UF | UNIVERSITY of FLORIDA

GENERAL FACULTY MEETING
AGENDA | Monday, October 25, 2010 | 4:00 p.m. | HGS 120A/B

1. The August 27, 2010 General Faculty Meeting Minutes is presented for approval by the faculty.

2. The UG Committee approved the following items and requests approval by the faculty.

New Course:

MAR 4XXX Retail Consulting
- Credits   4
- Contacts   4
- Prerequisite: Grade of C or better in MAR 3023
- Description: This course is designed to provide students with an opportunity to practice making strategic decisions based on market research through hands-on experience in approaching real retail problems and coming up with solutions that will be used by sponsoring retail clients. Teams of students will work on retail issues provided by a real client. Student teams are responsible for designing and executing all phases of the project. By working closely with retail clients, students will gain practical insight into actual retail business operations while performing problem identification, exploring opportunities, collecting data and developing strategy.

Course Change:

MAN 4504 Operations Management
Change Prerequisites from:
- Current: MAC 2233, STA 2023, BUL 4310, ECP 3703, FIN 3403, MAN 3025, MAR 3023 AND QMB 3250; BA and AC majors.

Change Prerequisites to:
- Proposed: MAC 2233, STA 2023, BUL 4310, GEB 3373, FIN 3403, MAN 3025, MAR 3023 AND QMB 3250; BA and AC majors.

3. Other Business

4. Dean's Report

The Foundation for The Gator Nation
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GRADUATE FACULTY MEETING

AGENDA | Monday, October 25, 2010 | 4:00 p.m. | HGS 120A/B

(immediately following General Faculty Meeting)

1. The August 27, 2010 Graduate Faculty Meeting Minutes is presented for approval by the faculty.

2. The Masters Committee approved the following items and requests approval by the graduate faculty:

New Courses:

ENT 6933 – Entrepreneurship Lecture Series
- Credits: VAR (1-4) total 8 credits (repeatable)
- Contacts: VAR
- Description: To educate students about topics relevant to entrepreneurship and innovation including opportunity recognition, business planning, capital sourcing, growth and harvest. To provide the background necessary for students interested in careers in start-up ventures, high growth firms, business consulting or venture capital. To introduce students to resources in the entrepreneurial areana and provide a forum for networking and career development.

ENT 6950 – Integrated Technology Ventures
- Credits: VAR (1-4) total 8 credits (repeatable)
- Contacts: VAR
- Prereq/Coreq:
- Description: ITV brings together teams of engineering, business, and law students to work together to commercialize a technology that was developed by one of the researchers at UF. Objectives include to teach entrepreneurship while attempting to commercialize a real technology. To teach team dynamics, goal setting, and project management. To aid in the commercialization of University of Florida technology.

Course Change:

GEB 5146 – Family Business Management
- Change Prefix and Number from GEB 5146 to ENT 5273

3. Other Business

4. Dean's Report

GENERAL FACULTY MEETING
MINUTES | Friday, August 27, 2010 | 11:00 a.m. | HGS 120 A/B

1. The April 27, 2010 General Faculty Meeting Minutes were presented for approval by the faculty. A motion was made to approve the minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.

2. Dr. Angela Lindner, Associate Dean for Engineering Student Affairs, and Mr. Chris Loschiavo, Judicial Affairs, Dean of Students led an open discussion on the matter of cheating and academic honesty. Both are members of the Academic Integrity Task Force, which is charged to determine whether there is a problem with academic integrity at UF. The task force will be circulating a survey and encourage faculty to offer guidance by answering the survey questions. Also, teaching faculty are encouraged to volunteer to serve on the Task Force Committee. More information can be found at: www.aa.ufl.edu/task_force/academic_integrity/

3. New faculty and post doc students were introduced.

4. Other Business – no items presented

5. Dean's Report – no items presented

A motion was made to adjourn the General Faculty Meeting. The motion was seconded and the meeting adjourned.

GRADUATE FACULTY MEETING
MINUTES | Friday, August 27, 2010 | 11:00 a.m. | HGS 120 A/B
(immediately following General Faculty Meeting)

1. The April 27, 2010 Graduate Faculty Meeting Minutes were presented for approval by the faculty. A motion was made to approve the minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.

2. Other Business –
    a. Brian Ray provided a presentation on the decrease in undergraduate business headcount and what that might mean for future course offerings across the college. You can find the slide presentation posted online under faculty meeting resources.

3. Dean's Report:
   a. The RCM Model is now in place
      a. Next year jump start will be added in
      b. Raises from tuition increase
      c. $26.5m budget
      d. State budget before taxes is 38% of tuition and appropriations
      e. WCBA spends $55m
      f. WCBA deficit $11m to run programs
      g. This year spending $11m more than generating
      h. UG weights are low – yield reduction in UG program
      i. Four largest masters programs admit spring/summer which creates demand for teaching and increase in graduates.

A motion was made to adjourn the Graduate Faculty Meeting. The motion was seconded and the meeting adjourned.

Attendance: Alex Sevilla, Robert Thomas, Larry DiMatteo, Robert Emerson, W. Shin, Deb Mitra, Yue Tang, Cem Demiroglu, Anand Paul, Haldun Aytug, Lyle Brenner, Robin LeBoeuf, Aner Sela, Kathy Repar, Paul Madsen, Jim Vincent, Robert Knechel, Jesse Boyles, Frank Gyamfi-Yebuch, Berna Mutlu, Fiona Barnes, Angie Holland, Jane McNulty, Pam DeMichele, Jinhong Xie, Keith Florig, Austin Nichols, Linda Clarke, Joe Alba, Mike Ryngaert, Selcuk Erenguc, John Kraft, Brian Ray, Michelle Darnell, Peter Zubcsek, Richard Romano, Stan Smith, Roy Crum, Janice Carrillo, Gary Koehler, Praveen Pathak, Roger Blair, David Sappington, Jon Hamilton, C. Tang, Sanford Berg, Eric Olson, Kenny Cheng, Chien-Chi Tseng, Jiyoung Hwang, Y. Jang

Form UCC1
Florida Department of Education
Statewide Course Numbering System

NEW COURSE TRANSMITTAL FORM
(explanations on next page)

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name:	Institutional Code:	Instructional Unit or Department Name, Department Code:
University of Florida	001535	Marketing - 1708

Recommended SCNS Course Identification:

Discipline (SMA) 1 4 0   Prefix M A R ____   Level 4   Course Number X X X   Lab Code ____

Institution's Course Title: Retail Consulting

Effective Term and year course will first be offered: Spring 2011

Amount of Credit: 4	Contact hour base X____ or Headcount____	If Repeatable Credit or Variable Credit: _____ total repeatable credit allowed _____ minimum / _____ maximum credit within a semester
Course Description (attach a course syllabus): This course provides students with opportunities for working on real retail/marketing problems with clients. The course is designed for students who want to have a practical insights into actual retail business operations while performing problem identification, exploration for opportunities, data collection, and strategy development. Teams of 4-5 students will work with real clients on retail issues and will design and execute all phases of the project. The course will be counted as Marketing Elective.		Mark all that apply: Rotating Topic ☐ yes ☑ no S/U Only ☐ yes ☑ no Repeatable for Credit ☐ yes ☑ no

Prerequisites: (This form does not update ISIS or registration prerequisite checking.)

