

During the 2010-11 academic year the Specialized Graduate Programs Committee's work involved reviewing and voting positively to approve the following new courses and course change.

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 arena 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.

MAR 6xxx – Web-Based Marketing

- ♦ Credits: 2
- ♦ Contact Hours: 2
- ♦ Description: This course provides students with an understanding of the current online marketing environment and a survey of the strategy and tactics of web-based marketing. The course is designed for students who either pursue a career in online business or have general interest in the current marketing environment. The course consists of the lecture and various assignments that provide opportunities for hands-on experience in web-based marketing.
- ♦ Prerequisites: Masters students in Warrington College of Business Administration; Designed for MBA students.

Course Change:

GEB 5146 – Family Business Management

- Change Prefix and Number from GEB 5146 to ENT 5273