



FSU

**JIM MORAN COLLEGE
OF ENTREPRENEURSHIP**

**FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF ENTREPRENEURSHIP**

**FIVE
YEAR
REPORT
2016-2020**

MARCH 2021



**JIM MORAN COLLEGE
OF ENTREPRENEURSHIP**

MISSION

The mission of the Jim Moran College is to inspire innovation, instill compassion and ignite an entrepreneurial mindset in the next generation of leaders.



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JMC BENCHMARKS AND
ACCOMPLISHMENTS

YEAR ONE 2016



Joining the Entrepreneurship and Innovation LLC was one of the best decisions I've made since coming to Florida State. I have made valuable connections with like-minded students who have aspirations for entrepreneurship and learned under some of the most successful entrepreneurs FSU has seen.



Jared Lawrence, 2018-2019 EILC student
Commercial Entrepreneurship, Class of 2022

JMC BENCHMARKS AND ACCOMPLISHMENTS 2016

- Submitted New Degree Program Proposal for Entrepreneurship, with majors in Commercial and Social Entrepreneurship
- Established four minors in Entrepreneurship
- Developed curriculum map
- Developed several new courses
- Established two Entrepreneurship scholarships
- Continued to teach current students within the College of Business
- First year to accept juniors as opposed to sophomores
- Susan Fiorito named Director of the Jim Moran School
- Started planning for High School Summer Camp
- Started planning for Entrepreneurship and Innovation Living Learning Community (EILLC)
- Created marketing materials for the Schools: Logo, Letterhead, Business Cards, Social Media accounts, website, etc.
- Worked on architectural plans for the Jim Moran Building



STUDENT ENGAGEMENT

- Established Jim Moran Micro grant program - Awarded 7 businesses a total of \$28,000
- Continued E-Clinic office hours - Provided assistance to FSU students from any college or discipline to answer questions about creating new ventures, connecting with resources and helping develop their business model canvas
- Continued InNOLEvation® Center student incubator - Provide counseling, mentoring, co-working space and roundtable seminars for 13 student ventures. Expanded resources for student entrepreneurs to include legal and accounting office hours as well as market research and marketing assistance for student businesses
- Held 7 Under 30 speaker event during E- Month (November)
- Held 5 Roundtable sessions with subject matter experts
- Held InNOLEvation® Challenge business model competition including a series of educational workshops during which eight finalist teams were judged by successful entrepreneurs, and a total of \$20,500 in prizes was awarded
- InNOLEvation Project - Consulting project for YATC. Accompanied student group on tour of the YATC facility in Deerfield Beach, Jan. 28, 2016. Final report delivered to YATC board in April, 2016
- Other Student and Community Events: Sponsored keynote speaker for Startup Week; Participated in FSU Day at the Capitol; Partner and sponsor for the Women in Business Conference; Sponsor and Judge for Hack FSU; participated in the Women in Tech seminar during the event; Sponsored Society of Engineering Entrepreneurs/CEO speed-dating event; Presenter at Women for FSU Event; Sponsored Digitech and organized the Shark Tank event; Committee member and judge for the ACC Inventure Challenge (Ga Tech) and accompanied student team to competition in Atlanta, GA; accompanied finalist team to TCU's Values & Ventures competition in Ft. Worth, Texas; Sponsor and Judge for Society of Engineering Entrepreneurs Shark Tank; sponsored 8 students attending Emerge America conference in Miami, and held presentation on their learnings and experiences; sponsored Nanotechnology Entrepreneur Talk, Coached and accompanied student team to the Florida Venture Forum's Statewide Collegiate Business Plan competition, St. Petersburg, FL
- Faculty Director for Collegiate Entrepreneurs Organization and DECA

JMC BENCHMARKS AND
ACCOMPLISHMENTS

YEAR TWO 2017



Having the opportunity to work with FSU faculty and advisers and getting support from the Jim Moran School has shown us the sky is truly the limit, We hope to inspire other students to pursue high-impact projects.



Nkechi Emetuche,
FSU Student and member of InnoHealth Diagnostics, Mark K. Scott
Infinity Funds First Place winner at the 2019 InNOLEvation® Challenge

JMC BENCHMARKS AND ACCOMPLISHMENTS 2017

- Accepted first cohort of students within the Jim Moran School (a full year earlier than originally planned)
- Worked on architectural plans for the Jim Moran Building
- Worked closely on curriculum and engagement opportunities with EIRs around campus
- Student Engagement fully moved over to the School (a year earlier than originally planned)
- Developed new courses
- Worked on plans to transition the Retail Merchandising and Product Development (RMPD) program out of the College of Human Sciences and into the Jim Moran School
- Hired first administrative (HR/Budget/Procurement) staff



STUDENT ENGAGEMENT

- Student Engagement moved from JMI in the College Of Business to the Jim Moran School
- Established Jim Moran Challenge for Social Entrepreneurship with \$10,000 prize
- Continued InNOEvation Challenge: Completed the 2016-2017 business model competition, including a series of educational workshops, seven finalist teams were judged by successful entrepreneurs, and a total of \$16,500 in prizes was awarded
- Continued the JM Micro Grant Program - Awarded 15 businesses a total of \$41,400
- Continued E-Clinic office hours - Provided assistance to FSU students from any college or discipline to answer questions about creating new ventures, connecting with resources and helping develop their business model canvas
- Continued InNOEvation® Center student incubator - Provide counseling, mentoring, co-working space and roundtable seminars for 14 student ventures. Expanded resources for student entrepreneurs to include legal and accounting office hours as well as market research and marketing assistance for student businesses
- Held 7 Under 30 speaker event during E- Month
- Held 11 Roundtable sessions with subject matter experts
- Campus Sponsorships: Modo Labs Appathon competition; HackEd event and competition; 2 HackFSU event and competition; Women in Leadership Conference; First annual Tomahawk Brunch; Digitech and Digitech Shark Tank Pitch Competition; Technology Business Pitch Competition
- External/Community Sponsorships: Accelerat(ED) Conference in Atlanta, GA, sponsor and attendee; Startup Weekend Tallahassee, sponsor and judge, Startup Grind sponsor
- Student State and National Competitions: REEF's Governor's Cup Competition, Florida Gulf Coast University, Fort Myers, FL; ACC Inventure Competition, Georgia Tech, Atlanta, GA; Draper Competition for Women Entrepreneurs, Smith College, Northhampton, MA; Daveler Competition, University of South Florida, Tampa, FL; Values and Ventures Competition, Texas Christian University, Fort Worth, TX; Florida Venture Forum's Statewide Business Plan Competition, Orlando, FL
- Other Student and Community Events: Back to Business event with community members, students, entrepreneurs, Education fellows, etc.; An Idea Goes Around the World international event with 6 student participants; Chamber of Commerce pitch event won by InNOEvation Center student business Nick Telford of Fly Mouthwash; Jim Moran School faculty member Lanny Lewis spoke to Gen FKD about his experiences of being an entrepreneur; Carr, Riggs, and Ingram accounting office hours; Entrepreneurship Expo, FSU Day at the Capitol,
- Governor's Young Entrepreneur Award Winners: 10/25/16 Nick O'Donnell, 3/14/17 James Stage
- Faculty Director for Collegiate Entrepreneurs Organization and DECA

JMC BENCHMARKS AND
ACCOMPLISHMENTS

YEAR THREE 2018



The Jim Moran College is an amazing program full of teachers who will go above and beyond to help you achieve your goals. I am beyond honored to be a part of this college.



