

Warrington College of Business Administration
Heavener School of Business
Fisher School of Accounting
Hough Graduate School of Business

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GENERAL FACULTY MEETING

AGENDA | Monday, January 26, 2015 | 2:00 p.m. | HOUGH 120

1. The November 19, 2014 General Faculty Meeting Minutes is presented for approval by the faculty.
2. The Undergraduate Committee presents the following items for approval by the college faculty.

NEW COURSE:

PREFIX: ENT 4XXX
COURSE TITLE: Entrepreneurship Practicum
EFFECTIVE TERM: Summer, 2015
ROTATING TOPIC: No
AMOUNT OF CREDIT: Variable
REPEATABLE CREDIT: Yes, 6 credit
COURSE DESCRIPTION: The objective of this course is to provide a forum where students can complete a portfolio of supervised experiential learning activities related to entrepreneurship and the entrepreneurial mindset. Through these activities, students are expected to enhance their mastery of such entrepreneurial competencies as opportunity recognition, opportunity assessment, resource leveraging, bootstrapping, risk mitigation, value innovation, and guerrilla behavior.
RATIONALE: To provide a course that allows Entrepreneurship faculty to determine whether students have completed all course work and co-curricular activities requisite for the Entrepreneurship Minor and for students to demonstrate mastery in selected entrepreneurial competencies.

PROPOSED MINOR REVISIONS:

Entrepreneurship Minor: Proposed revisions for '15-'16 catalog

3. Other Business:
4. Dean's Report

GRADUATE FACULTY MEETING *(Immediately following the General Faculty Meeting)*

AGENDA | Monday, January 26, 2015 | 2:00 P.M. | HOUGH 120

1. The November 19, 2014 Graduate Faculty Meeting Minutes is presented for approval by the faculty.
2. Other Business
3. Dean's Report

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GENERAL FACULTY MEETING

MINUTES | WEDNESDAY, NOVEMBER 19, 2014 | 4:00 p.m. | HEAVENER 240

1. A motion was made to approve the October 6, 2014 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. Proposed changes to the College Bylaws were presented as an informational item at the 10/6/14 meeting. These changes were presented for approval by the college faculty at this meeting. A motion was made to approve the changes to the College Bylaws. The motion was seconded and the faculty voted to approve the college bylaws as presented.
3. A motion was made to approve the following items as presented by the Undergraduate Committee. The motion was seconded and the faculty voted to approve the following items:

Course Change: (approved)

Prefix/course#: GEB 4906

Effective Term: Spring 2015

Rationale: To allow students pursuing research to register for credit for tracking purposes at no tuition bearing expense to them.

The Undergraduate Committee presents the following item for approval by the college faculty:

-General Education changes to the BSBA and BABA (attachments) (approved)

4. Rich Lutz gave a brief update on Teaching Committee activities. The "third" draft document was presented at the meeting.
 - Revised AACSB standards
 - Faculty Teaching Portfolios
 - PhD student teaching training and awards
5. Dean's Report:

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

GRADUATE FACULTY MEETING *(Immediately following the General Faculty Meeting)*

MINUTES | WEDNESDAY, NOVEMBER 19, 2014 | 4:00 P.M. | HEAVENER 240

1. A motion was made to approve the October 6, 2014 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. A motion was made to approve the items as presented by the DBA Committee. The motion was seconded and the faculty voted to approve the following items as presented.

PREFIX: MAR 7XXX

FULL COURSE TITLE: MARKETING STRATEGY SEMINAR

EFFECTIVE TERM: SPRING 2015

CREDIT: 3

The Foundation for The Gator Nation

An Equal Opportunity Institution

CONTACT HOUR: BASE 24 / HEADCOUNT 25

DESCRIPTION: This doctoral-level course will expose students to research on four key areas within marketing strategy (i) Philosophy and methods (ii) Customer strategy (iii) Brand strategy, and (iv) Strategy performance. We will examine these topics through a seminar that will discuss, critique, and extend the extant literature. Course readings cover both classic and state-of-the-art articles in marketing strategy. Students will be encouraged to challenge assumptions, frameworks, and findings in these readings.

RATIONALE: The course will offer a springboard for new research questions, ideas, and frameworks to enrich and extend understanding on marketing strategy by management practitioners and applied researchers. It emphasizes substantive (vs. conceptual) research questions, applications, (as opposed to development) of theory, and practical (as opposed to novel) empirical contribution.

PREFIX: MAR 7627

FULL COURSE TITLE: QUANTITATIVE RESEARCH METHODS AND DATA ANALYSIS

EFFECTIVE TERM: SPRING 2016

CREDIT: 3

CONTACT HOUR: BASE 24 / HEADCOUNT 29

DESCRIPTION: This doctoral-level course introduces multivariate data analysis and mathematical models in marketing theory often called marketing science. This course covers basic and advanced multivariate data analysis with applications for business, marketing research and consumer behavior. Course readings cover both classic and state-of-the-art articles in marketing science.

