completed internships, and share their insight and experiences with their peers to help them on their professional journey. CAP Mentors have interned at companies such as Google, Procter & Gamble, and General Electric.

**Students Involved:** 29

**2015-16 HIGHLIGHTS**
- The 29 mentors that participated in 2015-16 was an all-time record.
- CAP Mentors held 2,460 appointments.
- 68 students attributed their internships to CAP Mentor assistance.

"I have learned how to be an impactful and engaging leader through FLA’s programs. It has taught me how to self-reflect and strive for constant improvement both personally and professionally."
—Crystal McDuffy, Sophomore, Marketing

Florida Leadership Academy

**MISSION:** Florida Leadership Academy (FLA) is a collection of the Heavener School’s top 100 sophomores who have demonstrated academic excellence and leadership in high school and their first semester at UF. FLA focuses on three key principles: Career development, personal and professional growth, and business ethics.

**Students Involved:** 140 (100 members, 20 mentors, 20 advisory board members)

**2015-16 HIGHLIGHTS**
- Partnered with Grace Marketplace to provide assistance to their resident homeless population on job searching techniques, résumé preparation, and preparation for interviews. This is the second year of the partnership.
- Hosted the “Friends of FLA” mixer for students and employers during the fall Heavener Career Week event.
- Hosted four networking events for on-campus alumni.

"I have learned how to be an impactful and engaging leader through FLA’s programs. It has taught me how to self-reflect and strive for constant improvement both personally and professionally."
—Crystal McDuffy, Sophomore, Marketing

Business Undergraduate Mentorship Program

**MISSION:** The Business Undergraduate Mentorship Program (BUMP) creates opportunities for incoming students in the Warrington College of Business to be guided through the many facets of university life by an experienced student leader. BUMP focuses on developing the holistic student by fostering a community that facilitates academic, professional, and personal growth.

**Students Involved:** 167

**2015-16 HIGHLIGHTS**
- Increased meetings by 20%, and added two advisory board positions.
- Implemented a detailed mentor training program that facilitated more meaningful relationships between mentor and mentee.
- Learning the FISH philosophy where members went out around campus and tried to make someone’s day, emotional intelligence, and the Take Heart Project—a non-profit fighting and raising awareness for women and orphans in rural Kenya.

"As a freshman, BUMP gave me a mentor whose guidance let me smoothly transition into UF. BUMP has taught me the importance of networking and successfully utilizing my resources within Heavener, and has given me the motivation to expand my goals, both personally and professionally."
—Abigail Fagan, Freshman, Marketing

The cornerstone of Career and Leadership Programs is to build professionalism in students through like-minded peers and leaders. We invest in students to help them develop personally and professionally, growing critical leadership skills demanded by employers and graduate programs.
Warrington Welcome (GEB 2015, Intro to Business)
MISSION: Warrington Welcome, a first-year success seminar, teaches students how to make the most of their college experience. The course is co-taught by a staff member and a trained peer leader, allowing students to develop mentoring relationships that last beyond the course. Warrington Welcome provides personal and professional development in the areas of communication skills, teamwork, ethical decision making, critical thinking, community service and diversity.

Students involved: 985

2015-16 HIGHLIGHTS:
- Partnered with Deloitte to host the fifth annual Freshmen Business Leadership Symposium – a half-day conference for the top 100 first-year students
- Launched the UF Human Library – an interactive diversity learning experience for all WW students

Learning about so many of the College’s resources, opportunities, and organizations in a central place allowed me to maximize that information in exploring scholastic and career possibilities. Warrington Welcome definitely impacted my Heavener experience, and had a direct impact on attaining a summer internship at Siemens Energy.
—Nelly Wilson, Senior, Information Systems & Operations Management

Heavener Leadership Challenge
MISSION: The Heavener Leadership Challenge is a program that empowers students who are driven to develop their leadership skills. Leadership is a teachable and learnable skill, and the program’s goal is to assist each student in transforming themselves into exemplary leaders.

Students involved: 139

2015-16 HIGHLIGHTS:
- This past year marked the seventh class to complete the HLC program.
- The HLC recorded its largest application pool ever with more than 180 applicants for 50 positions.
- The program created an Alumni Council to engage alumni after the program and lead fun events for participants.

