EXCEPTIONAL ACTIVITIES IN ENTREPRENEURSHIP ACROSS DISCIPLINES

2019

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IT STARTS AT THE TOP!

The vision of Florida State University is to “be among the nation’s most entrepreneurial and innovative universities...we will amplify these efforts through our distinctive climate – one that places a premium on interdisciplinary inquiry and draws from the rich intellectual and personal diversity of our students, faculty, staff, and alumni...”

The Jim Moran School of Entrepreneurship (JMS) believes it is our duty to spearhead this effort on behalf of our university, therefore the goals of our classes and activities strive to: educate all students, faculty, and staff at Florida State University on entrepreneurship; spread entrepreneurship and entrepreneurial thinking across the university; and incorporate different focus and interest areas into our efforts.

OUR UNIQUE APPROACH

ACADEMICS

The JMS currently offers three distinct majors, with the goal of having five majors within the first five years of the school’s existence. Our current majors are Commercial Entrepreneurship, Social Entrepreneurship, and Retail Entrepreneurship. These majors include 20 unique core courses designed specifically for our students by entrepreneurial JMS faculty. The JMS majors are designed to include hands-on and experiential learning, intended to equip students with an entrepreneurial and innovative mindset that allows them to identify and solve problems.

The minors currently offered by the JMS are Commercial Entrepreneurship, Social Entrepreneurship, Retail Entrepreneurship, Hospitality Entrepreneurship, STEM Entrepreneurship, and Computational Science Entrepreneurship (see Appendix C). Each minor consists of four courses and is available to every student at Florida State University. These minors aim to spread an entrepreneurial mindset and educate FSU students on how it is possible to be entrepreneurial in any area, discipline, position, or personal life goal.

Through academics, the JMS has expanded its entrepreneurship educational reach beyond the US, to include classes and activities in Spain, Italy, Republic of Panama, England, Indonesia, and Thailand. Florida State University recently became one of only four universities to win a prestigious national award for integrating international education throughout the university.
ACTIVITIES

While we are an academic institution, we recognize that students have varied interests and academic goals that sometimes prevent them from being able to take coursework in the area of entrepreneurship. However, through the JMS InNOLEvation® Center for Student Engagement, we offer various events and competitions across campus providing opportunities for students to develop their entrepreneurial skills and mindset (see Appendix C). By partnering with the other colleges at FSU to offer these activities focused on entrepreneurship, we are able to reach a diverse and expansive range of students.

Some examples of these activities include (see Appendix C for marketing materials):

**FSU CULTURE**

Beginning in 2012, Florida State University started hiring Entrepreneurs in Residence (EIRs) throughout FSU. Today there are EIRs present in 14 out of the 16 colleges across campus. EIRs are entrepreneurial faculty located within the college their specialty is housed in. Each EIR is a member of the EIR Council which meets twice per semester to update and collaborate on various entrepreneurial activities happening throughout FSU. Their goal is to not only spread entrepreneurship knowledge to the students within their home college, but to also educate the JMS students in the EIR’s respective field of study. For instance, the EIR housed within the College of Engineering teaches engineering courses with a focus in entrepreneurship. Thus, this course is made available to both engineering and JMS students, creating a truly interdisciplinary learning experience.

Making FSU an entrepreneurial university, means making sure that in addition to students, we are working with current faculty and staff entrepreneurs, while educating the rest of our faculty and staff on entrepreneurship and entrepreneurial thinking. One of the ways the Jim Moran School has approached this goal, is by creating an Entrepreneurship class for Faculty and Staff. The Jim Moran School offers a free 13 week course to faculty and staff to educate them on what it takes to start a business.

The Innovation Hub is an entity which is partnered and works closely with the Jim Moran School. The Innovation Hub provides a central location for all FSU students to gather and innovate while having access to emerging technologies such as 3D printers, Augmented Reality, and Virtual Reality. The Entrepreneurship and Innovation Living Learning Community is one of several groups that use this creative space to hold active learning classes. In addition, the Innovation Hub sponsors and hosts workshops like Design for America where students can attend a boot camp in design thinking and innovation.

