“Creating a Masters Program in Entrepreneurship”

2007 NCEC Conference
Entrepreneurship Centers as Agents of Change:
Campus, Community, Nation and World

- October 6, 2007-
MSE Launch Drivers

• Market Need
• Revenue Generation
MSE Development Timeline

- Deans establish partnership
- Seed grant from Continuing Education
- Curriculum outlined
- Approvals obtained
- Master of Science with a Major in Business Administration and a Concentration in Entrepreneurship
MSE Program Structure

• Weekend Professional MSE
• On-Campus Traditional MSE
• Internet MSE
MSE Program Funding

• Seed Funding
• Weekend Professional
• State/College
• Endowment
MSE Program Goals

• Foster innovation and increase the success rate of ventures

• Link students, entrepreneurs, service providers and investors statewide across industries

• Support the UF Center for Entrepreneurship and Innovation in its academic mission
MSE Program Learning Objectives

• General Learning Objectives
• Discipline-Specific Learning Objectives
MSE Curriculum

- Core Business Courses
- Core Entrepreneurship Courses
- Experiential Learning Activities
MSE Faculty Sourcing

• Warrington College of Business Administration Faculty
• Center for Entrepreneurship and Innovation Clinical Faculty
• Campus Adjunct Faculty
• External Adjunct Faculty
MSE Target Audience

• Small and family business owners
• Inventors/scientists and product development specialists
• Professional practitioners (lawyers, physicians, veterinarians)
• Investors and service providers
• Current and prospective entrepreneurs and intrapreneurs
MSE Program Graduates

• Currently 114 graduates (statewide and overseas including Peru, China, India, Columbia, Spain and Thailand)
• Educators and professional practitioners (doctors, lawyers and a veterinarian)
• Small and family business owners
• “Corporate Venturers” within Lockheed, Universal Studios, Shell Oil, Nationwide, FedEx, Darden and DHL Express
MSE Program Assessment

• Course-specific learning objectives
• Program-specific learning objectives
• Program data collection
MSE Measures of Success

- Alumni success (longitudinal)
- National recognition
- Faculty evaluations
- Student feedback
- Staff satisfaction
- Funding success
- Program growth (quality and quantity)
- Student growth and diversity
Conclusions

- Currently offer Master of Science in Entrepreneurship (MSE) in 2 formats
- To-date…114 program graduates
- Established a $4 million endowment for MSE Program in 2007
- Internet MSE track set for 2008 launch
- Global Entrepreneurship Study Tour set for launch in 2008 (Dublin)