The Heavener Leadership Challenge is a different kind of leadership program than other cookie-cutter programs. We teach our participants skills that include leading by example and cooperation, not just how to stand in front of a room and tell people what to do.
—Ivan Levy-Hara, Senior, Finance

Leadership Development Program
MISSION: The Leadership Development Program is the roadmap to success in the Heavener School of Business. The LDP is a unique, multi-tiered leadership program that helps students grow personally and professionally. Students are exposed to a variety of skills and training that keep them on track toward a well-rounded leadership experience and successful college career at the University of Florida.

Students involved: 104

2015-16 HIGHLIGHTS:
- Creation of an Executive Board, leading to increased leadership opportunities for Leadership Ambassadors, as well as a more robust and organized experience for program participants.
- A 30% increase in professional development and career education content for all participants
- Digitized participant attendance and assignment tracking for increasing efficiency in time and post-program assessment

The Leadership Development Program has allowed me to develop my own unique style of leadership throughout my time in the program. I have had the opportunity to meditate on my personal values and traits and determine how I can best use these to serve the people in my life. This level of self-awareness will allow me to guide my career so that I make a lasting impact on the individuals that I meet.
—Nicholas Gunn, Sophomore, Finance

Enactus
MISSION: Enactus is a hands-on social entrepreneurship program that encourages students to apply business concepts and an entrepreneurial spirit, in order to improve the quality of life and standard of living for people in need. Enactus students are mobilized to make a difference while also developing the skills to become socially responsible business leaders and effective project managers.

Students involved: 46

2015-16 HIGHLIGHTS:
- With the help of 296 volunteers, the team dedicated 11,531 hours across eight projects to impact 2,080 people.
- The Food for Thought project partnered with the Boys and Girls Club of Alachua County to provide hands-on learning about nutrition, wellness and gardening, for children living in “food deserts.”
- The Strides project created a professional development program for unemployed women. Participants reported an 87% increase in confidence when applying for jobs, and a 61% increase in applications submitted, with six women securing employment or returning to school.

“Food deserts are defined by USDA as parts of the country that lack access to a variety of fresh, nutritious food providers. This is largely due to a lack of grocery stores, farmers’ markets, and healthy food providers.”
—Lauren Lindsay, Junior, Marketing

Enactus is about using business concepts to make lasting positive changes locally and globally. This program is filled with inspiring and passionate students. It is incredibly rewarding to know that you have made a lasting impression that has changed someone’s life.
—Lauren Lindsay, Junior, Marketing
Business Ethics Ambassadors

MISSION: To engage in a series of experiential learning opportunities in order to develop ethical decision making and leadership skills, including creating and implementing programs that meaningfully integrate ethics into the Heavener experience.

Students Involved: 13

2015-16 HIGHLIGHTS

- Impacted 875 students by hosting the Introduction to Business Ethics Case Competition, an event tailored for first-year and transfer students to reflect on the role of ethics in business.
- Established a Distinguished Alumni Speaker Series, welcoming top business professionals to discuss their business ethics.
- Undergraduate Business Ethics Case Competition team won first place at the Southeast Regional Business Ethics Case Competition.

Business Ethics Ambassadors strive to develop learning opportunities that allow undergraduate students to enhance their ethical decision making and leadership skills. Since becoming an ambassador, I have had the opportunity to further this mission, and to grow myself professionally by networking with the incredible faculty, alumni, students, and donors that the Poe Center of Ethics influences."

—Jessie Modrak, Sophomore, Management

Warrington Diplomats

MISSION: To attract high-caliber prospective students, build community within the College, and empower students to embrace what it means to be a Business Gator. This program is comprised of highly committed and motivated business students selected through a competitive application process.

Students Involved: 28

2015-16 HIGHLIGHTS

- Introduced three new events to enhance interaction between visitors with the Heavener community.
- Hosted more than 400 group tour requests and more than 100 special tour requests.
- Members logged more than 200 hours as hosts during Fall and Spring editions of Heavener Career Week.

