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April 17, 2014

HarborNotes Weekly

Five Things to Know About USF St. Petersburg

We invite you to enjoy this special edition of HarborNotes, which features some of the talented faculty, staff and students of the USFSP College of Business.

USFSP Wins Entrepreneurship 3-Peat

For the third year in a row, Entrepreneurship students at USFSP trounced the competition: They won the national simulated startup competition hosted by the Collegiate Entrepreneurs' Organization (CEO).

"CEO is the largest student entrepreneurship group in the nation, with 264 universities as members," said William Jackson, D.B.A., director of USFSP's **Sustainable Entrepreneurship & Innovation program**. "Our three-time win feels particularly good given the competition."



Entrepreneurship faculty
Bill Jackson



(from left) Entrepreneurship competition winners
Kevin Mircovich, Christa Hegedus, Lazar Anderson, Liz Powers and Andrew DeFraties

Brigham Young and the University of South Alabama were among those competing this year. Last year, USFSP beat LSU.

CEO's Startup Simulation Challenge requires that participants operate a virtual company over six quarters in simulation time. Points are accumulated as team members make decisions about the business.

"We place a lot of emphasis on creative problem-solving in our courses," said Jackson. "It's just one of the advantages we brought to the table."

In a story published by Tampa Bay's economic development publication, **83 Degrees**, team member Lazar Anderson said the win demonstrates USFSP's ability to compete on a national level. "We've consistently beaten top tier universities across the country," he said. "Although we're a young program, we're dominant."

A Home and a Hub: Legislative Update

Florida's legislative session is nearing its end and USFSP awaits final decisions from the House and Senate, both of which are considering funds for our new College of Business building. The House has funded the project at just under \$10 million while the Senate appropriations bill includes \$15 million. We went into session with the St. Petersburg Chamber of Commerce and the City of St. Petersburg having made this project a legislative priority. A new building will unify award-winning programs currently taught at locations across campus.

"A home for our College of Business is important to the future of

USF St. Petersburg and our business community," said Regional Chancellor Sophia Wisniewska. "Very talented students and faculty deserve a space of their own. We are truly grateful to our community partners and our Pinellas legislative delegation, including Senators Brandes and Latvala, for their support of this important project."



The **USFSP College of Business** is among only 1 percent of nearly 16,000 business schools worldwide accredited for both business and accounting by AACSB International. In the past five years, the college awarded over 1,800 degrees and the student body grew 7 percent to more than 1,200.

Computer Course Teaches Job Search Skills

Alison Watkins, Ph.D., associate dean of the College of Business, recently made significant changes to her Computers in Business course. But rather than simply teach software applications, Dr. Watkins decided to incorporate into the curriculum some career development skill sets: job search tools and best practices.

"Something that seems scary can become much less so when you know you've got a connection," said Watkins. "Students become familiar with the people and the process, and how we can help as they consider what they'll do when they graduate."



Dr. Alison Watkins

Class participants are required to complete career assessments, research career paths, identify internships and jobs leads, and create resumes, cover letters and PowerPoint presentations. Student response has been overwhelmingly positive, and the curriculum change has been adopted by all professors who teach Computers in Business at USFSP.

"Preparing students to succeed in the real world of business is where we excel," said Maling Ebrahimpour, dean of the College of Business. "The skills students learn in these computer courses become invaluable tools and help them advance in their chosen fields."

Opportunity Knocks: Calling All Interns

Once a USFSP student decides to become a Business major, they would be wise to make a note to self: "Meet Patricia Otero." Why? Otero is an advisor with the **Business Career Management Office** and quite possibly a student's best chance for landing an internship.

Otero works to place students with companies such as Raymond James, Jabil Circuit, FIS Global and Beall's, Inc. And she's racking up the success stories.

Jacqueline Blake, a graduate of the USFSP accounting program, has been employed with



Patricia Otero, Business Career Management Advisor

Goldman Sachs for approximately six years. Max Naluparayil, a Fall 2013 graduate from the Information System Management (ISM) program, was hired by Beall's Department Store as a Database Analyst after interning with them for one semester. Now, less than one year later, he was asked to contact Otero again to assist them in finding another intern. Within two weeks the company hired ISM senior Kelly Dueno.



Senior Kelly Dueno

"Internships are valuable in so many ways," said Otero. "They can affirm career choices. They can lead to job offers, and often do. Perhaps most importantly, they make the college experience real."

"These internships set the stage for students to develop professional expertise once they're actually in the field," said Vivian Fueyo, interim regional vice chancellor of Academic Affairs. "And this is the true measure of student success."

Grad Admissions Research Reveals MBA ROI

Research findings released recently by the Graduate Management Admission Council underscore the integral role business graduates play in our communities. GMAC surveyed nearly 21,000 business school alumni from the classes of 1959-2013, including USFSP graduates. The report states, among other findings, that 45 percent of alumni entrepreneurs from the classes of 2010-2013 started businesses at graduation, as compared with just 7 percent of alumni entrepreneurs who graduated before 1990.

Additionally, the report indicates the vast majority of MBA and other graduate business degree holders rate the value of their degree highly (94 percent), report high degrees of job satisfaction (83 percent), and say their expectations for the financial return on investment of their graduate management education were met or exceeded (79 percent).

USFSP will graduate 22 new MBAs in May.

"The MBA students at USFSP appreciate the flexibility offered by the mix of online and face-to-face classes that allows them to complete the program quickly and efficiently," said Gary Patterson, Ph.D., professor of Finance. "This satisfaction adds to the value placed upon the USFSP MBA degree."



Professor Gary Patterson (back right) led a group of MBA students to Kuwait this year to study the country's unique banking system. Students, from left: Liz Makofske, Eric LaBarre, Jeneca Willis, Bradley Gavornik and Matt Jackson

Upcoming Events

USFSP Butterfly Garden Dedication
Monday, April 21
10:00 a.m.

College of Education
Teacher Work Sample Poster Session
Tuesday, April 29
10:15 - 11:45 a.m.

USFSP Commencement
Sunday, May 4
6:00 p.m.

College of Education
Teachers as Leaders Institute
June 5 and 6

[See details and more events on our Things To Do Calendar](#)

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HarborNotes publishes weekly during the fall and spring semesters. To suggest a story, contact the editor:

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