



FLORIDA STATE UNIVERSITY
JIM MORAN SCHOOL OF ENTREPRENEURSHIP

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.

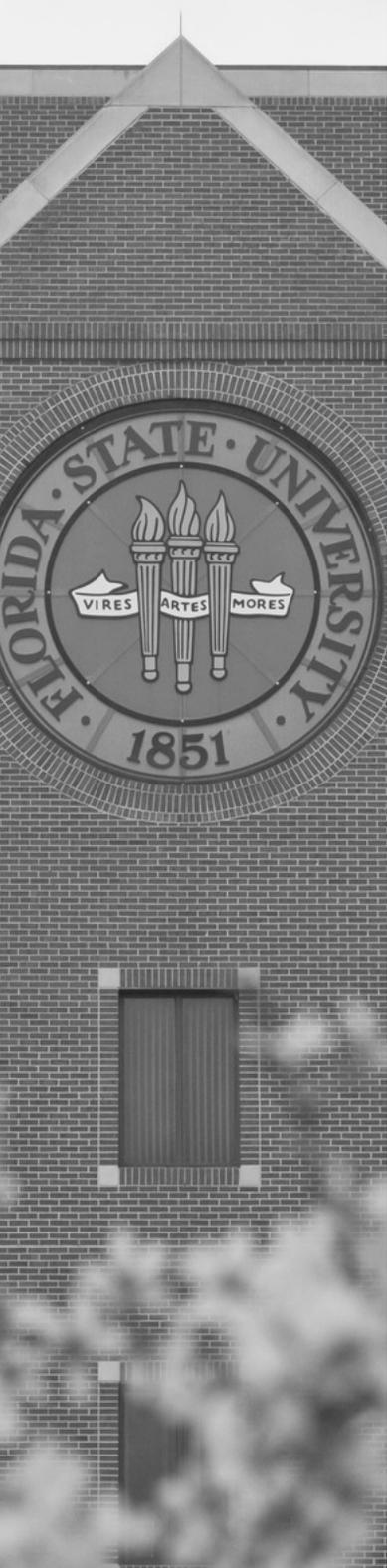
OUR UNIQUE APPROACH

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):

7 UNDER 30

This event invites seven FSU alumni who started their business before reaching the age of 30 to come and share their successes and challenges with current students. These alumni stress the diversity and reach of entrepreneurship amongst all disciplines.

INNOVENTURE WEEKEND

This competition is offered through the collaboration of the Jim Moran School, the Engineering School, Innovation Hub partners, and various other departments across campus. Students with diverse academic backgrounds are placed together in teams and asked to create a product or service in order to solve a specified problem, resulting in a pitch at the end of the weekend. See Appendix C.

INNOLEVATION® CHALLENGE

With a focus on identifying real-world problems and potential solutions, the InNOLEvation® Challenge business model competition is the school's primary annual competition. Student teams from all disciplines can participate in 12 educational workshops provided by FSU's Entrepreneurs in Residence, and there are two qualifying rounds before the final presentations that culminate in a \$10,000 first place prize. The competition includes the Jim Moran Challenge Social Venture Award for the business with the strongest social or environmental impact.

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.

TO ACHIEVE YOU MUST FIRST BELIEVE

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:



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.



"The Entrepreneurship program is more than just classrooms and textbooks, it is small groups, real life problem solving, community, and lifelong connections."

**- Cory Witt, Class of 2019
SAM Club Member**



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.