The Warrington Diplomats have provided me amazing opportunities to leave an impact on the Warrington College of Business. From leading tours for prospective students to working closely with campus recruiters as hosts, the transferable skills I’ve developed from my time as a diplomat have advanced my career preparedness far beyond an academic level.”

—Corey Ashmeade, Senior, Economics

INTERNATIONAL CASE COMPETITIONS

International case competitions give Heavener students the opportunity to showcase their knowledge in global environments. It starts in a class during the fall semester where students learn the correct way to go through analysis, corporate and financial strategies, and how to properly present business solutions. Students go through rigorous preparation before they are selected to participate in competitions around the world.

IN 2016, THE HEAVEREN SCHOOL PARTICIPATED IN EIGHT INTERNATIONAL CASE COMPETITIONS IN AUSTRALIA, MONTREAL, THE NETHERLANDS, NEW ZEALAND (TWICE), ONTARIO, SERBIA AND THAILAND.

It’s all part of providing students with a global experience during their education. Our students have the opportunity to take what they learn in the classrooms of our campus to demanding case competitions across the world. That’s where they build confidence and continue to see that their education is preparing them for the future.

A NEW TRADITION

The Heavener International Case Competition crowned its first-ever champion as Queensland University of Technology (Australia) won the inaugural event in February 2016.

The establishment of the competition reinforces the Heavener School’s dedication to impactful experiential learning opportunities, and commitment to a global business education. Despite the downturn in U.S. business schools hosting international case competitions, Heavener School leadership was adamant about the value such an event provides.

The Heavener School also saw the competition as a way to thank international business schools for allowing its students to compete in case competitions for the past decade.

Twenty teams from around the world competed, and the final round had four teams representing three continents. Joining Queensland University of Technology in the finals were second-place University of Alberta (Canada), third-place Concordia University (Canada), and fourth-place Singapore Management University.

NORTH AMERICA

University of Florida
Florida State University
University of Pennsylvania
University of Southern Indiana
Concordia University (Montreal)
Simon Fraser University (Vancouver)
University of Alberta (Edmonton)
University of Western Ontario (London, Ontario)

ASIA

Chulalongkorn University (Bangkok, Thailand)
Hong Kong University of Science and Technology
Shantou University (Guangdong, China)
Singapore Management University
Thammasat University (Bangkok, Thailand)

EUROPE

Maastricht University (Maastricht, Netherlands)
Rotterdam University of Applied Sciences (Rotterdam, Netherlands)
University of Naveira (Pamplona, Spain)

OCEANIC REGION

Queensland University of Technology (Brisbane, Australia)
University of Auckland (Auckland, New Zealand)
University of Melbourne (Melbourne, Australia)
University of New South Wales (Sydney, Australia)
STUDENT ORGANIZATIONS

Student organizations at the Heavener School of Business provide opportunities for leadership, practical business experience, and community-building. These exceptional organizations not only enhance student experience through involvement, but make real-world change through their impactful work with the College, UF, and community partners.

Here are some notable achievements from Heavener student organizations in 2015-16:

GLOBAL BUSINESS SOCIETY
To help international business students better acclimate themselves to the Heavener School of Business and the University of Florida, the Global Business Society launched the Global Gator Guides program.

The Global Gator Guides program pairs Heavener business students, who have already studied abroad, with incoming exchange students. In addition to providing exchange students trusted ambassadors, Global Gator Guides benefit as well by expanding their international network, learning about foreign cultures, and developing leadership and facilitation skills.

In its inaugural year (2015-16), the program connected 49 pairs of international and domestic students, and hosted 15 interactive and social events to foster deeper connections.

FLORIDA BUSINESS LEADERSHIP SOCIETY
The Heavener School’s Most Improved Student Organization Award is given to a student organization that improved from the previous year using measurable metrics. It requires the organization to provide a strategic plan, goals, and objectives for their programs.

Florida Business Leadership Society, designed for emerging student leaders who want to enhance their knowledge across a broad range of industries, increased attendance at events and meetings by 325 percent, more than doubled engagement on their Facebook page, partnered with nine non-profit organizations, and hosted 12 guest speakers among other accomplishments.

ENACTUS
The UF chapter of Enactus, a national social entrepreneurship organization committed to using the power of entrepreneurial action to transform lives and shape a better and more sustainable world, launched the TRUing Project—which seeks to empower the homeless community in Gainesville.