Grade C or higher in MAR 3023

Corequisites: Instructor Approval

All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree.   ☑ Yes ☐ No

Degree Type (Mark all that apply.):
☐ Associate of Arts   ☑ Baccalaureate   ☐ Graduate Study   ☐ Other (specify):

Category of Instruction: ☐ Introductory   ☐ Intermediate   ☑ Advanced

Department Contact, Telephone Number, Email Address and PO Box: (Date)

Julia Smith; julia.smith@warrington.ufl.edu 352-273-3269; PO Box 117155

College Contact, Telephone Number, Email Address and PO Box: (Date)

Sharon Haughton; sharon.haughton@warrington.ufl.edu 352-273-3225; PO Box 117150

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code): _____

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new): _____

Decade Title (if new): _____

Century Title (if new): _____

_____   _____
Signature, Faculty Discipline Committee Representative: Date:

Rev. 6/08

The New Course Transmittal form is used for transmitting new course information to the Statewide Course Numbering System (SCNS):

1. Institutional **RECOMMENDATIONS** regarding prefixes and course numbers for new courses.
2. Additional course information to be recorded in the SCNS inventory.
3. Supporting documentation for use by the faculty discipline coordinator in reviewing and assigning a prefix and course number.

All information requested on this form is necessary for the efficient and timely maintenance of the SCNS inventory. Thus, all items on Part I must be completed and the course syllabus attached before it is forwarded to the Florida Department of Education (DOE).

The following instructions and definitions are provided to clarify items to be completed on the New Course Transmittal form.

Department Name/Department Code: Academic unit and code number of department code responsible for teaching the course. Use complete name, not abbreviations or acronyms.

Recommended SCNS Course Identification: (Subject to approval by the appropriate Faculty Discipline Coordinator based on SCNS taxonomy and course classification system.)

Discipline (SMA): A three-digit code representing a broad Subject Matter Area. This code can be obtained from the SCNS handbook.

Prefix: A three-letter code indicating placement of a course within the discipline.

Level: A one-digit code preceding the course number that indicates the level (e.g., freshman, sophomore, etc.) at which the course is to be taught. This number is to be recommended by the institution according to state and institutional policy.

Course Number: A three-digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.

Lab Code: This code is left blank if the course is a lecture course (has no laboratory component). The letter "C" may be used to indicate a combination of lecture and laboratory. An "L" indicates a laboratory course for which there may or may not be an associated lecture course.

Institution's Course Title: The title of the course as it is to appear in the catalog.

Effective Date: Provide term and year in which the course will be first offered.

Number of Credits: The amount of credit is regulated by Rule 6A-10.033, FAC.

Contact Hours: "Base" contact hours are determined by dividing the total number of classroom meeting hours per semester by the number of weeks in the semester. For example,

$$\frac{8 \text{ (hours class meets per week)} \times 4 \text{ (number of weeks class meets)}}{16 \text{ (number of weeks in semester)}} = \frac{32}{16} = 2 \text{ Base Contact Hours}$$

"Headcount" contact hours are determined by dividing the average number of hours the instructor meets with one student during the semester by 3 times the number of weeks in the semester. For example,

$$\frac{1 \text{ (average number hours per student)} \times 16 \text{ (number weeks in semester)}}{3 \times 16 \text{ (number of weeks in semester)}} = \frac{16}{48} = .33 \text{ Headcount Contact Hours}$$

Course Description: Provide a brief narrative description of the course content. Attach a course syllabus and outline of major topics, readings and grading criteria.

Mark All That Apply: Mark 'yes' or 'no' if a course is to be rotating topic, S/U grading only or is repeatable for credit.

Prerequisites: Indicate prefix and number or content of courses and other requirements that must be satisfied prior to enrollment in this course.

Corequisites: Indicate prefix and number or content of courses and other requirements that must be taken concurrently with this course.

Faculty Credentials: Indicate yes or no if the faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree.

Degree Type: Check all appropriate categories. For category of "Other," describe the intended registrants, e.g., law enforcement officers, registered nurses, retail merchants, etc.

Category of Instruction: Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

Department Contact and Telephone Number: Name, phone and PO Box number.

College Contact and Telephone Number: Name, phone and PO Box number.

Approvals:
Submit the completed form using the online tracking system at approval.ufl.edu. Appropriate approvals and notifications will be made through the online tracking system.

Department Chair
College Dean: Approval of the college-level curriculum committee or, if no such committee exists, approval of the college.
Graduate Dean: All graduate level courses must be approved by the Graduate Curriculum Committee.

<u>Do Not Complete</u> Part II.

Should you have questions concerning the completion of this form, please call the Office of the University Registrar at 352-392-1374, ext. 7237. Call the Graduate School at 352-392-1282 for questions concerning graduate courses. Questions concerning the online system should be emailed to approval@ufl.edu.

Graduate Programs in Business
Warrington College of Business Administration
Department of Marketing

212 Bryan Hall
PO Box 117155
Gainesville, FL 32611-7155
352-273-3280
352-846-0457 Fax

MEMORANDUM

FROM: Joe Alba
TOPIC: New Course Justification

1) How often do you anticipate the course will be taught?

   The new course, "Retail Team-Project" course, will be offered every Spring semester.

2) What is the target group (i.e. all grad students, specific program, etc)?

   The target group will be junior and senior students who are desire to apply their knowledge and skills to real retail situations. The course is structured as a client-sponsored project, and students will be working on real problems provided by a sponsoring client company.

3) Why is this course needed?

   This course is needed to provide students with practical and insightful experience in retail management. By providing students with opportunities to work on actual business problems with real clients, this course helps students experience the retail industry prior to employment. By working closely with a retail client, students engage in retail operations by performing problem identification, data collection, and strategy development.

4) If a course is intended for a particular group of students only, please add that   information to the "Prerequisite" box on the form.

   The course is restricted to student who have junior or senior standings.

MAR XXXX RETAIL CONSULTING

SPRING 2011

Instructor:	Hyunjoo Oh, Ph D.
E-mail:	Hyunjoo.oh@cba.ufl.edu
Office:	302 Bryan Hall (Tel: 352-273-3291)
Class hours:	Bryan 201 Tuesday & Thursday period 7-8 (1:55 pm – 3:50 pm)
Office hours:	Tuesday & Thursday 12:00 pm – 1:50 pm
Course prerequisite:	Grade "C" or higher in MAR 3023 (and an approval from an instructor)

Course Objective:

This course is designed to provide students with an opportunity to practice making strategic decisions based on market research through hands-on experience in approaching real retail problems and coming up with solutions that will be used by sponsoring retail clients. Each team of five students will work on retail issues provided by a real client. Student teams are responsible for designing and executing all phases of the project. Contacts from the retail clients will be provided to students. By working closely with retail clients, students will gain practical insight into actual retail business operations while performing problem identification, exploring opportunities, collecting data and developing strategy.