Riley Benson
Social Entrepreneurship, Class of 2021

JMC BENCHMARKS AND ACCOMPLISHMENTS 2018



- Accepted second cohort of students
- Gained the RMPD program (1 major, 500+ students, 1 staff, 9 faculty)
- Developed and implemented a new curriculum to transition the RMPD major into the Retail Entrepreneurship major, which began in the same year
- Moved into the Jim Moran Building (February)
- Hosted grand opening ceremony (April)
- Hired mapping coordinator, an advisor, an IT manager, an internship coordinator, a graduate program coordinator/marketing manager, and onboarded the RMPD administrator into the JMS team
- Hired two new teaching faculty
- Continued curriculum development for all programs within the Jim Moran School
- Continued meeting and working with EIRs across campus
- Established five Study Abroad scholarships for Jim Moran School students
- Worked on curriculum for Textiles and Apparel Entrepreneurship graduate program
- Renovated the Shaw building to include faculty and staff offices, an ultramodern new classroom, and two labs (faculty and staff moved in August)
- Established two new minors
- Started a Jim Moran School Newsletter
- Held first Jim Moran High School Summer Camp for students
- Entrepreneurship and Innovation Living Learning Community Opens
- Graduated last class of College of Business Entrepreneurship majors
- Hosted graduation celebration
- Hosted scholarship dinner for students and donors
- Established Honors in the Major
- Established a new scholarship for entrepreneurship students
- Developed promotional video for Orientation purposes
- Received \$8k in technology grants for Student Engagement
- Established textile testing services and Auxiliary fund
- Organized donation efforts for the Catholic Charities of NW Florida's holiday adopt-a-family program

STUDENT ENGAGEMENT

- Opened the Greenhouse incubator in the Jim Moran Building - Provide counseling, mentoring, co-working space and roundtable seminars for 24 student ventures. Expanded resources for student entrepreneurs include Business Law Clinic office hours
- Opened Sprout @ Shaw co-working space for student entrepreneurs
- Continued the JM Micro Grant Program - Awarded 14 businesses a total of \$31,950
- Continued InNOEvation Challenge: Completed the 2017-2018 business model competition, including a series of educational workshops, seven finalist teams were judged by successful entrepreneurs, and a total of \$30,500 in prizes was awarded, including the Jim Moran Challenge for Social Entrepreneurship
- Continued E-Clinic office hours - Provided assistance to FSU students from any college or discipline to answer questions about creating new ventures, connecting with resources and helping develop their business model canvas
- Held 7 Under 30 speaker event during E- Month
- Organized Tallahassee Startup Week and held Kick-off event in the JMB
- Managed InNOEvation® Project with Prof. Ron Frazier working with student on consulting project with Held Danfoss Turbikor
- Campus Sponsorships: Digitech and Digitech Shark Tank, College of Engineering Shark Tank, Women in Leadership Conference, InnoVenture Weekend, iGEM, Design for America, SAMS Club
- Student State and National Competitions: REEF's Governor's Cup Competition, ACC Inventure Competition, Georgia Tech, Atlanta, GA; Daveler Competition, University of South Florida, Tampa, FL; Florida Venture Forum's Statewide Business Plan Competition, Orlando, FL
- Other Student and Community Events: Tallahassee Startup Week, AERO
- Faculty Director for Collegiate Entrepreneurs Organization and DECA



JMC BENCHMARKS AND
ACCOMPLISHMENTS

YEAR FOUR 2019



The Jim Moran College helped a group of lifelong friends build the biggest heart screening nonprofit, not just in the country but in the world.



Evan Ernst,
Founder of Who We Play For

JMC BENCHMARKS AND ACCOMPLISHMENTS 2019



- Became the first Entrepreneurship College in the United States (November)
- Accepted first cohort of graduate students (August)
- Transitioned Retail Entrepreneurship into a limited access program
- Submitted proposal to establish new graduate degree in Entrepreneurship with majors in Hospitality Entrepreneurship and Product Development Entrepreneurship
- Established two new minors
- Held an open-house for the Shaw building (February)
- Graduated first Jim Moran School Cohort (May)
- Continued to develop new curriculum, including courses abroad
- Launched an entrepreneurship podcast
- Began work on our first Yearbook
- Re-vamped the internship program and procedures, leading to more student and alumni engagement
- Won the “Exceptional Activities in Entrepreneurship Across Disciplines” award at the GCEC Conference
- Won USASBE Model Emerging Program Award
- Hosted second High School Summer Camp for Students
- Susan Fiorito named Dean of the Jim Moran College (November)
- Hosted graduation celebration (May)
- Hosted scholarship dinner for students and donors
- Organized donation efforts for The Refuge House’s holiday gift program (December)
- Hired administrative specialist
- Hired three new teaching faculty
- Began working on renovation plans for the Visual Merchandising Lab
- Began working towards gaining funding and approvals for ThermaNOLE Comfort Lab
- Established the Jim Moran Building event rental services and Auxiliary fund
- Hosted several events at the Jim Moran Building in collaboration with campus and community partners, including University of Florida Health, the Big Bend Minority Chamber of Commerce, and more
- Received our first Federal research grant: \$400,000 from FEMA for Investigation of Design, Comfort and Mobility Issues for Female Firefighter Personal Protective Clothing

STUDENT ENGAGEMENT



- Continued the Greenhouse incubator in the Jim Moran Building - Provide counseling, mentoring, co-working space and roundtable seminars for 33 student ventures. Expanded resources for student entrepreneurs include Business Law Clinic office hours
- Continued the JM Micro Grant Program - Awarded 19 businesses a total of \$34,561.41
- Continued InNOEvation Challenge: Completed the 2018-2019 business model competition, including a series of educational workshops, seven finalist teams were judged by successful entrepreneurs, and a total of \$31,000 in prizes was awarded, including the Jim Moran Challenge for Social Entrepreneurship
- Continued E-Clinic office hours - Provided assistance to FSU students from any college or discipline to answer questions about creating new ventures, connecting with resources and helping develop their business model canvas
- Collaborated with community partners to establish the Tallahassee Mentor Network
- Held 3 Roundtable sessions with subject matter experts
- Held 7 Under 30 speaker event during E- Month
- Organized Tallahassee Startup Week and held Kick-off event in the JMB
- Held 3 Roundtable sessions with subject matter experts
- Campus Sponsorships: Digitech and Digitech Shark Tank, College of Engineering Shark Tank, Hack FSU, Women in Leadership Conference, Modo Labs Ideathon, iGEM, Design for America, SAMS Club
- Student State and National Competitions: Daveler Competition, University of South Florida, Tampa, FL; Turkey Tank; ACC Inventure Competition, Georgia Tech, REEF Governor's Cup Competition
- Other Student and Community Events: Tallahassee, Startup Week, Women in Entrepreneurship Panel, Mentor Nights (4)
- Faculty Director for Collegiate Entrepreneurs Organization and DECA