Partnering with local bicycle shops, Enactus volunteers teach homeless men and women how to refurbish bicycles, which are then sold. These individuals receive the social, technical, and professional skills necessary to re-enter the workforce and break the cycle of poverty.

The TRUing Project was honored as the Project of the Year by the Heavener School’s Center for Career & Leadership Development.

BETA ALPHA PSI
Leadership from the UF Upsilon chapter of Beta Alpha Psi—the national honor organization for financial information students and professionals—enacted drastic changes to combat low attendance and activity.

Their enhancements were recognized with Beta Alpha Psi’s Most Improved Chapter Award, a national honor bestowed on the UF chapter during the Beta Alpha Psi’s annual meeting in August 2015 in Baltimore.

The Upsilon Chapter, one of more than 300 Beta Alpha Psi chapters around the world, also received a national sponsorship for being named a “Superior Chapter.”

Chapter leadership enhanced professional development and community service activities, made speaker series events more interactive and engaging, and made meaningful partnerships with local charities. The changes spurred members to earn 138 percent of the required hours for membership.

HEAVENER STUDENT ORGANIZATIONS

College Councils
- Business Administration College Council
- Fisher School of Accounting Council

General Business Organizations
- Florida Business Leadership Society
- Undergraduate Consulting Club
- Phi Beta Lambda
- Warrington Transfer Gator Association

Honorary
- Beta Alpha Psi
- Beta Gamma Sigma

Major & Academic
- American Marketing Association
- Collegiate Sales Academy
- Entrepreneurship Club
- Florida Wealth Management Association
- Gator Selling Professionals
- Gator Student Investment Fund
- GatorTech
- Real Estate Society
- Student Finance Group
- Student Investment Club
- Warrington Finance Scholars
- Undergraduate Economic Society
- Undergraduate Ethics Ambassadors

Mentorship
- Business Undergraduate Mentorship Program
- Career & Academic Peer Mentors

Multicultural & Diversity
- Association of Latino Professionals in Finance and Accounting
- Global Business Society
- Minority Business Society
- Florida Women in Business
- Microfinance Foundation
- Warrington Diplomats

Service & Leadership
- Enactus
- International Programs Student Ambassador
HOW INTERNSHIPS ENHANCE STUDY ABROAD

While study abroad itself is one of the most impactful experiences our students will undertake, the Heavener School has enhanced these global adventures with internship opportunities. Internships are available in eight of the Heavener School’s more than 30 study abroad programs. They equip our students with skills to compete in a global marketplace, develop in-depth understanding of another culture, create a network of global contacts, and allow students to gain proficiency in a foreign language.

Here are the experiences of Heavener students who interned while on study abroad...

Samantha Elivaz | Senior, Marketing
INTERNSHIP: Evolve Design, Dublin, Ireland
Digital Merchandise Intern, HSN, St. Petersburg, FL

Tell us about your experience at Evolve Design. What are your daily duties? Are there any major projects you’re working on?

Evolve Design specializes in digital marketing, design and development for companies wishing to update their online presence. I work on a wide range of projects where I help write content for websites, manage pay-per-click ads, Search Engine Optimization and much more. My main project, however, is to help Evolve itself create a brand new site to help clients understand what they do better.

How is your international internship enhancing your career aspirations?

This internship hasn’t only pushed me to become more of a strategic thinker and marketer, but a more culturally fluent person. Any future career will have global components to it, and being able to relate to other cultures is an invaluable skill I have developed here.

What skills and knowledge have you acquired during your internship that you can envision leveraging when you return to Warrington?

Within the area of marketing I’ve learned more about how content—not just on websites—but on Instagram, Facebook, etc., needs to be suited to your audience. At UF, I am involved in marketing and public relations efforts in a couple of student organizations where I hope to implement more relevant, high-quality, meaningful content production.

Fernando Spada | Sophomore, Finance
INTERNSHIP: Lee World Group, Beijing, China
PRIOR INTERNSHIPS: United Nations Youth ECOSOC (Economic and Social Council), New York

Tell us about your experience at Lee World Group. What are your daily duties? Are there any major projects you’re working on?