Course Structure:

STRUCTURE – Throughout the course, students will conduct marketing research by analyzing problems, gaining customer insights, collecting and analyzing data, and making winning retail/marketing decisions. Although the course is rather freely structured to accommodate the needs of each team project, it follows the steps of the marketing research process. The content will parallel students' work on their team project. In order to obtain feedback from peers and the instructor to improve the quality of the project, it is required to present each step's progress to the class every week (Thursday). Other teams are responsible for providing constructive feedback after each presentation (both oral feedback and written feedback; guidelines will be provided). In addition, it is required to submit four written progress reports in addition to the final report. The final week will be devoted to team presentations of findings and recommendations to the client, which will take place either in class or at the company's headquarters.

TEAMS – The projects will be completed by teams of five students. Students will choose a project from a provided list of projects. Based on each student's preference, experience and course history, the instructor will decide on a project after consultation with each individual. To form the best teams possible, students should fill out the information sheet (attached), which contains background information such as courses taken, work experience, choice of project along with reasons for that choice and competences that will contribute to an excellent final product. The project assignment will be recommended by the instructor using

this input from students. Students will likely work on either their first or the second choice if possible.

All students are expected to participate fully in team efforts. Students will evaluate the contributions of fellow team members, and grades will reflect these peer evaluations. If a group member does not contribute his/her fair share of work, that person's grade will be severely impacted. The team evaluation form will be provided later in the course. To avoid unpleasant problems, group members should communicate fully and timely with each other regarding what is required as well as any negative feelings toward of individual contributions. Group members must commit to completing the assigned work on time. A likely project schedule can be found on the project plan page. Keep in mind that any delay can ruin the entire project for the group.

Course Materials

Any marketing research book from a previous marketing research course (*e.g.,* G. A. Churchill, *Marketing Research: Methodological Foundations*, Dryden Press).

Students who plan to collect data via the Internet can access the Qualtrics survey system at http://www.qualtrics.com/ufl.

Grading

The points in the course break down as follows;

Assignment	Point Value(s)
Progress report I	30 points
Progress report II	30 points
Progress report III	30 points
Progress report IV	30 points
Final written report	100 points
Presentations (12 times)	10 points for each
Final presentation	100 points
Project plan: weekly plan and its progress check	100 points
Feedback reports (12 times)	5 points for each
TOTAL	**600 points**

558 - 600	A	438 - 461	C
540 - 557	A-	420 - 437	C-
522 - 539	B+	402 - 419	D+
498 - 521	B	378 - 401	D
480 - 497	B-	360 - 377	D-
462 - 479	C+	352 - Below	E

* C- will not be a qualifying grade for major, minor, Gen Ed, Gordon Rule or College Basic Distribution credit.

POLICIES

Excused Absences

Students may be required to miss class for legitimate reasons (interviews, illness). Please inform me of your intention to miss class prior to the class. I prefer to be notified by e-mail. Alternatively, call my office and leave a voice-mail.

Academic Honesty

The University of Florida's honor code requires all students to be honest in their academic work. University policies on cheating, plagiarism, and related issues are available at: http://www.dso.ufl.edu/judicial/procedures/academicguide.html.

Accommodations for Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.
Please bring your documentation from the Dean of Students Office. I'll make the necessary accommodations.

COURSE REQUIREMENTS

Progress Reports

During the process of developing solutions to the client's identified problems, you should be able to articulate why new initiatives/strategies/plans you recommend will be successful on the basis of a thorough analysis. *You will be expected to think analytically and creatively in developing recommendations for the firm. You will be expected to provide evidence to support your plan; therefore, you must conduct market research and analysis prior to recommending strategies.* The exception will be the project A (Brand audit with SWOT analysis and future directions). This project will require extensive financial data analysis based on data provided by the client company. Progress reports will function as checking points for those processes.
Throughout the semester, we will complete progress reports to receive feedback. Progress reports should include the following contents.

Progress Report I (Due by Jan. 26th at 4:00 pm) :
        Project goal, its scope and the project background
        Brief project plan regarding what the project needs to accomplish. The Project Plan should include what, how, when, by whom, for how much.

Progress Report II (Due by Feb. 23rd at 4:00 pm):
        Relevant literature review (academic journals, trade articles, industry white papers, etc.) and a project plan

Progress Report III (Due by March 30th at 4:00 pm):

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    Relevant literature review (academic journals, trade articles, industry white papers, etc.) and a project plan

Progress Report III (Due by March 30th at 4:00 pm):

Summary of data collection and discussion of findings

Progress Report IV (Due by April 6th at 4:00 pm):
Recommendations

Weekly Presentation

The team will present project progress and findings on **Thursday** (except one week for a field trip to corporate headquarter) to receive feedback from class. Each team will have 20 minutes in total including both presentation and feedbacks. Each presentation accounts for 10 points and 12 presentations are scheduled.

Feedback Reports (every Thursday by midnight)

Classmates will provide feedback after each group's presentation to help improve the quality of the final project. To provide constructive feedback to each group, each person is required to provide both oral and written feedback to other groups. This requires two feedback reports each week. A feedback report (don't forget to include your name) requires a minimum of one-half page for each group. Peers' feedback is very valuable to each project, and therefore the quality of this feedback will be graded. Each feedback report will receive 2.5 points (5 points in total each week).

Weekly Project Plan

Each week the team should decide what to accomplish specific activities as well as "how", "when", and "by whom" and check whether your plan was met satisfactorily. Update the project plan every Thursday at the course Web site.

PowerPoint Final Presentation (April 23rd)

Each group's final presentation (15-20 minutes) will be delivered at the corporate headquarters of the client or it will be recorded in the interest of delivering the best product to the retail client. Final presentations will graded by peers and the instructor based on the following criteria:

Evaluative Criteria for Presentation

- Are the materials presented in a clear, logical, sequential and informative manner?
- Are the team's recommendations based on critical analysis?
- Are the team's recommendations strong and convincing?
- How well do the individuals function as a team?
- Is the team persuasive in its key points?
- Does the team maintain the audience's interest?
- Are the visual aids helpful in making a case for the business?
- Does the team make good use of the allotted time?
- Does the team effectively answer the questions?

- Does the team show confidence and an ability to think well on its feet?

Final Report (Due by April 27th 4:00 pm)

Since each group works on different topics, the best format may vary across groups. Prepare a report of your group project using the best suitable format. The outline shown below is just a suggestion. The report should be typed and contain 20-30 pages, not including the appendix pages.

1. Executive summary (Should be clear and effective as a stand-alone overview of your project)
2. Table of contents
3. Introduction (Includes project background, purpose and objectives, company/customer description and needs, etc.)
4. Body of the report: varies by groups
5. Conclusions and recommendations
6. References
7. Appendices

Retail Client: Sweetbay Supermarket (http://www.sweetbaysupermarket.com/home.shtml)

Sweetbay Supermarket is a chain of supermarkets located entirely in Florida. As of July 2008, there were 107 Sweetbay stores in operation. The company is headquartered in Tampa, Fla., and is a part of the Delhaize Group (Belgium-based). In January '04, Sweetbay Supermarket concept is created its core markets on the West Coast of Florida by converting from Kash n' Karry, which was suffered from slumping sales growth. Some basic facts can be found as below (source: company Web site).

