

UF | **Thomas S. Johnson Master of Science
in Entrepreneurship Program**
Hough Graduate School of Business
Warrington College of Business Administration
UNIVERSITY of FLORIDA

**“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)