At Lee World Group, I’ve had the opportunity to do a variety of things, including translating documents that could potentially close a business deal, researching real estate trends for a new investment, and briefing the investment director after meetings with potential projects. The biggest project I am working on involves a real estate project in Mandalas, speaking directly with potential partners and holding weekly meetings speaking about my findings.

How is your international internship enhancing your career aspirations?

My internship is confusing my career aspirations. I was set on working in a major city in the United States as a corporate lawyer. However, having the opportunity to be immersed in a completely different culture has broadened my thoughts on my future. Thankfully, I still have time to continue exploring.

What skills and knowledge have you acquired during your internship that you can envision leveraging when you return to Warrington?

The biggest thing I’ve learned is that every project has constant changes. While this can be a jarring experience, it is important to move forward and be able to follow up on past projects. I hope to continue using this skill in my future career.

Heavener Exchange and Sponsored Programs

Heavener Study Abroad Programs W/ Internships

→ Beijing, China
→ Madrid, Spain
→ Sydney, Australia
→ Dublin, Ireland
→ Osnabruck, Germany
→ London, England
→ Seoul, South Korea

Heavener School of Business | Warrington College of Business | University of Florida
Everything we do is with our students in mind, including the configuration of our leadership. We’ve developed a direct road map for student success at Heavener. It’s comprised of academics, career development, international study, and career and leadership programs. These four areas work together to produce an all-encompassing experience that prepares our students for life after Heavener. Our leadership structure is constructed specifically for the growth of our students.

**Alex Sevilla**
**Associate Dean and Director**

Dr. Sevilla was appointed Associate Dean and Director in April 2016. He previously served as Assistant Dean and Director of the University of Florida’s MBA Program for 13 years guiding both its full-time and part-time programs to impressive heights. UF MBA’s full-time program has been consistently ranked among the nation’s top 20 public MBA programs, and its part-time programs have more than tripled in overall enrollment under Dr. Sevilla’s leadership.

**Horace Tucker**
**Associate Director**

Tucker has served in his current position since 2005, and has played an instrumental role in developing and leading the School’s career and leadership programs. Tucker previously served as Vice President, of W.G. Tucker & Associates, Inc., an executive search, staffing, and human resources consulting firm. He is also a retired Army Colonel.

**Erica Studer-Byrnes**
**Director, Academic Advising & Career Coaching**

Byrnes, Ph.D., G.C.D.F., has been the Director of Academic Advising and Career Coaching since 2006. She earned her B.S. in Psychology and B.A. in Philosophy in 2002 and went on to earn M.A.Ed. and Ed.S. degrees in Counselor Education with a specialization in Mental Health from UF. She completed her Doctorate in Philosophy degree in 2016, and her dissertation focused on the career search self-efficacy of undergraduates.

**Jennifer Parsons**
**Director, Budget, Logistics & Administration**

Parsons has been the Budget and Administration Director for the Heavener School since 2014 and serves as the administrative support to the Heavener staff and advisors. She received her bachelor’s degree in communication sciences from UF.

**Joe Rojo**
**Director, International Programs**

Rojo has spent the past 12 years developing and promoting study abroad programs at the College. His efforts have led to five distinct programs in Dublin, London, Madrid, Paris, and Rome, and exchange partnerships with more than 30 universities around the world.

**Lisa D’Souza**
**Director, Career & Leadership Programs**

D’Souza is responsible for leading the Warrington Welcome program and its Peer Leaders, and the Enactus team. After working in human resources for three years, including her role as a College Recruiter for JCPenney, Lisa returned to UF to pursue a career in higher education.

**Catherine Coe**
**Director, Online Programs and Enrollment Management**

Coe has spent nine years working to improve the student experience as an academic advisor and career coach in Heavener, and as an instructional designer in the College of Education. She is excited to be back in Heavener while working to improve the online student experience.