- Sweetbay Supermarket is a Florida-based supermarket company that is wholly owned by the Delhaize Group.
- The Sweetbay Supermarket brand is a direct result of extensive research involving Florida's consumers.
- Sweetbay Supermarket is guided by 50 years of experience in the market.
- The first Sweetbay Supermarket opened in Seminole, Fla., (Pinellas County) on November 6, 2004.
- The brand and store concept expresses the vibrant, exciting and diverse tastes, colors and aromas of great food that are so important to Floridians.
- The supermarket chain strives to be part of the communities it serves by supporting local organizations and charities.
- Mike Vail is president & chief operating officer of Sweetbay Supermarket.
- Sweetbay Supermarket is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE:DEG).
- The Delhaize Group has food operations in 10 countries spanning three continents.
- In 2003, the Delhaize Group had a sales network (which includes directly operated, franchised and affiliated stores) of 2,559 stores and approximately 144,000 employees, including approximately 10,000 people in its Florida-based stores.
- Corporate headquarters are located at:
  3801 Sugar Palm Drive
  Tampa, FL 33619
  (813) 620-1139

Proposed Projects

Project A. Sweetbay brand audit with SWOT analysis and future directions:

Sweetbay supermarket lost some core customers from its predecessor Kash n' Karry, but it was not quite successful in gaining new markets during the transitional process of revamping its image. The project will focus on assessing current positioning of Sweetbay Supermarket and identifying future opportunities that drive sustainable growth. The following components will be emphasized:

Grocer shopper and market analysis
    Overall shopper trends in the grocery markets
    Sweetbay Supermarket and competitors in the Florida grocery market
    Identification of opportunities and threats

Analysis of Sweetbay Supermarket's strengths and weaknesses
    Marketing -- Brand essence, its positioning and executions at stores
    Merchandising
    Operations (based on information supplied by Sweetbay)
    Store HR
Strategies for sustainable growth
    Identification of core target markets and core opportunities for Sweetbay
    Brand communication strategies that support core brand essence in diverse
    markets
    Retail marketing, merchandising, operation strategies, etc.
Final recommendations and actionable plans

Project B. Deli Visual Marketing and Merchandising Strategy

Deli is an important section of the supermarket and its business is becoming significant in terms of revenue and traffic generation. However, its operations are challenging because the right foods and their visual presentations must attract and keep customers despite slim inventory to ensure freshness. The project is intended to provide recommendations to best capture opportunities and increase business by examining both consumer insights and visual marketing techniques. The team will have opportunities to implement the strategies (may involve testing in a behavioral lab before implementation at stores, focus group interviews, surveys) and track sales performance. The strategies may apply to a Gainesville store and/or all Sweetbay Supermarket stores. The team will have an opportunity to work with The EXHIBIUM Group-Retail Solution (http://www.exhibium.com/engindex2.htm) and use its store-check metrics. The EXHIBIUM group provides strategic global solutions to the retail industry and specializes in visual marketing practices.

Project C. How to Improve the Performance of a Gainesville Store?

Project C will focus on the Gainesville market. Gainesville has one Sweetbay Supermarket store that supports unique market characteristics because of its location. Focusing on the Gainesville market, the team will develop recommendations and actionable plans by understanding local shoppers and linking shopper insights to strategy/program/action plans. Observations, focus groups and/or conducting surveys are required to provide insightful suggestions. The team will exercise creativity, critical thinking and analytical skills by completing these tasks.

PROJECT SCHEDULE (SUBJECT TO CHANGE)

Date	PHASE	Planned Activities	Presentation	Assignment Due
Week 1 Jan 6 & 8	Project introduction Team meeting	Read articles posted on the course Web site Thursday: No class (too many are going to the Game)		
Week 2 Jan 13 & 15	Explore the Project	Background research Tuesday: TEAM meeting without an instructor (An instructor will attend National Retail Federation convention) Thursday: Field trip to a Gainesville store (meet in the Sweetbay Supermarket on 34th St. at 2 pm)		Find two articles related to your project and post them on the project folder (and share the summary with class on Jan.20th)
Week 3 Jan 20 & 22	Determine the project goal and its scope	Clearly identify the project goal and its scope through brief research on the topic and develop a brief project plan (2-3 pages)	Thursday	Feedback report (Jan 22nd) **Progress Report I** (Jan. 26th 4:00 pm)
Week 4 Jan 27 & 29	Explore the project focus areas	Identify specific problems, issues and opportunities to explore further and prepare questions to ask in preparation for Field Trip on Thursday Field Trip to Corporate Headquarters and Tampa Stores	**Tuesday**	Feedback report (Jan 27th)
Week 5 Feb 3 & 5	SECONDARY RESEARCH	Conduct secondary research from previous research reports, newspapers, magazines, journal content, etc., to determine what is known already and what new data is required to help structure research design.	Thursday	Feedback report (Feb 5th) Post resources on the course Web site
Week 6 Feb 10 & 12	Exploratory research	Conduct exploratory research (*e.g.,* interviews, observations) to collect information needed	Thursday	Feedback report (Feb 12th)
Week 7 Feb 17 & 19	Design the Main study	Summarize secondary/exploratory research and develop the main study plan	Thursday	Feedback report (Feb 19th) **Progress Report II** (Feb. 23rd 4:00 pm)
Week 8 Feb 24 & 26	Determine specifics of the project♣	Design the study and questionnaires if needed Data collection plan	Thursday	Feedback report (Jan 26th)

Week				
Week 9 Mar 3 & 5	Conduct Project♣	Data collection (Questionnaire design and revision)	Thursday	
Week 10 Mar 10 & 12		Spring Break	Thursday	
Week 11* Mar 17 & 19	Conduct Project	Data collection and analysis (No formal session with an instructor, but group meetings can be arranged outside class to get help for data analysis) (Student Retail Competition hosted by the Miller Retail Center*)		(A meeting with an advertising agency can be arranged.)
Week 12 Mar 24 & 26	Summarize Findings	Complete data analysis Summarize Data Collection and Findings	Thursday	**Progress Report III** (Mar.30th 4:00 pm)
Week 13 Mar 31 & Apr 2	Implementation	Develop recommendations and implementation plans Implementation at a store	Thursday	
Week 14 Apr 7 & 9	RECOMMENDATIONS	Track the performance outcomes	Thursday	
Week 15 Apr 14 & 16	Action Plans	Final Recommendations and Action Plans	Thursday	**Progress Report IV** (Apr 20th 4:00 pm)
Apr 21 & 23	PRESENTATION	Tuesday: **Response report *** Thursday: **Final Presentation** April 23rd	Thursday The place will be announced later.	**Post the PowerPoint file on the Web site** (April 21st) **Final Report** (April 29th)

♣Depending on the nature of the project, the procedures for executing the project will vary.