FSU Tech Fellows is a coalition of the state’s top entrepreneurship and innovation organizations, to promote diversity in the technology sector by providing summer internships for first-generation college students. In this program students gain hands-on experience and connections in tech entrepreneurship through working with incubator staff, startup companies, and mentors.
The Jim Moran School has developed over 50 unique courses in entrepreneurship that spread across various disciplines. Some examples include: Themed Experiences, Mechatronics, Intrapreneurship, Biomedical Innovation and Entrepreneurship, Enough to be Dangerous, Experiences in Entrepreneurship, Music Entrepreneurship, and many more!

**In the 2018-2019 academic year**

- 21% of all FSU undergraduate students have taken an entrepreneurship course offered through the Jim Moran School. This number includes students from 124 different majors across campus!
- Over 250 students completed internships through the JMS in over 21 different industries including hospitality, athletics, technology, non-profits, logistics, construction, buying, and marketing.

We currently house several entrepreneurship focused student organizations which focus on various disciplines. Some of these organizations include:

- **TAMID Group**
  Integrates the next generation of entrepreneurs and business professionals with Israel through a comprehensive education curriculum, pro-bono consulting for Israeli startups, capital market investment research, and a summer internship program in Israel all focusing on technology.

- **The Society of Engineering Entrepreneurs**
  Aims to instill a culture of innovation and entrepreneurship amongst its engineering focused members.

- **Enactus**
  Is an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need.

- **The Collegiate Entrepreneurs’ Organization**
  Is a student organization open to all students, which actively promotes its mission to inform, support, and inspire college students to seek opportunity through enterprise creation.

- **Society for Advancement of Management, Inc. (SAM)**
  Is a nonprofit organization established in 1912 and founded for the purpose of promoting scientific study of the principles governing organized efforts in industrial and economic life. The FSU Chapter fulfills this mission through the study of management theory and practice through community service.

  **Mission:** To provide an opportunity for the members to increase management skills and expertise through participation in programs and services designed to improve the professional quality of their knowledge, performance, and leadership ability.

- **Florida State University Enactus**
  Integrates the next generation of entrepreneurs and business professionals with Israel through a comprehensive education curriculum, pro-bono consulting for Israeli startups, capital market investment research, and a summer internship program in Israel all focusing on technology.

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- **Florida State University Enactus**
  Integrates the next generation of entrepreneurs and business professionals with Israel through a comprehensive education curriculum, pro-bono consulting for Israeli startups, capital market investment research, and a summer internship program in Israel all focusing on technology.
21% of Florida State University undergraduate students have taken at least one entrepreneurship course.

124 different majors across FSU campus have taken entrepreneurship classes at the Jim Moran School of Entrepreneurship.

7 countries in which we offer entrepreneurship classes.

Over 40 student events and competitions for students across all disciplines.

Over 50 unique entrepreneurship classes.

3 entrepreneurship majors: Commercial, Social, Retail.

6 entrepreneurship minors: Computational Science, Commercial, Hospitality, Retail, Social, STEM.

14 entrepreneurs-in-residence across the university.
Students interested in starting their own business may be interested in completing a minor in Entrepreneurship. This is a 12 credit-hour program designed to provide exposure to entrepreneurship to a broad group of students. Specifically, it affords the opportunity for students in all majors to learn how to start and build a successful business. Students completing the program will become knowledgeable about how to initiate and manage new ventures, sources of funding, and business planning.

The Jim Moran School of Entrepreneurship has given my classmates and me an education that is unparalleled to any other. Thanks to this program and the incredible professors, I’ve gained such a diverse set of skills and knowledge that will help me excel in all future ventures.”

