

HEAVENER

SCHOOL OF BUSINESS

20
ANNUAL REPORT
17

ABOUT THE HEAVENER SCHOOL OF BUSINESS

The Heavener School of Business is the undergraduate division of the University of Florida's Warrington College of Business. Heavener is one of the nation's top-ranked undergraduate public business schools, offering bachelor's degrees in Finance, General Business, Management, Information Systems & Operations Management, and Marketing to more than 4,500 students. Accounting undergraduates earn their bachelor's degrees through the Fisher School of Accounting.

Heavener's simple formula of combining talented undergraduate business students with renowned scholars and innovative academic and professional initiatives creates one of the nation's most extraordinary business education environments.



FROM THE DIRECTOR

The 2017 academic year allowed the Heavener School of Business to focus on the cornerstone of our existence. Our foundation is built on creating impactful moments for students through academic rigor, leadership development, international immersion experiences and career readiness.

Focusing on these areas ensures that students leave the Heavener School prepared to make an impact in whichever industry they choose to pursue. They are guaranteed to grow in the classroom, better understand and cultivate their leadership abilities, take part in new experiences in cultures across the world and be prepared to secure a job at one of the nation's most desirable companies.

The rankings continue to show our impact. The Heavener School jumped to No. 14 among U.S. publics in *U.S. News & World*

Report's 2018 Best Undergraduate Business Programs rankings, our highest spot in this ranking since 2000.

Our unwavering goal is to create transformation in the lives of the students we are trusted to serve through self-discovery, boundary-expanding experiences, and a profound focus on career success and life satisfaction.

Sincerely,



ALEX D. SEVILLA

*Associate Dean & Director,
Heavener School of Business*

THE 4 PILLARS

ACADEMIC RIGOR

The Heavener educational experience is a dynamic fusion of academic rigor, technology innovation and a wealth of co-curricular growth opportunities. Our goal is to stretch beyond boundaries and prepare beyond expectations.

CAREER DEVELOPMENT

Business Gators are driven to reach beyond a mere job offer to strive for premier positions at the most sought after companies. Heavener students are career ready in order to deliver impact and make a difference.

INTERNATIONAL STUDIES

Heavener has developed a comprehensive suite of international programs that provide students with the opportunity to live, learn and work overseas. 47% of Heavener students expand their capabilities and global acumen through these programs.

LEADERSHIP

Heavener students are expected to lead peers, programs and organizations throughout their UF experience. By embracing leadership skill development, we aspire to create true emergent leaders that stand out.

*The Heavener
experience is*

BOLD.

*Literally etched in to the walls of Heavener Hall, the four pillars that drive the Heavener School of Business are **Academics, Career Development, International Studies and Leadership.***

With this foundation, Heavener graduates are prepared to build exceptional careers and lead lives of purpose.

HEAVENER STANDS AMONG NATION'S ELITE IN **TOP 15**

The Heavener School of Business continued to rise in the *U.S. News & World Report's* 2018 Best Undergraduate Business Programs rankings list to the No. 14 position among U.S. public undergraduate business programs. This climb marks the highest *U.S. News* ranking for Heavener since 2000.

#5

Real Estate

#6

Accounting

#8

Marketing
& Finance

#13

Entrepreneurship

“These results are a clear signal of the excellence delivered by our world class faculty, our exceptional Heavener team and, of course, our amazing Heavener students.”