*I will be not available for the week 2, which is Tuesday, January 13th(attending NRF conference) and both Tuesday and Thursday of week 12, which is March 17th and 19th (hosting the ACRA Charrette: business competition – please see the following Web site for more information: http://www.cba.ufl.edu/mkt/retailcenter or www.acraretail.org)

**One team report summarizing the project and group experience (see the format at http://www.cba.ufl.edu/mkt/retailcenter/students/courses.asp#MAR4933) and an individual report about the course and recommendation for its improvement.

Final Presentation Evaluation

Your name _____

Rating: 1 (Poor) to 10 (Excellent)

Criteria	Team A	Team B	Team C
Presentation Content: Are the materials presented in a clear, logical, sequential and informative manner?			
Critical thinking: Are the team's recommendations based on critical analysis?			
Solutions: Are the team's recommendations strong and convincing?			
Communication Effectiveness:			
Is the team persuasive in its key points?			
Does the team maintain one's interest?			
Does the team show confidence, and an ability to think well on their feet?			
Does the team effectively answer the questions?			
Visual aids and organization:			
Are the visual aids helpful in making the case?			
Is the organization of presentation strong?			
Professionalism Was the team professional in overall approach to the project?			
Time management: Does the team make good use of the time allotted?			
Overall Quality of Presentation			
Total Score			
Overall Grade: What overall meaningful grade do you think this team member deserves for this project? (Use A; A-; B+; B; B-; C+: C: C-:D+:D:D-:E)			

Team Contract – Retail Consulting

Instructions: Please turn in only <u>one</u> contract per team. All team members must sign the contract.

Teams must consist of 5 members.

This team has established the following policies and responsibilities. Peer evaluations will be based upon performance according to this contract. Team members acknowledge agreement by signing below.

1. Performance is evaluated on the basis of effort, cooperation, quality, and timeliness.
2. Communication policy: Respond to all phone and e-mail messages within _____ (hours or days).
3. Our meetings will be held: _____. Notification of the scheduling of a meeting will occur at least _____ (hours or days) prior to the meeting.
4. Our policy on missed meetings is:

5. Our termination policy is (i.e., the following are grounds for "firing"):

6. Additional policies and requirements:

By signing below, I agree to the above terms. I will prepare my share of the work in a timely manner, be available for group meetings, communicate and cooperate with my teammates, and contribute appropriate effort and quality. I realize that my failure to meet the team's expectations as stated above will result in a peer evaluation that will negatively impact my grades on my overall grade in the course.

Print name	Sign name
Print name	Sign name
Print name	Sign name
Print name	Sign name
Print name	Sign name

Past Retail Client: Sweetbay Supermarket
(http://www.sweetbaysupermarket.com/home.shtml)

Sweetbay Supermarket is a chain of supermarkets located entirely in Florida. As of July 2008, there were 107 Sweetbay stores in operation. The company is headquartered in Tampa, Fla., and is a part of the Delhaize Group (Belgium-based). In January '04, Sweetbay Supermarket concept is created its core markets on the West Coast of Florida by converting from Kash n' Karry, which was suffered from slumping sales growth. Some basic facts can be found as below (source: company Web site).

- Sweetbay Supermarket is a Florida-based supermarket company that is wholly owned by the Delhaize Group.
- The Sweetbay Supermarket brand is a direct result of extensive research involving Florida's consumers.
- Sweetbay Supermarket is guided by 50 years of experience in the market.
- The first Sweetbay Supermarket opened in Seminole, Fla., (Pinellas County) on November 6, 2004.
- The brand and store concept expresses the vibrant, exciting and diverse tastes, colors and aromas of great food that are so important to Floridians.
- The supermarket chain strives to be part of the communities it serves by supporting local organizations and charities.
- Mike Vail is president & chief operating officer of Sweetbay Supermarket.
- Sweetbay Supermarket is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE:DEG).
- The Delhaize Group has food operations in 10 countries spanning three continents.
- In 2003, the Delhaize Group had a sales network (which includes directly operated, franchised and affiliated stores) of 2,559 stores and approximately 144,000 employees, including approximately 10,000 people in its Florida-based stores.
- Corporate headquarters are located at:
  3801 Sugar Palm Drive
  Tampa, FL 33619
  (813) 620-1139

Past Projects

Project A. Sweetbay brand audit with SWOT analysis and future directions:

Sweetbay supermarket lost some core customers from its predecessor Kash n' Karry, but it was not quite successful in gaining new markets during the transitional process of revamping its image. The project will focus on assessing current positioning of Sweetbay Supermarket and identifying future opportunities that drive sustainable growth. The following components will be emphasized:

Grocer shopper and market analysis
> Overall shopper trends in the grocery markets
> Sweetbay Supermarket and competitors in the Florida grocery market
> Identification of opportunities and threats
Analysis of Sweetbay Supermarket's strengths and weaknesses

Marketing -- Brand essence, its positioning and executions at stores
Merchandising
Operations (based on information supplied by Sweetbay)
Store HR

Strategies for sustainable growth
Identification of core target markets and core opportunities for Sweetbay
Brand communication strategies that support core brand essence in diverse markets
Retail marketing, merchandising, operation strategies, etc.
Final recommendations and actionable plans

Project B. Deli Visual Marketing and Merchandising Strategy

Deli is an important section of the supermarket and its business is becoming significant in terms of revenue and traffic generation. However, its operations are challenging because the right foods and their visual presentations must attract and keep customers despite slim inventory to ensure freshness. The project is intended to provide recommendations to best capture opportunities and increase business by examining both consumer insights and visual marketing techniques. The team will have opportunities to implement the strategies (may involve testing in a behavioral lab before implementation at stores, focus group interviews, surveys) and track sales performance. The strategies may apply to a Gainesville store and/or all Sweetbay Supermarket stores. The team will have an opportunity to work with The EXHIBIUM Group-Retail Solution (http://www.exhibium.com/engindex2.htm) and use its store-check metrics. The EXHIBIUM group provides strategic global solutions to the retail industry and specializes in visual marketing practices.

Project C. How to Improve the Performance of a Gainesville Store?

Project C will focus on the Gainesville market. Gainesville has one Sweetbay Supermarket store that supports unique market characteristics because of its location. Focusing on the Gainesville market, the team will develop recommendations and actionable plans by understanding local shoppers and linking shopper insights to strategy/program/action plans. Observations, focus groups and/or conducting surveys are required to provide insightful suggestions. The team will exercise creativity, critical thinking and analytical skills by completing these tasks.