— Chandler Davis, Class of 2019
COMMERCIAL ENTREPRENEURSHIP
- ENT 3003 Introduction to Entrepreneurship
- ENT 3423 Funding Sources
- ENT 4014 New Venture Creation
- One Approved JMS Elective or Internship

SOCIAL ENTREPRENEURSHIP
- ENT 3003 Introduction to Entrepreneurship
- ISS 3241 Foundations of Social Entrepreneurship and Innovation
- Choice of one SEI Capstone Course
- One Approved JMS Elective or Internship

COMPUTATIONAL SCIENCE ENTREPRENEURSHIP
- ENT 3003 Introduction to Entrepreneurship
- ISC 1057 Computational Thinking
- ISC 3275 Intro to Game Design & Simulation
  or ISC 3313 Intro to Scientific Computing
- One Approved JMS Elective or Internship

HOSPITALITY ENTREPRENEURSHIP
- ENT 3003 Introduction to Entrepreneurship
- HFT 1000 Introduction to Hospitality and Tourism
- HFT 3240 Managing Service Organizations
- One Approved JMS Elective or Internship

RETAIL ENTREPRENEURSHIP
- ENT 3003 Introduction to Entrepreneurship
- CTE 3806 Introduction to Merchandising
- CTE 3862 Retail Operations
- One Approved JMS Elective or Internship

STEM ENTREPRENEURSHIP
- ENT 3003 Introduction to Entrepreneurship
- ENT 2624 Enough to be Dangerous
- ENT 4XXX Mechatronics
- One Approved JMS Elective or Internship
GREENHOUSE INCUBATOR
For Florida State students from any discipline interested in starting or growing a business

JM Micro Grants

FSU students are awarded up to $5,000 to validate or grow their business idea. Open to graduate and undergraduate students across campus.

OUR SERVICES

- Mentoring
- Co-Working Space
- Monthly Roundtable Events
- Networking
- Adobe Creative Suite
- Connections to Entrepreneurs in Residence and Community Supporters
- E-Clinic: Business Development Advice

InNOLEvation® Challenge Business Model Competition

- Open to all FSU students
- Workshops provide in-depth information on how to create and develop a business
- Monetary prizes and in-kind services are awarded

EVENTS

7 Under 30 Speaker Events Workshops & Competitions

Contact Us

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MARCH 8-9
Fri 5-9pm, Sat 9am-9pm

A FUN and challenging two-day team-building innovation and business pitch competition!
Free meals, t-shirts and $5000 in prize money!

INNOVENTURE
<!--weekend--> @ FSU’s Innovation Hub
on Landis Green - 142 Collegiate Loop

Student from ALL MAJORS welcome especially FAMU-FSU Engineering Students
Register at www.innovation.fsu.edu/Innoventure by March 1

sponsors:

JIM MORAN SCHOOL OF ENTREPRENEURSHIP
FAMU-FSU Engineering

DREAM BIG, WIN BIG!
The InNOLEvation® Challenge!

The Jim Moran School of Entrepreneurship
Business Model Competition

$30,000 In Prize Money

First place team wins the Mark K Scott Infinity Fund Prize of $10,000.

INFORMATION SESSIONS WILL BE HELD ON SEPTEMBER 12TH AND 13TH AT 5:00PM IN THE INNOVATION HUB PROGRAM ROOM
APPLICATION DEADLINE: NOV. 2, 2018 AT 11:59PM
FOR MORE INFORMATION OR TO APPLY ONLINE, VISIT JIMMORANSCHOOL.FSU.EDU/INNOLEVATIONCHALLENGE
OPEN TO FSU STUDENTS ONLY

7 UNDER 30
AN EVENT FEATURING 7 SUCCESSFUL FSU ENTREPRENEURS WHO STARTED BUSINESSES BEFORE THE AGE OF 30

WEDNESDAY, NOVEMBER 7, 2018
3:00PM
Jim Moran Building
Event Space
111 S. Monroe St
A reception will follow

Christie Chirinos
General Manager

Brad Buckenheimer
Hospitality Group CEO

Ashley Clay Cagle
Square Kilometer Consulting President

Angie Croft
Pai Danni's, Inc. Founder and CEO

Rosa Mayguer
Rose Gold Boutiques Marketing Agency

Vince Caracce
Veritas, Inc. CEO

Nicholas Earnest
Capital City Consulting Founder & Consultant

NO CHARGE TO ATTEND. FOR MORE INFORMATION AND TO REGISTER, VISIT JIMMORANSCHOOL.FSU.EDU/7UNDER30