**Keisha Perkiss**
**Academic Advisor & Career Coach, Academic Advising & Career Coaching**

**Natasha Plunkett**
**Academic Advisor & Career Coach, Academic Advising & Career Coaching**

**Michelle Schwager**
**Academic Advisor & Career Coach, Academic Advising & Career Coaching**

**Kari Shattuck**
**Associate Director & Academic Advisor, Online Business Programs**

**Renee Clark**
**Academic Advisor & Career Coach, Academic Advising & Career Coaching**

**Lucy DiLeo**
**Associate Director, International Programs**

**Devona Ferguson**
**Senior Fiscal Assistant**

**Melissa Forgione**
**Academic Advisor & Career Coach, Academic Advising & Career Coaching**

**Leanna McClellan**
**Program Assistant, Career & Leadership Programs**
A CAREER OVERHAUL
FOR UNDERGRADS

The College has experienced incredible success in career placement of its graduate students, notably participants in UF MBA’s Full-Time Program in recent years.

Now, Warrington is expanding those services to its undergraduate population in a broad and innovative initiative. The initiative, debuting in August 2017, will provide companies an easier path to access the College’s top talent.

“We want to put more emphasis on placing our undergraduate business students into jobs and internships,” said Craig Petrus, Director of the Hough Graduate School of Business’ Graduate Business Career Services (GBCS) office, and who has been appointed executive director of Warrington’s new career initiative. “In the graduate school, we are placement focused. That’s our goal, and what we benchmark ourselves against every year. We want to bring that same focus to our undergraduates.”

Current career resources within the College for Warrington students have been segmented into each of its three schools: MBA and Specialized Master’s students seek career assistance through the Hough Graduate School of Business’ Graduate Business Career Services office, accounting students utilize channels in the Fisher School of Accounting, and undergraduates are provided access to academic advisors and career coaches, along with peer mentoring services within the Heavener School of Business.

While that arrangement has produced impressive results, it can cause confusion for employers about which division to contact. Transitioning to a more centralized system should lessen confusion, said Petrus, and provide a more direct connection between companies and students.

“We want to provide both our students and those companies who recruit from us with a valuable experience from the moment they engage our office, and make it as easy as possible for those companies to attract and retain talent from the Warrington College of Business. With our team’s extensive career experience within the private sector, along with our consultative approach to talent development and acquisition, I feel confident in our ability to accomplish this.” — Craig Petrus

3 Steps to Career Success

Warrington’s new career initiative is focused on three important elements:

1. CAREER READINESS AND COMPETITIVE CANDIDATES

One goal is to increase the level of career coaching programming and resources that our students receive by instituting early-stage career readiness programs and classes, resulting in a larger number of competitive candidates that we produce from the College for employers to hire.

2. PLACEMENT

The College will leverage GBCS’ placement formula, Heavener career coaches, peer mentoring, student-run organizations and career and leadership programs, to find more quality career and internship opportunities for undergraduates.

3. CORPORATE RELATIONS

By centralizing its career services, the College creates a “one-stop-shop” for recruiters. It will provide recruiters a higher level of service and better connect students with employers.

BUSINESS LEADING THE WAY
AT UF ONLINE

The Online Bachelor of Science in Business Administration remains the most popular major at UF Online, the University’s online education division.

In 2016, 35% of UF Online students from across the University were enrolled in the Heavener School’s online BSBA.

The Online BSBA has been the degree of choice for students searching for a rigorous business education blended with a flexible schedule. Since UF Online’s launch in January 2014, the number of UF Online graduates from the Warrington College of Business is more than the graduates from UF’s other colleges combined (357).

And the business college’s impact on UF Online will only get larger. The Bachelor of Arts in Business Administration, which combines core business courses with areas of specialization offered by other UF departments, debuts in Spring 2017. Students may pursue specializations in Anthropology, Computer and Information Science, Criminology, Economic Geography, Educational Studies, General Business, Geology, Sociology, and Sport Management. The degree aims to provide a flexible business curriculum and experiential components to online business students.

Additionally, UF Online is scheduled to offer an Accounting minor in 2017-18—joining the Business Administration minor already offered.