Form UCC2
Florida Department of Education
Statewide Course Numbering System

COURSE TERMINATION OR
CHANGE TRANSMITTAL FORM
(explanations on next page)

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code: Information Systems and Operations Management-011707000

Current SCNS Course Identification:

Discipline (SMA) 1 3 9 Prefix M A N Level 4 Course Number 5 0 4 Lab Code _____

Institution's Course Title: Operations and Supply Chain Management

PART 2: REQUESTED ACTIONS

Terminate Current Course	☐ Yes	Date Termination Effective: _____

NEW SCNS Course Identification: (Complete all appropriate areas)
NEW Discipline (SMA) ____ ____ ____ Prefix ____ ____ ____ Level _____ Course Number ____ ____ ____ Lab Code _____

NEW Institution Course Title (if applicable): _____

EFFECTIVE TERM AND YEAR FOR CHANGES: _____

Other Items to Change	Change From	Change To
Amount of Credit		
Contact Hour Base or Head Count		
Prerequisites/Corequisites (This form does not update ISIS or registration prerequisite checking.)	MAC 2233, STA 2023, BUL 4310, ECP 3703, FIN 3403, MAN 3025, MAR 3023 and QMB 3250 B.A. ⊞	MAC 2233, STA 2023, BUL 4310, FIN 3403, GEB 3373, MAN 3025, MAR 3023 and QMB 3250 B.A. and ⊞
Change of Course Description (Course syllabus must be attached):		Mark any changes that apply: Rotating Topic ☐ yes ☐ no / S/U Only ☐ yes ☐ no / Repeatable for Credit ☐ yes ☐ no

Department Contact, Telephone Number, Email Address and PO Box:	(Date)
Pat Brawner, 846-1374, brawner@ufl.edu, PO Box 117169	
College Contact, Telephone Number, Email Address and PO Box:	(Date)
Sharon Haughton, 273-3225, sharon.haughton@warrington.ufl.edu, PO 117150	

PART 3: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code): _____

If not the same as recommended by institution, please explain:

SCNS Course Title (if new): _____

Decade Title (if new): _____

Century Title (if new): _____

Signature, Faculty Discipline Committee Representative _____ Date _____

Rev. 6/08

COURSE TERMINATION OR CHANGE TRANSMITTAL FORM ♦ INSTRUCTIONS FOR COMPLETION OF PARTS 1 & 2

The Course Termination or Change Transmittal form is used for transmitting the following course information to the Statewide Course Numbering System (SCNS):

1. Prefixes and numbers of courses which will no longer be offered by the institution.
2. Additional course information to be recorded in the SCNS inventory.
3. Supporting documentation for review by the Faculty Discipline Coordinator for possible reassignment of prefix and course number. **[NOTE: Major revisions in course content will require a new course number assignment. Please terminate the current course and add the new course.]**

All information requested on this form is necessary for the efficient and timely maintenance of the SCNS inventory. Thus, all items on Part I must be completed before it is forwarded to the Florida Department of Education (DOE). An updated course syllabus must be attached in cases where course content has changed or a new prefix or number is requested.

Part 1

The following instructions and definitions are provided to clarify items to be completed on the Course Termination or Change Transmittal form.

Instructional Unit or Department Name/Department Code: Academic unit and code number of department responsible for teaching the course. Use the complete name, not abbreviations or acronyms.

Current SCNS Course Identification:

Discipline (SMA): A three-digit code representing a broad Subject Matter Area. This code can be obtained from the SCNS handbook.
Prefix: A three-letter code indicating placement of a course within the discipline.
Level: A one-digit code preceding the course number which indicates the level (e.g., freshman, sophomore, etc.) at which the course is to be taught. This number is to be recommended by the institution according to state and institutional policy.
Course Number: A three-digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.
Lab Code: This code is left blank if the course is a lecture course (has no laboratory component). The letter "C" may be used to indicate a combination of lecture and laboratory. An "L" indicates a laboratory course for which there may or may not be an associated lecture course. The "L" may also be used for a course which is laboratory only.
Contact Hours: "Base" contact hours are determined by dividing the total number of classroom meeting hours per semester by the number of weeks in the semester. For example:

$$\frac{8 \text{ (hours class meets per week)} \times 4 \text{ (number of weeks class meets)}}{16 \text{ (number of weeks in semester)}} = \frac{32}{16} = 2 \text{ Base Contact Hours}$$

"Headcount" contact hours are determined by dividing the average number of hours the instructor meets with one student during the semester by 3 times the number of weeks in the semester. For example,

$$\frac{1 \text{ (average number hours per student)} \times 16 \text{ (number weeks in semester)}}{3 \times 16 \text{ (number of weeks in semester)}} = \frac{16}{48} = .33 \text{ Headcount Contact Hours}$$

Institution's Course Title: The title of the course as it currently appears in the catalog.

Part 2 Requested Actions

Terminate Current Course, Effective Date: Check the "yes" box if the course is to be terminated and enter the effective term and year after which the course will no longer be offered.

Course Change Information: If changes are to be made in a course's identification, list changes only. All changes may affect the course prefix and number. All changes are subject to approval of the appropriate Faculty Discipline Coordinator based on the SCNS taxonomy and classification system.

Change of Course Description: Provide a brief narrative description of the content of the course as it will appear in the catalog. A course syllabus including a course outline of major topics must be attached for changes to courses and changes to course content.

Effective Term: Provide term and year in which the change or termination will be first effective.

Prerequisites/Corequisites: Indicate prefix and number or content of courses and other requirements that must be satisfied prior to enrollment in this course or concurrently with this course.

Change Course Title: Provide the title of the course as it will appear in the catalog.

Mark any changes to status: Mark 'yes' or 'no' if changing a course to/from Rotating Topic, S/U Grading Only or Repeatbale for credit.

Department Contact: Name, phone and PO Box number.

College Contact and Telephone Number: Name, phone and PO Box number.

Approvals:

Submit completed form using the online tracking system to approval.ufl.edu. Appropriate approvals and notifications will be made through the online tracking system. ignature and date indicating approval of the college-level curriculum committee or, if no such committee exists, approval of the college.
Department Chair
College Dean: Approval of the college-level curriculum committee or, if none exists, approval of the college.
Graduate Dean: All graduate level courses must be approved by the Graduate Curriculum Committee.

Do Not Complete Part II.

Should you have questions concerning the completion of this form, call the Office of the University Registrar at 392-1374, ext. 7237. Call the Graduate School at 352-392-1282 for questions concerning graduate courses. Questions concerning operation of the online system should be emailed to approval@ufl.edu.