RATIONALE: This course is similar to MAR 7626 (multivariate analysis) for PhD students. However, the course is targeted toward D.B.A. students. Hence, the course emphasizes research-based profession practice (vs. purely scholarly research), applied research (vs. theoretical research) and rigor (vs. novelty and contribution). The course is more theory-based than an M.B.A. course but stresses theory development less than an advanced PhD research course.

4. Other Business - none

5. Dean's Report

- Heavener Hall completed
- Moves are will be taking place next week
- All classes will be held in Heavener during the spring
- The college will be recruiting for (5 or 6) faculty: Marketing, Management, and Finance.
- The new President will arrive January 2, 2015

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

Attendance: John Kraft, Selcuk Erenguc, Tawnya Means, Amanda Phalin, Robert Thomas, Richard Lutz, Mike Ryngaert, Jane Douglas, Bart Weitz, Alan Cook, Aner Sela, Joe Alba, Asoo Vakharia, Angie Holland

Recommended SCNS Course Identification

1. Prefix ENT 2. Level 4 3. Number XXX 4. Lab Code Select

5. Course Title Entrepreneurship Practicum
 6. Transcript Title (21 character maximum) Entrepreneurship Pract.

7. Effective Term Summer 8. Effective Year 2015 9. Rotating Topic? No
 10. Amount of Credit Variable 11. If variable, 0 minimum and 4 maximum credits per semester.
 12. Repeatable credit? Yes 13. If yes, total repeatable credit allowed 6
 14. S/U Only? Yes 15. Contact Type Directed Individual Studies [0.5 headcount hr]
 16. Degree Type Baccalaureate 17. If other, please specify: [Click here to enter text.](#)
 18. Category of Instruction Intermediate

19. Course Description

The objective of this course is to provide a forum where students can complete a portfolio of supervised experiential learning activities related to entrepreneurship and the entrepreneurial mindset. Through these activities, students are expected to enhance their mastery of such entrepreneurial competencies as opportunity recognition, opportunity assessment, resource leveraging, bootstrapping, risk mitigation, value innovation, and guerrilla behavior.

20. Prerequisites

N/A

21. Co-requisites

N/A

22. Rationale and Placement in Curriculum

To provide a course that allows Entrepreneurship faculty to determine whether students have completed all course work and co-curricular activities requisite for the Entrepreneurship Minor and for students to demonstrate mastery in selected entrepreneurial competencies.

23. Complete the syllabus checklist on the next page of this form.

Syllabus Requirements Checklist

The University's complete Syllabus Policy can be found at:

http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf

The syllabus of the proposed course **must** include the following:

- Course title
- Instructor contact information (if applicable, TA information may be listed as TBA)
- Office hours during which students may meet with the instructor and TA (if applicable)
- Course objectives and/or goals
- A weekly course schedule of topics and assignments.
- Methods by which students will be evaluated and their grades determined
- Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.
- List of all required and recommended textbooks
- Materials and Supplies Fees, if any
- A statement related to class attendance, make-up exams and other work such as: *"Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."*
- A statement related to accommodations for students with disabilities such as: *"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."*
- A statement informing students of the online course evaluation process such as: *"Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>."*

It is **recommended** that the syllabus contain the following:

- Critical dates for exams or other work
- Class demeanor expected by the professor (e.g. tardiness, cell phone usage)
- The university's honesty policy regarding cheating, plagiarism, etc.

Suggested wording: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

- Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies

SYLLABUS

Course Title: ENT 4XXX – Entrepreneurship Practicum

Instructor: Dr. Michael Morris, Prof. Bill Rossi, Prof. Jamie Kraft

Office Hours: By appointment

Contact: Center for Entrepreneurship and Innovation
Office: Bryan 133
Telephone: (352) 273- 0336
Office Hours: by appointment
Website: <http://warrington.ufl.edu/centers/cei/>

Pre-requisites: Acceptance into the Minor in Entrepreneurship at the University of Florida

Course Objectives:

The entrepreneurship program at the University of Florida is strongly oriented toward the integration of experiential learning and deliberate practice into our educational programs. Here, students learning by doing, through experimentation, and via repeat practice. The courses offered in the Entrepreneurship Minor each are designed around learning objectives relating to core entrepreneurial competencies. The co-curricular activities are then oriented to the experiential learning elements of the Minor. Both elements work together to create a holistic learning experience.

The objective of this course is to provide a forum where students can complete a portfolio of supervised experiential learning activities related to entrepreneurship and the entrepreneurial mindset. Through these activities, students are expected to enhance their mastery of such entrepreneurial competencies as opportunity recognition, opportunity assessment, resource leveraging, bootstrapping, risk mitigation, value innovation, and guerrilla behavior.

Key Course Elements:

The Entrepreneurship Practicum consists of:

1. An oral final review where students will demonstrate mastery of selected entrepreneurial competencies (those relevant for the specific entrepreneurship-related courses taken), and

2. Submission and acceptance (by entrepreneurship faculty affiliated with the Center for Entrepreneurship and Innovation) of an **Entrepreneurship Minor Portfolio**.