UF’s Online BSBA has given me the flexibility to work outside of Gainesville while completing my degree. The enhanced curriculum and classmate collaboration has taught me invaluable technical skills.” — Kambiz Shirvani, ’18

UF Online Graduates
(since Spring 2014)

- Warrington College of Business: 357
- Health and Human Performance: 125
- Liberal Arts and Sciences: 78
- Nursing: 22
- Agricultural and Life Sciences: 10
- Journalism & Communications: 3

TOTAL 595
Lauren Brinker (BSBA ’11) had a difficult choice to make upon graduating from the Heavener School of Business: Accept a position at the No. 11 company on the Fortune 500 or pursue a career in law. Brinker was tempted to join General Electric’s Commercial Leadership Program, but decided adding a law degree to her business savvy would fulfill her aspiration to make positive change.

She’s done just that as a Lieutenant in the U.S. Navy’s JAG Corps, where Brinker provides commanders, sailors, and Navy families with targeted legal solutions. Brinker, who is based in Seattle, has completed two-plus years of her four-year commitment.

“I don’t see myself getting out anytime soon,” said Brinker, 27. “I love what I do, and it’s great to be working with people who love what they do also.”

Brinker, who received her law degree from George Washington University, has served as a prosecutor, criminal defense attorney, and most recently as an advisor to a one-star admiral, who oversees the Southwest region. She consults on various issues, and says the experiential learning programs she participated in as an undergraduate—notably Florida Leadership Academy and international case competitions—have been instrumental to her success.

“Those were great experiences that teach you how to present yourself, think through problems, and work with teams,” Brinker said. “There was such a big focus on leadership at UF, and those opportunities helped me grow as a person. I credit everything I’ve accomplished to making that decision to go to UF.”

Matt Coelho’s time at the Heavener School of Business provided the perfect setup to a career at Google.

Through organizations like the Florida Leadership Academy (FLA) and Business Undergraduate Mentorship Program (BUMP), he was able to work with older and younger business students to gain different perspectives. It was this knowledge exchange between different Heavener classes and the practice of mentoring and being mentored that afforded Coelho with invaluable exposure to mentorship. It also provided a solid foundation for his role as the Americas Training Lead in the Online Partnerships Group within Google.

After previously serving as the Strategic Partner Manager and working with Google publishing partners one-on-one, Coelho (BSBA-ES ’12) now works on the development and facilitation of the onboarding programs used to prepare new hires for their various roles within the team.

Just as he met students at Heavener from different backgrounds that were working together with common goals, Coelho sees similarities to what he’s doing now in California’s Bay Area.

“It’s helpful to be mindful of just how overwhelming a new setting and new information can be,” said Coelho, 26. “With my work on onboarding programs, I’ve curbed my propensity to tell everyone what I know in total and learned to discern what they need to know and when they need to know it.”

Coelho also enjoyed the experiential learning opportunities during his time at Heavener. Studying abroad in Madrid and growing as a business student through FLA and BUMP was the perfect combination to set him up for long-term success.
Time at the Heavener School of Business gave Afua Entsuah (BSBA-ES ’08) chances to develop as a leader. Currently working for the World Bank in Ghana on project management for projects focused on private sector development, concepts come up every day that Entsuah was first introduced to while pursuing her undergraduate degree in economics.

Her years developing as a leader in the program are an important part of why she’s able to handle the tasks her position now requires.

“What set Warrington apart for me and how my experience there has most influenced my post-college life is through the leadership training that I received,” Entsuah said. “The way Warrington streamlines its leadership curriculum, student organizations and activities is unique. I know I wouldn’t be who I am as a leader today, both inside and outside of work, if it had not been for my time at Warrington.”

Entsuah was able to grow as a leader through programs like Florida Leadership Academy and Students in Free Enterprise. Today, she’s using that experience to work with areas like investment policy, public private partnerships and trade facilitation. She joined the World Bank to help enable environments for private sector to thrive.

“From Warrington Welcome to FLA, SIFE (now called Enactus) and even studying abroad, I had an opportunity to really expand my leadership skills,” Entsuah said. “I learned a lot of valuable lessons not only about leadership conceptually, but also about myself as an individual leader. These things have carried me through my post-Warrington life.”

“I know I wouldn’t be who I am as a leader today, both inside and outside of work, if it had not been for my time at Warrington.”
Support the Heavener School

For information on how you can support the Heavener School of Business, please contact Jon Cannon, Executive Director of Development and Alumni Affairs.

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