Form UCC1
Florida Department of Education
Statewide Course Numbering System

NEW COURSE TRANSMITTAL FORM
(explanations on next page)

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code: Finance, Insurance, Real Estate; 1706000

Recommended SCNS Course Identification:

Discipline (SMA) 139   Prefix ENT _____ _____   Level 6   Course Number 933 _____ _____   Lab Code _____

Institution's Course Title: Entrepreneurship Lecture Series

Effective Term and year course will first be offered: Fall 2010

Amount of Credit: VAR	Contact hour base VAR or Headcount _____	If Repeatable Credit or Variable Credit: 8 total repeatable credit allowed

1 minimum / 4 maximum credit within a semester

Course Description (attach a course syllabus):
To educate students about topics relevant to entrepreneurship and innovation including opportunity recognition, business planning, capital sourcing, growth and harvest
To provide the background necessary for students interested in careers in start-up ventures, high-growth firms, business consulting or venture capital
To introduce students to resources in the entrepreneurial arena and provide a forum for networking and career development

Mark all that apply:

Rotating Topic	☐ yes	☑ no
S/U Only	☐ yes	☑ no
Repeatable for Credit	☑ yes	☐ no

Prerequisites: (This form does not update ISIS or registration prerequisite checking.)
None

Corequisites:

All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree.   ☑ Yes ☐ No

Degree Type (Mark all that apply.):

☐ Associate of Arts   ☐ Baccalaureate   ☑ Graduate Study   ☐ Other (specify):

Category of Instruction: ☐ Introductory   ☑ Intermediate   ☑ Advanced

Department Contact, Telephone Number, Email Address and PO Box:	(Date)
David H Boneparth, 3-0337, POB 117168 dbonepar@ufl.edu	4/27/10

College Contact, Telephone Number, Email Address and PO Box:	(Date)
Sharon Haughton, 3-3225, POB 117150 sharon.haughton@cba.ufl.edu	4/27/10

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code):

If not the same as recommended by institution, please explain:

SCNS Course Title (if new): _____

Decade Title (if new): _____

Century Title (if new): _____

Signature, Faculty Discipline Committee Representative: _____   Date: _____

UF | UNIVERSITY of FLORIDA

Warrington College of Business Administration
Hough Graduate School of Business
Thomas S. Johnson Entrepreneurship Masters Program

255 Stuzin Hall
PO Box 117168
Gainesville, FL 32611-7168
352-273-0337
352-846-2170 Fax
www.cba.ufl.edu/mse

November 9, 2009

Memorandum

To: Respective Department Chair
        WCBA Master's Committee
        Graduate School Curriculum Committee

From: David H. Boneparth, Assistant Director

Re: Creation of New ENT Courses

Attached are UCC1 forms to create the courses listed below. These courses serve as core courses in the MS-Entrepreneurship Program, required courses as part of the WCBA's Graduate Certificate Programs, and elective courses for students in the Hough Graduate School of Business. A list of these courses can be found below with respective information.

Note: The WCBA is in the process of converting all Entrepreneurship courses with prefixes GEB and FIN to the ENT prefix. The creation of the ENT69XX courses is part of this process.

Key: SA = Summer A; SB = Summer B; M = Module

ENT6933-Entrepreneurship Lecture Series-Offered 2x/year. (M2,M4)

Entrepreneurship Lecture Series
– ENT 6933 (Section ####) –

Spring 2010 Course Syllabus
(1 credit)

Instructors:

Jamie Kraft
Managing Director
Center for Entrepreneurship and Innovation
Stuzin 255
Phone : 352-273-0333
Fax : 352-846-2170
jamie.kraft@cba.ufl.edu

David Boneparth
Academic Services Coordinator
Center for Entrepreneurship and Innovation
Stuzin 255
Phone : 352-273-0337
Fax : 352-846-2170
david.boneparth@cba.ufl.edu

Teaching Assistant:

Adam Gross
Graduate Student Assistant
Center for Entrepreneurship and Innovation
Stuzin 255
Phone : 352-273-0330
Fax : 352-846-2170
ajgross1980@gmail.com

Office Hours:

- Jamie Kraft - Mondays, Periods 3-4 in Stuzin 255
- David Boneparth - Tuesdays, Periods 3-4 in Stuzin 255

However, we are generally around each day, and if our schedule permits, we are willing to meet with students outside of office hours. Please call or e-mail if you need to set up a formal appointment.

Course Structure and Objectives:

This course will meet on Monday evenings from 7:00pm-9:00pm per the schedule below and will consist entirely of case-based discussion led by guest lecturers.

- January 25th
- February 1st, 8th, 15th and 22nd
- March 1st, 22nd and 29th
- April 5th, 12th and 19th

The objectives of the course are as follows:

- To educate students about topics relevant to entrepreneurship and innovation including opportunity recognition, business planning, capital sourcing, growth and harvest
- To provide the background necessary for students interested in careers in start-up ventures, high-growth firms, business consulting or venture capital
- To introduce students to resources in the entrepreneurial arena and provide a forum for networking and career development

Assignment Guidelines and Grading Policy

All individual case assignments will be submitted through WebCT by 7:00pm on the due date (evening of the discussion). Each assignment must be in PDF format.

Grades for the course will be determined on the following basis:

Individual Case Assignments:	50%
Participation (attendance and discussion):	50%

* Attendance is mandatory. However, students will be allowed to miss one class period provided they notify the professor ahead of time.

Textbooks and Materials:

There is no text for this course. Cases will be provided a week in advance of each discussion.

Other Policies:

- Make-up assignments will only be given to those students who provide appropriate evidence of legitimate conflicts which caused missing an assignment or who have received prior approval to miss an assignment

- 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.

Academic 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.*

UF Counseling Services:

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.

Form UCC1
Florida Department of Education
Statewide Course Numbering System

NEW COURSE TRANSMITTAL FORM
(explanations on next page)

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code: Finance, Insurance, Real Estate; 1706000

Recommended SCNS Course Identification:

Discipline (SMA) 139 ____ ____   Prefix ENT ____ ____   Level 6 ___   Course Number 950 ____ ____   Lab Code _____

Institution's Course Title: Integrated Technology Ventures

Effective Term and year course will first be offered: Spring 2011

Amount of Credit: VAR	Contact hour base VAR or Headcount _____	If Repeatable Credit or Variable Credit: 8 total repeatable credit allowed

Course Description (attach a course syllabus):

Teams of engineering, business, and law students work together to commercialize UF developed technology. Objectives include commercialization of University of Florida technology through teaching entrepreneurship while attempting to commercialize a real technology, teaching team dynamics, goal setting, and project management.

1 minimum / 4 maximum credit within a semester

Mark all that apply:
Rotating Topic   ☐ yes   ☑ no
S/U Only   ☐ yes   ☑ no
Repeatable for Credit   ☑ yes   ☐ no

Prerequisites: (This form does not update ISIS or registration prerequisite checking.)

None

Corequisites:

All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree.	☑ Yes ☐ No

Degree Type (Mark all that apply.):
☐ Associate of Arts   ☐ Baccalaureate   ☑ Graduate Study   ☐ Other (specify):

Category of Instruction: ☐ Introductory   ☑ Intermediate   ☑ Advanced

Department Contact, Telephone Number, Email Address and PO Box: (Date)

David H. Boneparth, 3-0337, dbonepar@ufl.edu, POB 117168 **5/5/2010**

College Contact, Telephone Number, Email Address and PO Box: (Date)

Sharon Haughton, 3-3225, sharon.haughton@cba.ufl.edu, POB 117150 **5/5/2010**

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code): _____

If not the same as recommended by institution, please explain:

SCNS Course Title (if new): _____

Decade Title (if new): _____

Century Title (if new): _____

Signature, Faculty Discipline Committee Representative: _____ Date: _____

Rev. 6/08

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Warrington College of Business Administration
Hough Graduate School of Business
Thomas S. Johnson Entrepreneurship Masters Program

255 Stuzin Hall
PO Box 117168
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www.cba.ufl.edu/mse

November 9, 2009

Memorandum

To: Respective Department Chair
       WCBA Master's Committee
       Graduate School Curriculum Committee

From: David H. Boneparth, Assistant Director

Re: Creation of New ENT Courses

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Note: The WCBA is in the process of converting all Entrepreneurship courses with prefixes GEB and FIN to the ENT prefix. The creation of the ENT69XX courses is part of this process.