JMC BENCHMARKS AND
ACCOMPLISHMENTS

YEAR FIVE 2020



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



Cory Witt,
Commercial Entrepreneurship, Class of 2019

JMC BENCHMARKS AND ACCOMPLISHMENTS 2020

- Switched all classes to remote instruction mid semester with grace and agility (March)
- Developed a virtual graduation ceremony/celebration for the graduating class
- Submitted proposal for a major in STEM Entrepreneurship
- Submitted proposal for new master's program in Social and Sustainable Enterprises
- First cohort of Textiles and Apparel Entrepreneurship master's students graduated (August)
- Accepted first cohorts for graduate programs in Hospitality Entrepreneurship and Product Development Entrepreneurship (August)
- Continued to collaborate with EIRs from across campus
- Continued to develop new courses at both the undergraduate and graduate level
- Worked to develop the Automotive Franchise Entrepreneurship track within the Commercial Entrepreneurship major
- Renovated Visual Merchandising Lab to "the Retail Experiences and Innovation Studio" ("The Studio") including a state-of-the-art creative space for students, faculty, and staff
- Renovated the ThermaNOLE™ Comfort Lab (with a \$500K contribution from FSU)
 - Worked with FSU Administration Team to outfit the ThermaNOLE™ Comfort Lab with cutting edge textile testing solutions and technologies
 - Became the only University world-wide to own and operate an ANDI thermal manikin
- Filed the trademark application for ThermaNOLE™
- Worked diligently to create a safe learning and work environment for faculty, staff, and students during the COVID pandemic
- Received \$40k in technology grants for the renovation of The Studio
- Hired one new teaching faculty and one new instructional specialist
- Organized donation efforts for the Boys and Girls Clubs of the Big Bend's holiday gift program



STUDENT ENGAGEMENT

- Continued the Greenhouse incubator in the Jim Moran Building - Provide counseling, mentoring, co-working space and roundtable seminars for 24 student ventures. Expanded resources for student entrepreneurs include Business Law Clinic office hours
- Continued the JM Micro Grant Program - Awarded 12 businesses a total of \$29,500
- Continued InNOVation Challenge: Completed the 2019-2020 business model competition, including a series of educational workshops, seven finalist teams were judged by successful entrepreneurs, and a total of \$31,000 in prizes was awarded, including the Jim Moran Challenge for Social Entrepreneurship
- Campus Sponsorships: Women in Leadership Conference
- Other Student and Community Events: Tallahassee, Startup Week, Women in Entrepreneurship Panel, Mentor Nights (4)
- Note: Many campus and community events and competitions have been cancelled due to COVID-19



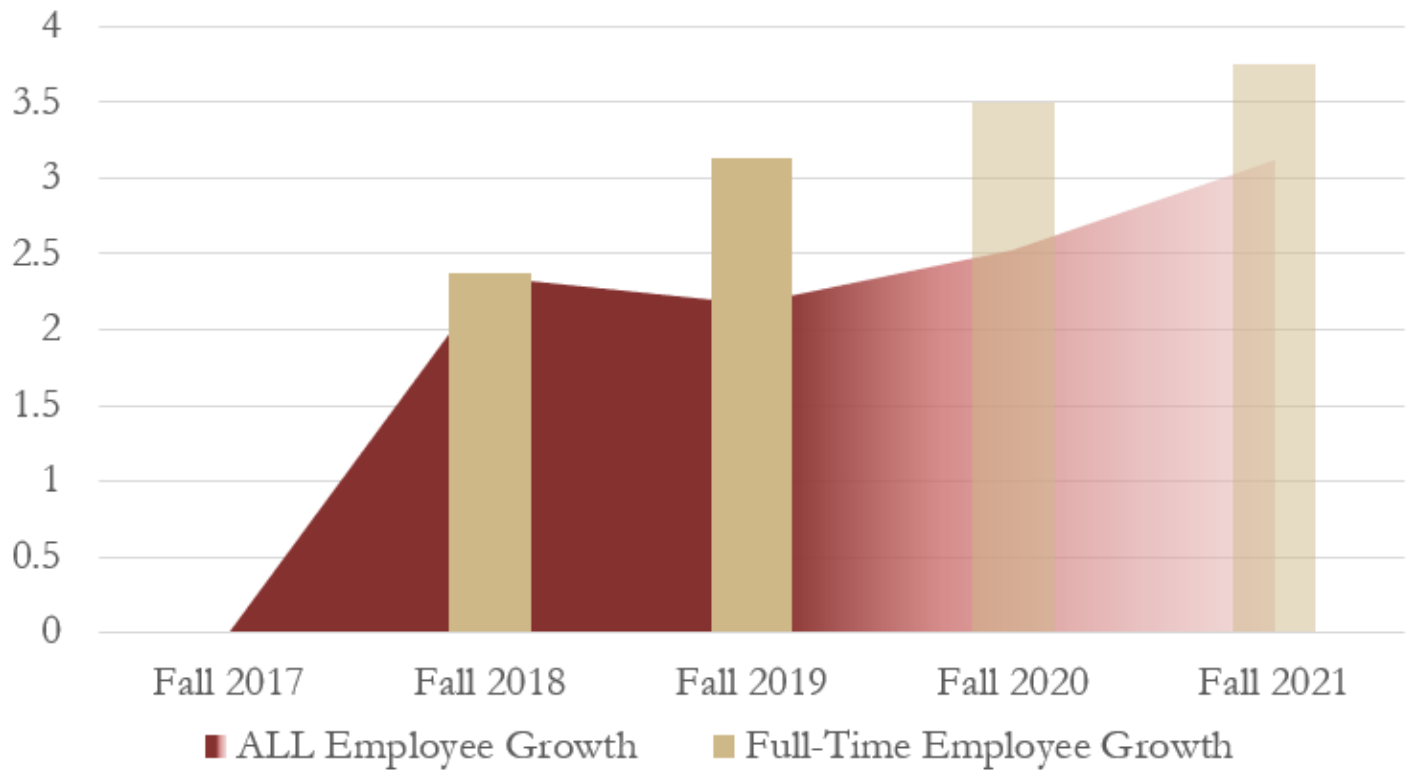
FLORIDA STATE UNIVERSITY
JIM MORAN SCHOOL OF ENTREPRENEURSHIP
FIVE YEARS IN REVIEW