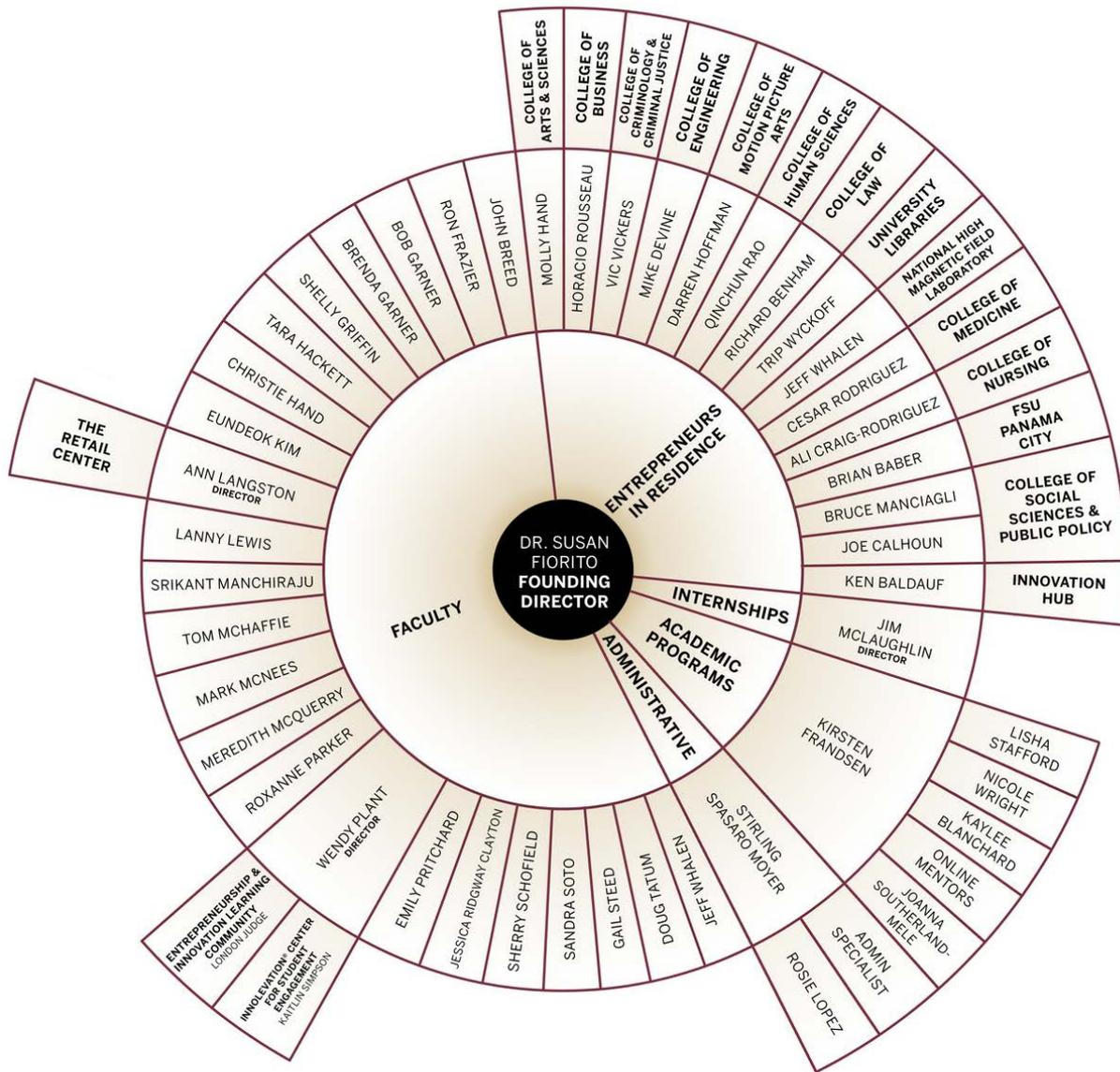


International Genetically Engineered Machine club, which sets out to find a problem, need, or curiosity in the world and explore it with synthetic biology.



The Office of Entrepreneurship and Innovation serves as the go-to place for student entrepreneurs on campus. They provide resources, networking, recognition, and assistance for students and student startups across all fields and industries.