The **Portfolio** must detail the specific courses taken towards completion of the Undergraduate Entrepreneurship Minor and specification of the co-curricular activities completed. Curriculum and co-curricular requirements for the Minor are specified at <https://catalog.ufl.edu/ugrad/current/business/minors/entrepreneurship.aspx>

E-Learning Site:

The practicum has an e-learning site on Canvas that includes information on available experiential learning opportunities available to students, sample project reports, sample student portfolios, and other resources to assist the student.

Student Assessment/Evaluation:

This is a **0-credit, S/U** course intended to be taken after students have completed all other course work required for the Minor and/or during their last semester of undergraduate enrollment. At the time of submission of the **Entrepreneurship Minor Portfolio**, all co-curricular requirements must also have been completed. These requirements are summarized below. Students' grade in the course will be determined on the basis of having adequately completed all required course work and co-curricular activities, and being capable of demonstrating mastery of those entrepreneurial competencies comprising the learning objectives of course work.

Co-curricular activities in which students declaring the Entrepreneurship Minor will be encouraged to participate are summarized below. Students must complete a minimum number of activities (as noted) in each of three general categories:

a) Networking & student organization learning activities (at least one): *

- Be an active member of the CEI Ambassadors
- Be an active member of Alpha Kappa Psi, Delta Sigma Pi, Enactus
- Be an active member of the Entrepreneurship Club for two semesters
- Be a TA for ENT3003 for two semesters

b) Entrepreneurial extracurricular activities (at least two): *

- Complete an approved entrepreneurship internship
- Participate in an entrepreneurial Study Abroad program (EESA, Haiti, or other approved program)
- Enter and compete in the Big Idea Competition
- Represent CEI in a competition at the national Collegiate Entrepreneurs Organization Conference
- Be mentored by a successful entrepreneur as part of the CEI Mentoring Program

Represent UF in a national business plan or pitch competition
Participate in Startup Weekend Gainesville
Have a venture in the Gator Hatchery (incubator)
Apply for a provisional patent or other intellectual property protection
Serve as entrepreneurship mentor or volunteer at the Buchholz Academy
or other high school
Start a for-profit venture and make at least one sale or a social venture
and complete one project
Attend presentations by at least seven entrepreneurship guest speakers

**c) Volunteer activities at Center for Entrepreneurship and Innovation Programs
(at least two): ***

Experiential Classroom
Veterans Entrepreneurship Program
Gator 100
Entrepreneurship Faculty Fellows
Women's Entrepreneurship Summit
Annual Entrepreneurship Banquet, Celebration of Excellence
YELS (Young Entrepreneurs for Leadership and Sustainability)
Gator Hatchery
Starter Space

* Or other similar activities with approval from the Center for Entrepreneurship and Innovation

Participation and Attendance Policy:

There are no formal class meetings for which students have to attend and participate, but students are encouraged to regularly meet with the instructors. The final oral review and concurrent submission of the **Entrepreneurship Minor Portfolio** are required for completion of the course.

University of Florida Policies:

ADA STATEMENT: *The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should CONTACT THE Dean of Students Office of Disability Resources (<http://www.dso.ufl.edu/drc/>) Please see the University of Florida Disability Resources website for more information at: <http://www.dso.edu/drp/services>. In keeping with UF policy, the student, not the instructor, is responsible for arranging accommodations when needed.*

ACADEMIC HONOR SYSTEM:

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

Pledge: On all work submitted for credit by students of the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Violations of this Academic Honor System will not be tolerated. Please read the policies about academic honesty at <http://www.dso.ufl.edu/judicial>.

GETTING HELP: Resources available on campus to help students meet academic and professional goals and address personal challenges include the following:

- Academic Advising Center, <http://www.advising.ufl.edu/>
- Career Resource Center, <http://crc.ufl.edu>
- Student Mental Health, <http://www.shcc.ufl.edu>
- U Matter, We Care Web Site, <http://www.umatter.ufl.edu>
- UF Counseling and Wellness Center, <http://www.counsel.ufl.edu/>

Online Course Evaluation Process

Students are expected to provide feedback on all courses taken at the University of Florida. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two weeks of the semester. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

Entrepreneurship

Credits: 16-18, completed with an overall 2.0 GPA in the minor and a cumulative UF GPA of 2.0

The entrepreneurship minor provides all UF undergraduates with a robust set of entrepreneurship courses and experiential learning activities from which students will master the core entrepreneurial competencies required to create or work in new ventures.

All courses for the minor must be taken for letter grade. All attempts at courses for the minor will be averaged into the minor GPA. All 3000/4000-level courses required for the minor must be taken at UF or via a study abroad program preapproved by the Heavener School of Business. UF flexible learning courses will not count toward the minor.

To declare the minor, students must first complete ACG 2021 with a minimum grade of C and ENT 3003 with a minimum grade of B.

Required Courses

ACG 2021 Introduction to Financial Accounting	4
ENT 3003 Principles of Entrepreneurship	4
ENT 4117 Business Plan Laboratory	2
ENT 4614 Creativity and Innovation in the Business Environment	2
ENT 4XXX Entrepreneurship Practicum	0

Electives: select two minimum

	4
Any 3000/4000-level entrepreneurship course(s) beyond ENT 3003	2
MAR 4832 New Product Development and Management	4