JULY - JUNE
2016

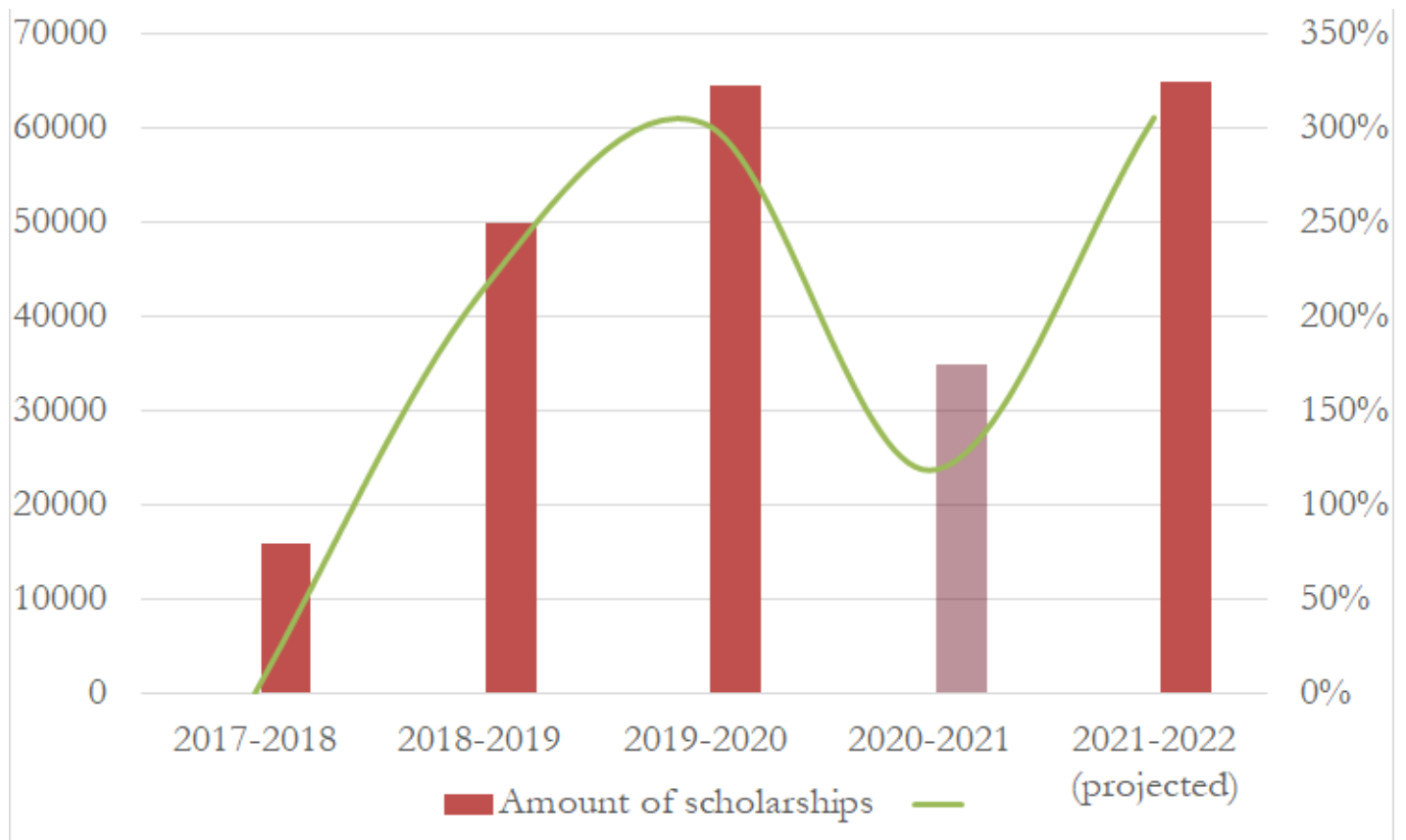
JULY - JUNE
2020

Two Entrepreneurship Majors: Commercial Social	UNDERGRADUATE MAJORS	Three Entrepreneurship Majors: Commercial Retail Social
Three Entrepreneurship Minors: Commercial Hospitality Social	UNDERGRADUATE MINORS	Seven Entrepreneurship Minors: Commercial Computational Science Hospitality Retail Operations Social STEM Textiles and Apparel
6 Faculty Members 3 Staff Members	FULL-TIME FACULTY AND STAFF NUMBERS	26 Faculty Members 10 Staff Members
Total students in all majors: 168	UNDERGRADUATE STUDENT NUMBERS	Total students in all majors: 808
Total students in all graduate programs: 0	GRADUATE STUDENT NUMBERS	Total students in all graduate programs: 64

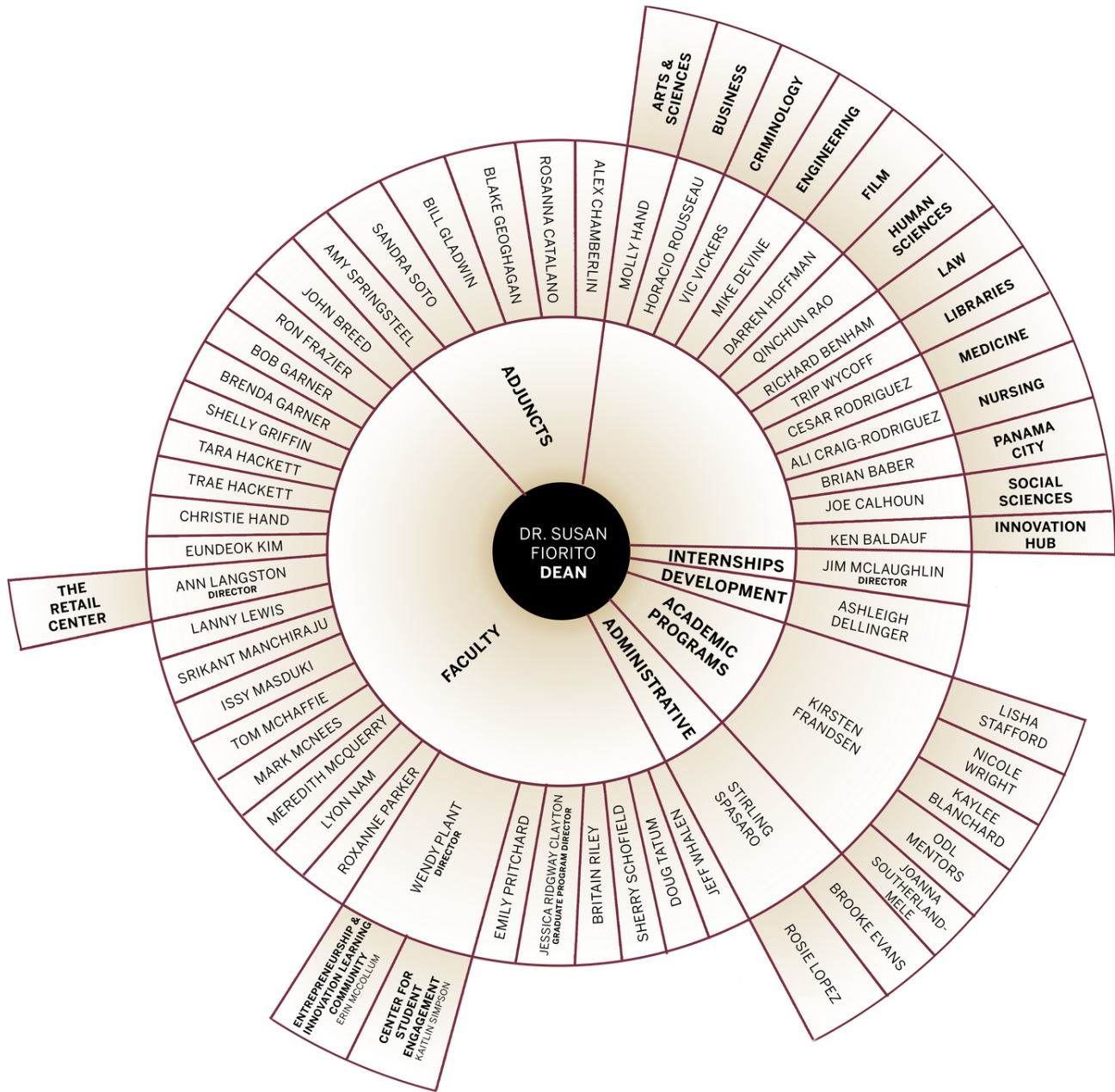
Employee Growth



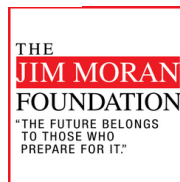
JMC Scholarships



ORGANIZATIONAL CHART



STRATEGIC PARTNERS



2021

JMC PLANS AND ACCOMPLISHMENTS



Please help others rise. Greatness comes not from a position, but from helping build the future. We have an obligation to pull others up.