ORGANIZATIONAL CHART



STRATEGIC PARTNERS



21%

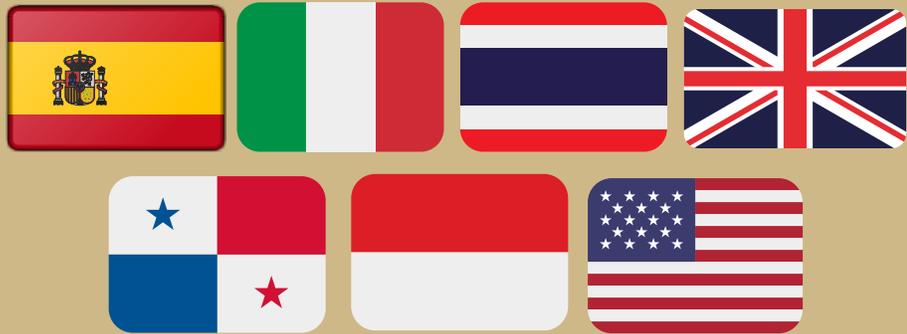
of Florida State University undergraduate students have taken at least one entrepreneurship course



STUDENTS IN
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



ENTREPRENEURSHIP MAJORS
3
COMMERCIAL
SOCIAL
RETAIL

COMPUTATIONAL SCIENCE
COMMERCIAL
HOSPITALITY
RETAIL
SOCIAL
STEM
ENTREPRENEURSHIP MINORS
6

14 entrepreneurs-in-residence across the university





JIM MORAN SCHOOL OF ENTREPRENEURSHIP

look forward to a brighter future with a **MINOR IN ENTREPRENEURSHIP**

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.

**COMMERCIAL
ENTREPRENEURSHIP**

**COMPUTATIONAL
SCIENCE
ENTREPRENEURSHIP**

**HOSPITALITY
ENTREPRENEURSHIP**

**RETAIL
ENTREPRENEURSHIP**

**SOCIAL
ENTREPRENEURSHIP**

**STEM
ENTREPRENEURSHIP**

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



**JIM MORAN SCHOOL
OF ENTREPRENEURSHIP
MINOR IN ENTREPRENEURSHIP**

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





**JIM MORAN SCHOOL
OF ENTREPRENEURSHIP**
Center for Student Engagement

GREENHOUSE INCUBATOR

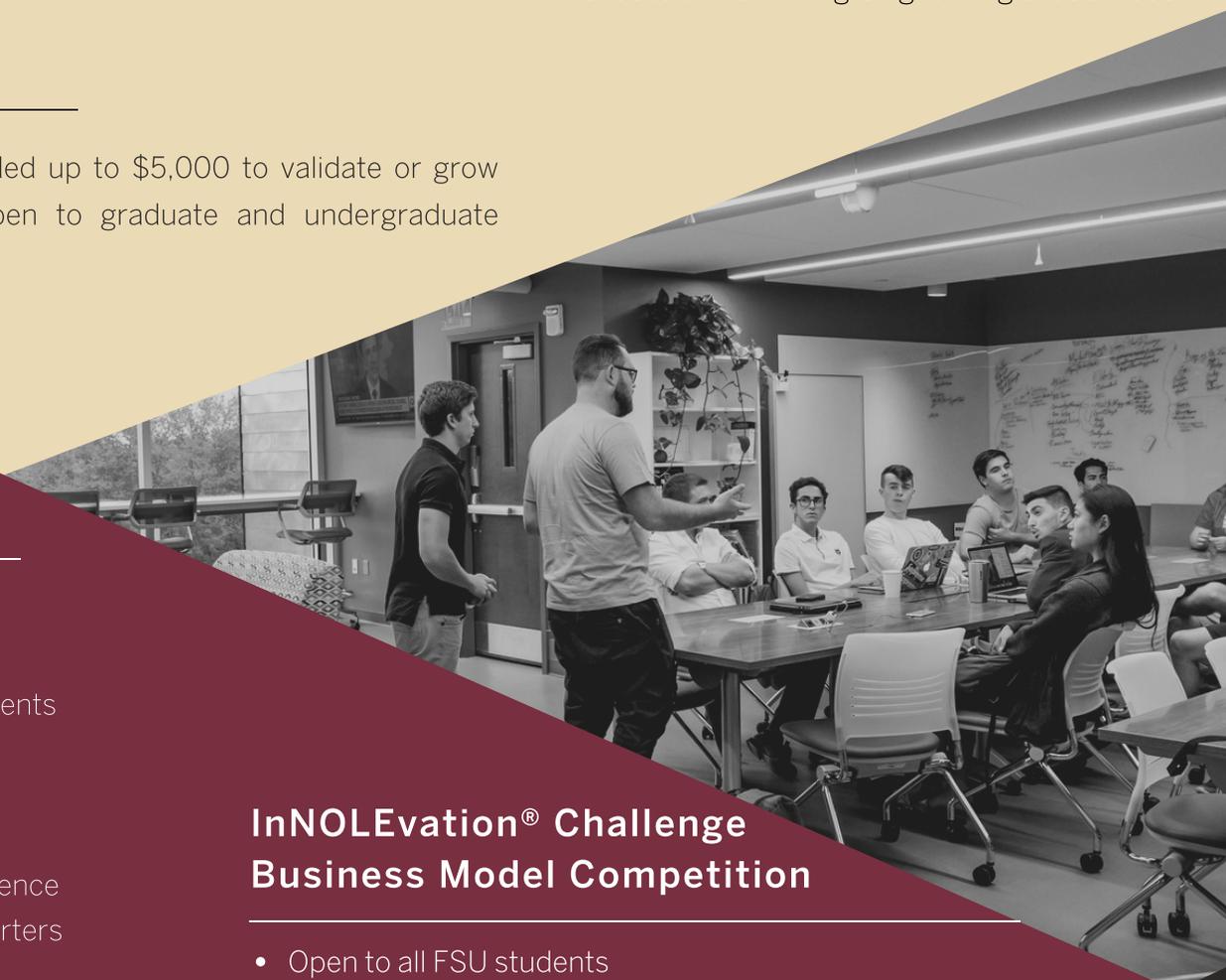
For Florida State students from any discipline interested in starting or growing a business