Key: SA = Summer A; SB = Summer B; M = Module

```
ENT6950 - Integrated Technology Ventures - Offered 2x/yr. (M2,M4)
```

Course Title:
Integrated Technology Ventures (ITV) – Variable Credit
ENT 6950

Office hours:
By appointment

Instructor for the Business Team:
Ted Astleford
Tel: (352) 273-0335
Fax: (352) 846-2170
E-Mail: ted.astleford@warrington.ufl.edu

Graduate Assistant:
David Blumberg – david.blumberg@warrington.ufl.edu

Students Invited:
Graduate students (masters, PhDs, etc.) from all disciplines and colleges. MBA and MSE (Mater of Science in Entrepreneurship) students are given preference. Other students will be enrolled at the discretion of the instructor.

Course Objectives:
1. To teach entrepreneurship while attempting to commercialize a real technology.
2. To teach team dynamics, goal setting, and project management.
3. To aid in the commercialization of University of Florida technology.

Course Overview:
ITV brings together teams of engineering, business, and law students to work together to commercialize a technology that was developed by one of the researchers at UF. These sub-teams are guided by an engineering, business, and law coach respectively. The sub-teams and coaches are all guided by a volunteer chief executive officer from the area. The CEO is someone with real-world business experience and success.

The engineering team (5 or 6 senior engineering students) creates a working prototype. This activity also fulfills their "senior design" requirements.
The business team (3 or 4 graduate business students) writes a business plan and creates an investor pitch.
The law team (1 or 2 graduate law students) examines the strength of the intellectual property.

All parties work in tandem throughout the length of the program just as a real startup company would. The business team uses the same tactics used by successful startup companies. These include:

1. Market Analysis to determine the volume of demand
2. Competitor Analysis to determine the extent to which the market is already being served
3. Value proposition and sustainable competitive advantage to describe benefit to the customer
4. Operations plan to describe how the product or service will be deployed
5. Marketing plan to describe how to lead customers to buy

6. Financial projection to determine how much capital is needed and when it will be needed
7. Formatted business plan to capture all the information in one document
8. Investor pitch to present to potential investors

Meeting Times:
<u>All-hands meetings</u> – Every two weeks, usually on a Friday, the entire team will meet to collaborate, strategize, and review. This includes all students, coaches, and the CEO. During these meetings you will:
1. Review the previous meeting's action items
2. Review the long term goals of the project and deadlines
3. Determine the action items to be completed by the next meeting
Typically these meetings last an hour and a half.
<u>Sub-team meetings</u> – The bulk of the work and research is done by the teams outside of the all-hands meetings. The times for additional meetings are determined by the sub-teams as needed so they do not interfere with your other classes and/or work.

Major Deadlines:
Mid-December – Preliminary Design Review – Business teams will present their early findings and current status in a PowerPoint presentation.
Mid-April – Final Design Review – Business team will hand in the final draft of the business plan and present the final investor pitch.

Other Policies:
Students are treated as employees. 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:
For all-hands meetings, business students should wear collared shirts. For business team meetings, 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. When presenting at Design Reviews, students should dress in business attire.
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:
Individual quality of work – the effort put forth by individuals throughout the project (35%)
- Being chronically late diminishes your individual grade
- Being absent for business team or all-hands meetings diminishes your individual grade
- Poor effort or performance diminishes your individual grade and your peer evaluation

Team Grade – the quality of the business plan and investor pitch (50%)
- Does not meet expectations (75) C
- Meets expectations (85) B
- Exceeds expectations (95) A

Peer evaluation – the effort put forth by individuals as assessed by business teammates (15%)
- Poor effort or performance diminishes your peer evaluation
- Attendance at group meetings set up outside of the structured weekly meeting is not optional. If you agree to be at an outside meeting and don't show up your peer evaluation will be diminished.

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. Also, if your group's team grade does not meet expectations (no matter who is at fault), it is highly unlikely that you will get an A.

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.

Form UCC2
Florida Department of Education
Statewide Course Numbering System

COURSE TERMINATION OR
CHANGE TRANSMITTAL FORM
(explanations on next page)

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code: Finance, Insurance, Real Estate; 1706000

Current SCNS Course Identification:

Discipline (SMA) 155 _____ _____   Prefix GEB _____ _____   Level 5 _____   Course Number 146 _____ _____   Lab Code _____

Institution's Course Title: Family Business Management

PART 2: REQUESTED ACTIONS

Terminate Current Course   ☐ Yes   Date Termination Effective: _____

NEW SCNS Course Identification: (Complete all appropriate areas)
NEW Discipline (SMA) 139 _____ _____   Prefix ENT _____ _____   Level 5 _____   Course Number 273 _____ _____   Lab Code _____

NEW Institution Course Title (if applicable): _____

EFFECTIVE TERM AND YEAR FOR CHANGES: Fall 2010

Other Items to Change	Change From	Change To
Amount of Credit	NA	NA
Contact Hour Base or Head Count	NA	NA
Prerequisites/Corequisites (This form does not update ISIS or registration prerequisite checking.)		

Change of Course Description (Course syllabus must be attached):	Mark any changes that apply: Rotating Topic ☐ yes ☐ no S/U Only ☐ yes ☐ no Repeatable for Credit ☐ yes ☐ no

Department Contact, Telephone Number, Email Address and PO Box: (Date)

David Boneparth, 3-0337, dbonepar@ufl.edu, POB 117168   4/27/10

College Contact, Telephone Number, Email Address and PO Box: (Date)

Sharon Haughton, 3-3225, sharon.haughton@cba.ufl.edu, POB 117150   4/27/10

PART 3: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code): _____

If not the same as recommended by institution, please explain:

SCNS Course Title (if new): _____

Decade Title (if new): _____

Century Title (if new): _____

Signature, Faculty Discipline Committee Representative   Date

UF | UNIVERSITY of FLORIDA

Warrington College of Business Administration
Hough Graduate School of Business
Thomas S. Johnson Entrepreneurship Masters Program

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www.cba.ufl.edu/mse

November 9, 2009

Memorandum

To: Respective Department Chair
        WCBA Master's Committee
        Graduate School Curriculum Committee

From: David H. Boneparth, Assistant Director

Re: Creation of New ENT Courses

Attached are UCC2 forms to convert the courses listed below to ENT prefixes. These courses serve as core courses in the MS-Entrepreneurship Program, required courses as part of the WCBA's Graduate Certificate Programs, and elective courses for students in the Hough Graduate School of Business. A list of these courses can be found below with respective information.

Key: SA = Summer A; SB = Summer B; M = Module

GEB5146 – Small/Family Business Management – Offered one time a year. (M2)

Thank you.

The Foundation for The Gator Nation