Indra Nooyi,
CEO, PepsiCo

2021 PLANS AND ACCOMPLISHMENTS

Undergraduate Programs

Along with our current undergraduate majors two programs will begin in August 2021:

Current undergraduate programs

- Commercial Entrepreneurship (began 2017)
- Retail Entrepreneurship (began 2018)
- Merchandising
- Product Development

New undergraduate programs:

- Franchise Automotive Entrepreneurship (in partnership with Peter Boulware Toyota). This will have funded tuition scholarships from Peter Boulware Toyota and nine hours of paid internships for majors in this program (to begin May 2021). *See Appendix A.*
- STEM (Science, Technology, Engineering, Math) Entrepreneurship. This new major will require the students to have a minor in one of the STEM related areas (to begin August 2021). *See Appendix A.*

Graduate Programs

Course work focused MS degree majors and programs existing and new:

- Textiles and Apparel Entrepreneurship [face-to-face]: focuses on Textile Testing (began August 2019)
- Hospitality and Entrepreneurship [online], in partnership with the Dedman College of Hospitality (began August 2020)
- Product Development [face-to-face], focuses on helping students develop their ideas through product development (began August 2020)
- Social and Sustainable Enterprises [online], prepares students to create and manage sustainable companies that meet the needs of the present without compromising the future (to begin August 2021). *See Appendix A.*

Student Engagement

- Work with Opening Nights at FSU to establish an Entrepreneurship in the Arts speaker series. First event will feature artist Michael Rosato in April 2021.
- Establish a housing scholarship for a deserving student with financial need to live in the Entrepreneurship and Innovation Learning Community in Deviney Hall.

2021 PLANS AND ACCOMPLISHMENTS

Other College Plans

- Working with Florida Recycling Partnerships, Executive Director to begin an elective course in Graduate Student internships in all our graduate programs. We will be one of the first graduate programs to offer internships at the graduate level.
- Working with International Programs to provide our graduate students with a study abroad experience to begin the fall of 2021 in the:
 - Republic of Panama: focusing on logistics and supply chain
 - Florence, Italy: focusing on hospitality and textiles and apparel
 - Valencia, Spain: focusing on STEM and entrepreneurship, as well as vineyards.
- Establish a JMC Studio Lab that will foster STEM entrepreneurship and innovation at FSU by serving as the new centralized headquarters for students and employees seeking to develop and commercialize new offerings to address worldwide commercial markets. The goal of the Studio Lab is not to conduct foundational STEM research, but instead to facilitate commercialization efforts in fields such as engineering, chemistry, physics and computational science and medicine to enable new offerings into market sectors such as agriculture, manufacturing, biorobotics, drug development and artificial intelligence algorithms. The Studio Lab will also greatly enhance support for JMC students in the undergraduate STEM and Commercial Entrepreneurship programs as well as the graduate Product Development and Textile and Apparel Science Entrepreneurship master programs. (Proposals for grants in starting this fund have been submitted in 2021).
- Will begin in fall 2021 offering two Executive Education Programs nationwide with Program Director Doug Tatum on:
 - The Growth Challenge Workshop: which targets entrepreneurs leading emerging growth companies typically between 20 to 150 employees.
 - Profit Sense: which targets the employees of companies of all sizes
- Establish a Student Hall of Fame to be made up of graduates from the Jim Moran College who have established successful businesses.



JMC DEVELOPMENT REPORT



*If opportunity doesn't knock,
build a door.*



Milton Berle,
1908-2002

ANNUAL GIVING

- Created a new fund to support the general operations of the college at the discretion of the Dean
- Launching a new annual giving society, Dean's Club, in summer 2021 to garner support for the new fund from alumni, friends and parents and to build culture of philanthropy for the college and pipeline for major gift donors
- Participated in FSU's Great Give. In 2021, raised over \$5,135 in support of Learning Community Housing Scholarship and Student Entrepreneur Start-Up Support with alumni, faculty, staff and board members contributing.



MAJOR GIFT SUCCESS

- Secured a scholarship to support an Unconquered Scholars student majoring in the Jim Moran College of Entrepreneurship or pursuing a degree in the College of Business. Unconquered Scholars are students at Florida State University who have experienced foster care, homelessness, relative care, or ward of the State status.
- New Micro-Grant created to support student owned businesses: The Iansiti Micro Grant.
- Documented first estate gift for JMC in 2020.
- Currently, in two major gift discussions to support the college, totaling over \$200,000.



LEADERSHIP

- FSU Foundation hired Ashleigh Dellinger in 2021 to serve as the Development Officer for the Jim Moran College of Entrepreneurship, solely dedicated to building the fundraising efforts for the college.
- The Leadership Advisory Board was created in 2020 consisting of the President of the University, the Provost of the University, the Dean of JMC, two members representing Jim and Jan Moran and the Jim Moran Foundation. Their first meeting was held June 2020.
- Created and recruited for the Dean's Development Council. To date, eight council members have been recruited and committed to \$2,500 annual contribution to the Dean's college fund, and a consideration of a major gift and estate gift in support of the college. The council represents alumni, friends, and parents of the college. Their purpose is to act in a voluntary advisory capacity to the Dean of JMC on matters pertaining to the mission, vision and strategy of JMC in support of students, faculty and programming, in addition to their financial commitment and willingness to aid in fundraising efforts. First meeting was held in December 2020 and will meet in the spring and fall semesters going forward.



2022 - 2025

JMC PLANS



*The Jim Moran College of Entrepreneurship
will become the focal point for collegiate
entrepreneurial education.*



John Thrasher,
Florida State University President



Continue to grow our international study abroad programs so that every entrepreneurship major has the opportunity to study internationally.

Develop a summer immersive experience for serious student entrepreneurs who apply for the opportunity. They would receive funding to cover living and startup expenses so they can work full time on developing their businesses. Students in a small cohort would work in the Greenhouse student incubator and receive more intensive mentoring and support without the distractions of classes or jobs.

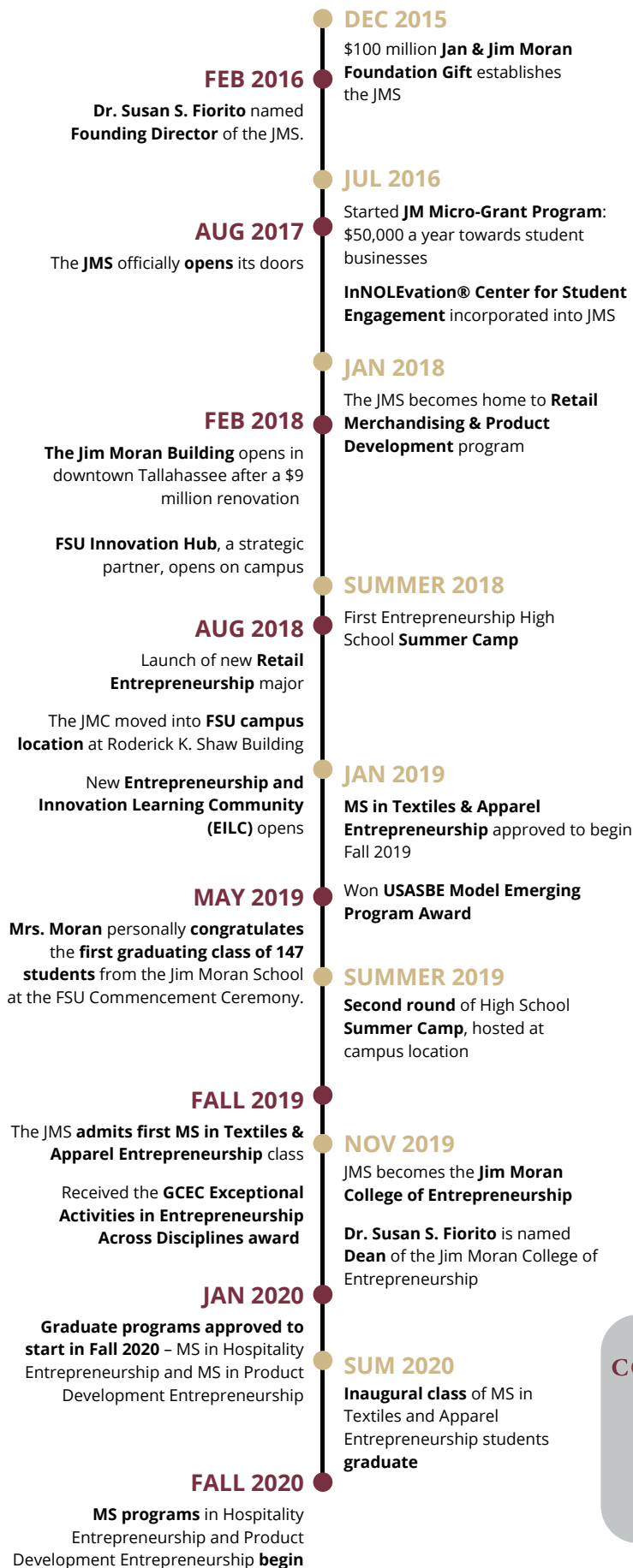
Working on a new Master's degree major "The Creative Arts and Entrepreneurship." This will be interdisciplinary with the College of Music, the College of Motion Picture Arts, and the College of Fine Arts. (Proposed to begin 2023).