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

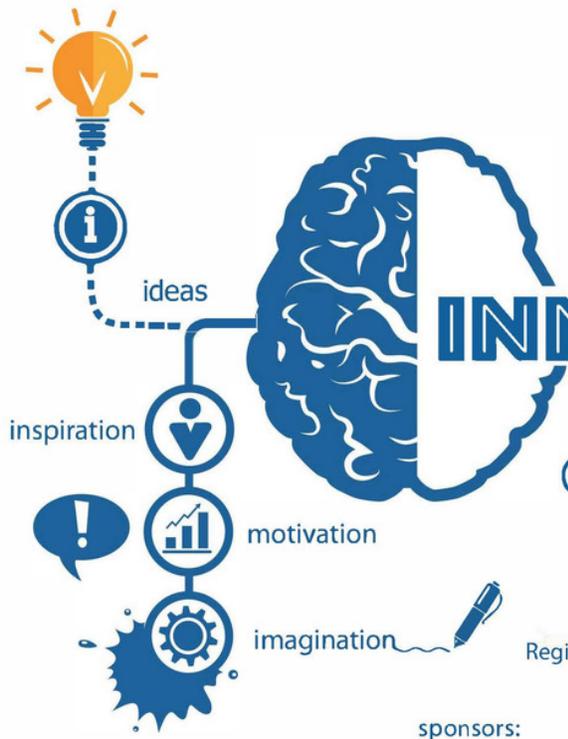
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@JimMoranSchool





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 \$600 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:



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/INNOLEVIATIONCHALLENGE
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 Caldera WP General Manager	 Brad Buckenheimer Rise and Grind Hospitality Group CEO	 Ashley Cline Cagle Equestrian Consulting President	 Angie Croft Pop Goes the Party, LLC Founder and CEO
 Rosalynn Glover Rosa Gold Boutique Marketing Agency + Rosa Rogue, an Accessories Brand Founder	 Vince Cacace Vertebrae, Inc. CEO	 Nicholas Iarossi Capital City Consulting Founder & Consultant	

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



JIM MORAN SCHOOL OF ENTREPRENEURSHIP