Develop and fund fall and spring pitch competitions with the Experiences classes on the Panama City and Tallahassee campuses.

Increase promotion of all student engagement programs on the Panama City campus and make them available to students remotely through online platforms.

Once we are able to secure two tenure-track line from the Provost's office, we will propose a PhD program in Textiles and Apparel and/or Entrepreneurship with a focus on Product Development. Possible start date 2024.

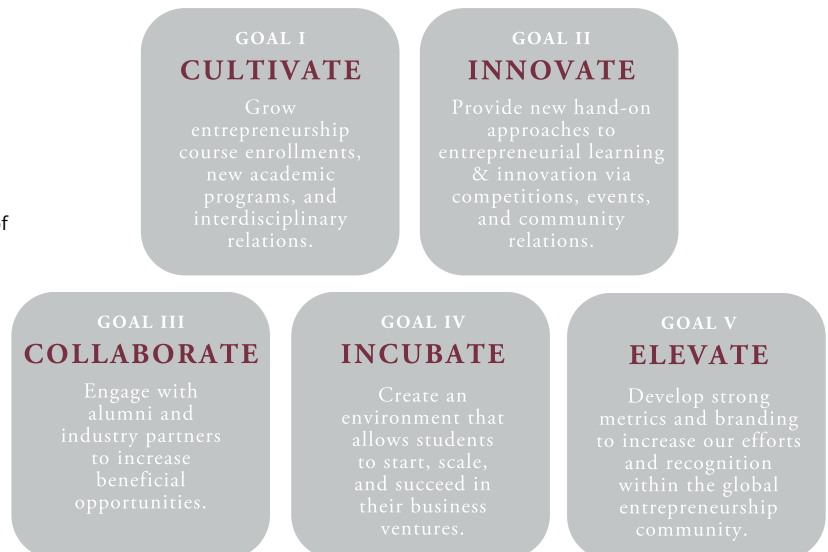
TIMELINE, MILESTONES & STRATEGIC GOALS



THE JMC MILESTONES ORIGINALLY ESTABLISHED WITH DONATION TO START THE SCHOOL

2016	<ul style="list-style-type: none"> Establish Entrepreneurship Connection Network (to connect students, faculty and alumni based on entrepreneurial interests, experience, and needs) Establish the Jim Moran Challenge (an innovation and social entrepreneurship competition) Establish the Jim Moran Micro-Grant Program
2017	<ul style="list-style-type: none"> Launch new interdisciplinary entrepreneurship major in Fall 2017
2018	<ul style="list-style-type: none"> Official opening of the School Establish new educational programs Establish university-wide EIR discretionary spending Continue curriculum development Establish Entrepreneurship Scholarship programs Research and Education Grants Establish Entrepreneurship Honors Program
2019 2020	<ul style="list-style-type: none"> See enrollments grow to several hundred students

AFTER RAPID GROWTH, THE JMC ADOPTED FIVE-YEAR STRATEGIC GOALS IN AUG 2019:



Jim Moran College of Entrepreneurship

Strategic Goals and Action Plans

2019–2024

STRATEGIC GOAL 1: CULTIVATE

- 1.1 Grow enrollment
- 1.2 Develop interdisciplinary curriculum for Entrepreneurship and Innovation (E&I) for future majors and minors across the University
- 1.3 Grow and develop E & I Master's programs
- 1.4 Develop E&I Doctoral programs
- 1.5 Create Honors courses across all programs
- 1.6 Preserve and showcase the Jim Moran College of Entrepreneurship (JMC) Historic Costume Collection

STRATEGIC GOAL 1: CULTIVATE ACTION PLANS

- 1.1 Increase enrollment in existing, E&I undergraduate and graduate programs and develop new Entrepreneurship majors and minors
 - Addition of STEM Entrepreneurship major
 - Addition of Arts Entrepreneurship minor
- 1.2 Engage with Entrepreneurs in Residence and FSU colleges to continue to build interdisciplinary undergraduate and graduate majors and minors. Enrollment will be incentivized at the undergraduate level by adding these courses to Academic Maps in select majors, minors and graduate programs and creating themed internships.
- 1.3 Grow and add Master's programs
 - MS – Textiles and Apparel
 - MSE – Product Development
 - MSE-- Hospitality
 - MS – Social Entrepreneurship
 - Graduate Certificate Program– Biomedical Entrepreneurship
- 1.4 Add Doctoral programs
 - Textiles and Apparel
 - Entrepreneurship and Leadership
- 1.5 Target E&I enrollments for students in the University Honors Program.
- 1.6 Preserve and showcase the JMC Historic Costume Collection
 - Digitize archives of the costume collection, creating an image database consisting of women's, men's and children's apparel and accessories primarily from the 19th and 20th centuries, thus increasing the availability and impact of the collection.
 - Advance recognition of the Collection by developing collaborations across campus as well as public exhibitions in the community
 - Expand learning opportunities for students who may be interested in artifact research and exhibition

STRATEGIC GOAL 2: INNOVATE

- 2.1 Increase Entrepreneurship competitions and events
 - Host competitions at FSU
 - Participate in national and international competitions
- 2.2 Enhance and refresh current mentor programs
- 2.3 Engage with local and national business community
- 2.4 Renovate the Merchandising space with the Innovative Retail Experience Lab
- 2.5 Develop Advanced Thermal Manikin Lab and add new equipment to the Textile Testing Laboratory

STRATEGIC GOAL 2: INNOVATE ACTION PLANS

- 2.1 Build events and increase competitions to promote E&I
 - Promote entrepreneurship and innovation to our students by engaging more of them in competitions and events
- 2.2 Increase mentor nights through our partnerships with local businesses, retailers, and Domi Station
- 2.3 Showcase the accomplishments of current and former members of the FSU community to inspire and encourage students to create new and innovative ventures
- 2.4-5 Showcase and utilize Retail Entrepreneurship labs to drive experiential learning for the students.
 - Innovative Retail Experience Lab will reconfigure former Merchandising Lab into an Omni-Channel Retail Platform leveraging technology
 - Thermal Manikin Lab will house state-of-the-art sweating thermal manikin and chamber testing instrumentation

STRATEGIC GOAL 3: COLLABORATE

3.1 Increase alumni engagement

3.2 Expand business partner participation

STRATEGIC GOAL 3: COLLABORATE ACTION PLANS

3.1 Increase alumni engagement:

- JMC to have dedicated Foundation Director for fund-raising and alumni engagement through targeted events, attractions, etc.
- Engage faculty and staff in alumni events, mentoring, etc.

3.2 Expand business partner participation: increase student, faculty, and staff collaborations with industry partners.

- Retail Center growth
 - Rebranding and partner expansion
- Internships/Co-ops
 - Growth and placement in all majors
- Job opportunities
 - Develop and increase job opportunities for students through industry partnerships and established internship programs

STRATEGIC GOAL 4: INCUBATE

4.1 Increase and support student businesses and ventures

4.2 Develop Executive Education programs that will enhance the reputation of JMC

STRATEGIC GOAL 4: INCUBATE ACTION PLANS

4.1 Increase and support student businesses and ventures:

- JMC will continue to support and increase participation in E&I incubators like the FSU Innovation Hub and the Domi Station.
- JMC will also look to expand the number of venues, mentoring, funding and collaborative opportunities that our students can participate in and be exposed to which can support their current businesses and/or launch their future ventures.

4.2 Development of Executive Education programs that will enhance the reputation of JMC

- Provide a platform of experiences and tools for seasoned executives to transform their thinking and provide leadership in an entrepreneurial and dynamic manner whether in their own business or in a corporation.

STRATEGIC GOAL 5: ELEVATE

5.1 Increase ranking

5.2 Identify metrics of success

5.3 Develop JMC marketing and communications strategies, etc.

STRATEGIC GOALS 5: ELEVATE ACTION PLANS

5.1 Improve ranking and visibility of JMC through national and global recognized programs and associations:

- Princeton Review,
- College and Student Competitions and
- Other esteemed platforms or events, which highlight E&I programs.

5.2 Identify metrics of success

- Internships
- Job offers
- Start-ups
- Alumni engagement

5.3 Develop JMC marketing and communications strategies to brand JMC through leveraging and promoting our mission, students, faculty, staff, and physical resources (labs, technology, etc.) to both higher education and innovative partnerships.

APPENDIX A

NEW ACADEMIC PROGRAMS



... in a world where we all try to figure out our place and our purpose here, your passions are one of your most obvious guides.



Nick Woodman,
CEO, GoPro



FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF ENTREPRENEURSHIP

COMMERCIAL ENTREPRENEURSHIP



The Commercial Entrepreneurship major is a redesigned, highly competitive, two-year program. Students will learn how to start and harvest a micro-business, focusing on the advantages and costs of the various sources of venture capital, opportunity recognition, market research, and feasibility. Students will also study technology commercialization, financial analysis, legal issues, and sales management.

"My time in the Jim Moran School of Entrepreneurship has allowed me to hone a lifelong passion and afforded me opportunities I would never before have thought possible. Throughout my two years in the program, I thrived off of the electric atmosphere that pushes students towards excellence and fuels innovation. The faculty, who come from entrepreneurial backgrounds, are incredibly knowledgeable and have become mentors for me as I prepare to build my future post-graduation. The Jim Moran School was the reason I choose to attend Florida State University and I could not be more grateful for this experience and all of the support that I have received along the way."

— Wesley Lopez, Inaugural Class of 2019

ADMISSIONS REQUIREMENTS

Admission to the limited access program requires the following:

- Completion of at least 52 semester hours
- Cumulative GPA on all college work of at least 2.70
- Completion of all required prerequisite coursework with at least a C minus or better
- Submission of completed application prior to posted deadline

Prerequisite coursework prior to admission (15 hours):

- ECO X013 (3) Principles of Macroeconomics
- ECO X023 (3) Principles of Microeconomics
- LDR XXXX (3) Any Leadership Course
- MAC 1105 (3) College Algebra or higher math
- STA 2023 (3) Business Statistics

Students, including transfer students, must apply by the posted deadline and be committed to the 2-year curriculum (no courses are guaranteed to be offered in the summer). Admission decisions will be based on academic achievement, evidence of prior entrepreneurial activity, and a compelling essay describing why you want to be an entrepreneur. Students must complete the admission requirements for this limited access program no later than the end of their sophomore year in order to be considered for admission to the major.

PROGRAM REQUIREMENTS

All commercial entrepreneurship majors must complete the following courses with a grade of C minus or better. Community college courses may not be substituted for 3000/4000 level courses.

Core requirements for all entrepreneurship majors (18 credit hours):

- ECO 3041 (3) Personal Finance
- ENT 1940 (0) Entrepreneurship Internship Prep
- ENT 2000 (3) Introduction to Entrepreneurship
- ENT 3451 (3) Entrepreneur's Guide to Accounting
- ENT 3515 (3) Principles of Social and Sustainable Enterprises
- ENT 4122 (3) Go To Market Strategies
- ENT 4943 (3) Entrepreneurship Internship

Required Courses for Automotive Franchising Track (13 credit hours):

- Automotive Sales, Customer Financing, & Ethics Internship (3)
 - This course replaces the three-hour Entrepreneurship Internship in the core requirements
- Automotive Accounting Supplement (1)
- Automotive Operations Internship (6)
 - This course replaces the two (6 hours) of Jim Moran College Electives in the commercial entrepreneurship major requirements
- Automotive Franchising, Financing and Insurance (3)

Required Core Courses for all Commercial Entrepreneurship majors (39 credit hours):

- ENT 3001 (3) Experiences in Entrepreneurship I
- ENT 3002 (3) Experiences in Entrepreneurship II
- ENT 3111 (3) Creating Value through Customer Acquisition
- ENT 3203 (3) Managing Growth
- ENT 3414 (3) Measuring Financial Success
- ENT 4110 (3) Entrepreneurship Capstone
- ENT 4114 (3) Business Plan Design
- ENT 4255 (3) Negotiations
- ENT 4305 (3) Legal & Ethical Environments
- ENT 4604 (3) New Product Development
- Two Jim Moran College Electives (6)

Choose one of the following technology courses:

- CTE 3055 (3) Computer Applications
- ENT 3629 (3) Entrepreneurial Technologies
- ENT 4811 (3) Entrepreneurial E-Commerce



"Inspiring innovation, instilling compassion and igniting an entrepreneurial mindset in the next generation of leaders."



FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF ENTREPRENEURSHIP

STEM ENTREPRENEURSHIP

The STEM Entrepreneurship bachelor of science program embodies the foundations of entrepreneurship with the technical rigor and fundamentals from science, technology, engineering and mathematics (STEM). Students coming in to the STEM Entrepreneurship program will choose a focus area in STEM to take a deeper dive into the discipline of their choice. This deeper dive will consist of completion of the respective STEM department's requirements for a minor/track. Three additional specially designed courses are offered in this program that are aimed at further enhancing students' understanding, experience and skillsets with science entrepreneurship in the real world: STEM Computer Applications and Data Science Entrepreneurship, STEM Product Development and STEM Research Methods. Upon graduation, students will be equipped to found their own STEM-based ventures, join other STEM ventures, begin careers with large corporations that focus on STEM-enabled offerings or move on to graduate degrees in entrepreneurship. The graduated students of the Jim Moran College STEM Entrepreneurship program represent a new breed of formally educated entrepreneurs that have the focus and abilities to work in the arena of innovating and commercializing science and technology.

ADMISSIONS REQUIREMENTS

Admission to the limited access program requires the following:

- Completion of at least 52 semester hours
- Cumulative GPA on all college work of at least 2.70
- Completion of all required prerequisite coursework with at least a C minus or better
- Submission of completed application prior to posted deadline

Prerequisite coursework prior to admission (15 hours):

- ECO X013 (3) Principles of Macroeconomics
- ECO X023 (3) Principles of Microeconomics
- LDR XXXX (3) Any Leadership Course
- MAC 1105 (3) College Algebra or higher math
- STA 2023 (3) Business Statistics

Students, including transfer students, must apply by the posted deadline and be committed to the 2-year curriculum (no courses are guaranteed to be offered in the summer). Admission decisions will be based on academic achievement, evidence of prior entrepreneurial activity, and a compelling essay describing why you want to be an entrepreneur. Students must complete the admission requirements for this limited access program no later than the end of their sophomore year in order to be considered for admission to the major.

PROGRAM REQUIREMENTS

All STEM entrepreneurship majors must complete the following courses with a grade of C minus or better. Community college courses may not be substituted for 3000/4000 level courses.

Core requirements for all entrepreneurship majors (15 credit hours):

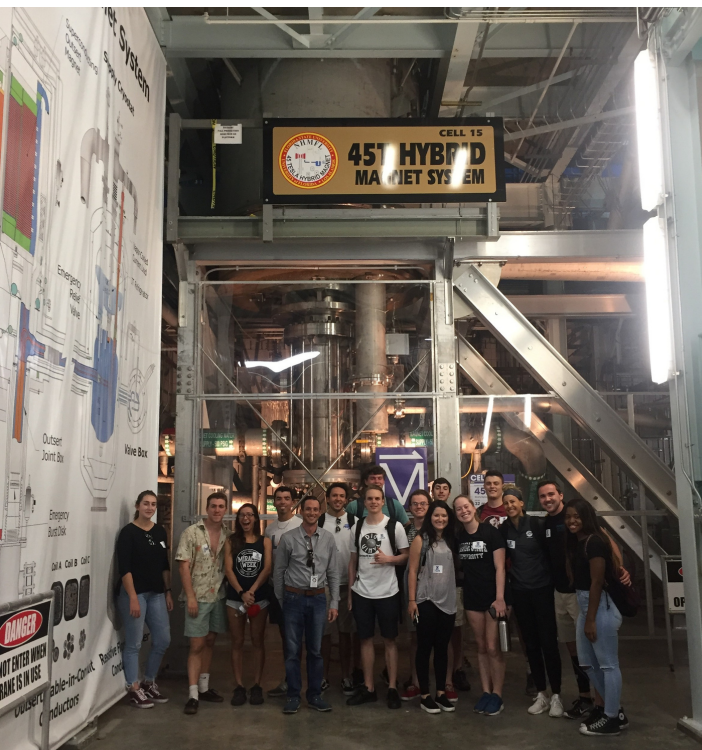
- ECO 3041 (3) Personal Finance
- ENT 1940 (0) Entrepreneurship Internship Prep
- ENT 2000 (3) Introduction to Entrepreneurship
- ENT 3451 (3) Entrepreneur's Guide to Accounting
- ENT 3515 (3) Principles of Social and Sustainable Enterprises
- ENT 4122 (3) Go To Market Strategies
- ENT 4943 (3) Entrepreneurship Internship

Required Core Courses for STEM Entrepreneurship majors (42 - 44 credit hours):

- ENT 3001 (3) Experiences in Entrepreneurship I
- ENT 3002 (3) Experiences in Entrepreneurship II
- ENT 3629 (3) Entrepreneurial Technologies
- ENT 4127 (3) Entrepreneurial Strategy
- ENT 4XXX (3) STEM Research Methods
- ENT 4XXX (3) STEM Computer Applications and Data Science Entrepreneurship
- ENT XXXX (3) STEM Product Development
- Two Jim Moran School Electives (6)

A minor is required for completion of this major. STEM Entrepreneurship minor focus areas can include but are not limited to (12 - 15 credit hours):

- | | |
|-------------------------|---------------------------------|
| • Biology | • Information Technology |
| • Chemistry | • Mathematics |
| • Computational Science | • Physics |
| • Computer Science | • Pre-health/Pre-med |
| • Engineering | • Other areas may be considered |



Master of Science in Entrepreneurship

SOCIAL AND SUSTAINABLE ENTERPRISES



FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF
ENTREPRENEURSHIP

INNOVATE. CHANGE. EXPLORE.



The Jim Moran College of Entrepreneurship's interdisciplinary Master of Science in Entrepreneurship (MSE) with a major in Social and Sustainable Enterprises online program prepares students to create and manage sustainable companies that meet the needs of the present without compromising the future.



This interdisciplinary and experiential curriculum is taught by university faculty and industry professionals in social entrepreneurship, corporate social responsibility, innovation, and social and environmental sciences.



A social and sustainable enterprise is determined by its Environmental, Social, and Corporate Governance (ESG) which refers to the three central factors in measuring the sustainability and societal impact of a business. These criteria help entrepreneurs create a business model or executives transition to a business model that incorporates people, planet, and profits which mitigates risk and fulfills the demands of consumers for more equitable and sustainable companies.

PROGRAM OVERVIEW

The MSE degree, with a major in social and sustainable enterprise, requires a total of 30 credit hours:

Core Curriculum	9
Major Courses	12
Elective Courses	9

Total Credit Hours: 30

CORE CURRICULUM

The following courses (9 credit hours) are required to be taken by all MSE students:

Course	Hours
Accounting and Finance for Entrepreneurs	3
Strategy Formulation	3
Foundations in Entrepreneurship & Leadership	3

MAJOR CURRICULUM

MSE students in the social and sustainable enterprise major are required to take 12 credit hours or major courses

Course	Hours
Measuring Social Impact	3
Sustainable Value Chains in a Net Zero Carbon World	3
System Thinking: Solving Wicked Problems	3
Leveraging Technology to Achieve Social & Sustainability Goals	3

ELECTIVE CURRICULUM

Social and Sustainable Enterprise students are required to take 9 hours of elective coursework. Elective options include the following, but are not limited to:

Course	Hours
Issues of Environmental Science	3
Ethics in Management	3
Applied ESG	3
Mission Aligned Capital	3
Human Behavior and the Social Environment	3
Sustainability & Human Rights in the Business World	3
Global Student Competitions	3



ADMISSION REQUIREMENTS

Admission to graduate school at Florida State University is a two-fold evaluation process. The Office of Admissions determines eligibility for admission to the University, and the academic department determines admissibility to the degree program. Final admission to the University is subject to approval by the Office of Admissions.

MINIMUM UNIVERSITY ADMISSION REQUIREMENTS

- A bachelor's degree from a regionally accredited U.S. institution, or a comparable degree from an international institution; or
- A graduate degree from a regionally accredited U.S. institution, or a comparable degree from an international institution

In addition to the above, students must be in good academic standing at their last institution in order to be considered for graduate study.

APPLICATION CHECKLIST

- Current resume / C.V.
- Personal statement questions (located within the online application)
- Two (2) letters of recommendation
- Test scores from a nationally standardized graduate admission test (such as the GRE or GMAT)
- Official transcripts (in a sealed envelope) from each college and/or university attended sent to the Office of Admissions

APPLY BY JULY 1

FALL ADMISSIONS

Start your application today:
admissions.fsu.edu/gradapp





FLORIDA STATE UNIVERSITY
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