ALEX D. SEVILLA
ASSOCIATE DEAN & DIRECTOR,
HEAVENER SCHOOL OF BUSINESS

BY THE NUM- BERS

STUDENT POPULATION SERVED IN 2017 = 5,818

MAJORS: 7

MINORS: 6

DEGREES CONFERRED: 1,101

STUDENTS ENROLLED BY MAJOR

FINANCE: 1,873

GENERAL BUSINESS: 1,403

MARKETING: 879

ONLINE BUSINESS: 794

MANAGEMENT: 452

INFORMATION SYSTEMS: 326

ECONOMICS: 91

DEGREES CONFERRED

FINANCE: 384

MARKETING: 188

GENERAL BUSINESS: 166

ONLINE BUSINESS: 132

MANAGEMENT: 99

INFORMATION SYSTEMS: 75

ECONOMICS: 57

MINORS AWARDED

BUSINESS: 1,012

ENTREPRENEURSHIP: 425

REAL ESTATE: 286

INFORMATION SYSTEMS: 205

RETAIL: 171

PRODUCING WELL- ROUNDED GRADUATES

TOP 10

US PUBLIC UNIVERSITIES
U.S. NEWS & WORLD REPORT 2018

TOP 15

US PUBLIC BUSINESS SCHOOLS
U.S. NEWS & WORLD REPORT 2018

Heavener students are always prepared. To ensure that they are ready to thrive in their careers, students now have access to career and leadership classes. Business Gators are guaranteed to be difference makers when they step into their internships and full-time jobs.



Dive deeper into the Heavener experience,
both in and out of the classroom:
news.warrington.ufl.edu/heavener

CAREER FOCUS GENERATES CURRICULUM CHANGES

Heavener students will now have a comprehensive course sequence specifically designed to increase their career readiness, their self-awareness and their leadership acumen.

CAREER CLASS

Second-year students will take a career competency course to help them solidify their career track while providing them with the specific skills needed to navigate through the internship and full-time job search process.

“Our goal for this course is to provide an interactive environment where students actually implement, in real-time, the skills that will be taught during class. Students will leave this class more confident and career ready.”

CRAIG W. PETRUS

EXECUTIVE DIRECTOR, BUSINESS CAREER SERVICES

LEADERSHIP CLASS

Third-year students will take an emergent leadership course to better understand how to showcase a high degree of leadership capability early in their post-Heavener career. By displaying signature skill in areas such as emotional intelligence, influence, leading teams and authenticity, Heavener graduates will be better equipped for high potential roles that require these essential skills.

“ We want to give our students the secret source code for how their boss’ brain works.”

ALEX D. SEVILLA
ASSOCIATE DEAN & DIRECTOR,
HEAVENER SCHOOL OF BUSINESS



EXPANDING ONLINE BUSINESS EDUCATION

- 29% of all undergraduate students who are enrolled in online degree programs at the University of Florida are part of the Heavener School's Bachelor of Science in Business Administration (BSBA) program.
- The Heavener School expanded its online degree offerings by launching the online Bachelor of Arts in Business Administration (BABA) program in the Fall of 2017. The Online BABA degree's interdisciplinary nature allows students to establish a robust business foundation and develop their skills in specialized areas such as Communications, Educational Studies, and Sports Management.

PRIORITIZING A DEGREE

AFTER 25 YEARS OF WORKING IN THE FIELD

of civil engineering, Ray Piacente (BSBA '17) has built strong leadership skills, learned how to manage a team, and developed robust communication abilities. However, there was something missing from his background that would help him further advance his skills and career opportunities. A college degree.

Piacente's reason for completing his online degree at Heavener reaches beyond career advancement...

"Everything that I learned at UF is important to what I can implement in the real world"

RAY PIACENTE (BSBA '17)
SENIOR PROJECT MANAGER, STANTEC



Learn more about how
Ray has advanced his career:
news.warrington.ufl.edu/heavener



PREPARED FOR MAXIMUM IMPACT

Heavener students are prepared to make an immediate impact in their internships and full-time jobs. With career concepts intentionally injected across the Heavener campus, students know what to expect in their jobs and how to stand out in the real world.



Discover how Heavener students can take on your company's next challenge:
news.warrington.ufl.edu/heavener

COMPANIES HIRING BUSINESS GATORS

Google™

BCG THE BOSTON
CONSULTING GROUP

JPMORGAN CHASE & CO.

COMCAST
NBCUNIVERSAL

**NORTHROP
GRUMMAN**

P&G
Procter & Gamble

amazon

Deloitte.

RAYMOND
JAMES™

accenture

Booz | Allen | Hamilton

SUNTRUST

Kellogg's®

★ macy's

FISHER
INVESTMENTS®

Altria

CAREER SERVICES EXTENDS TO HEAVENER

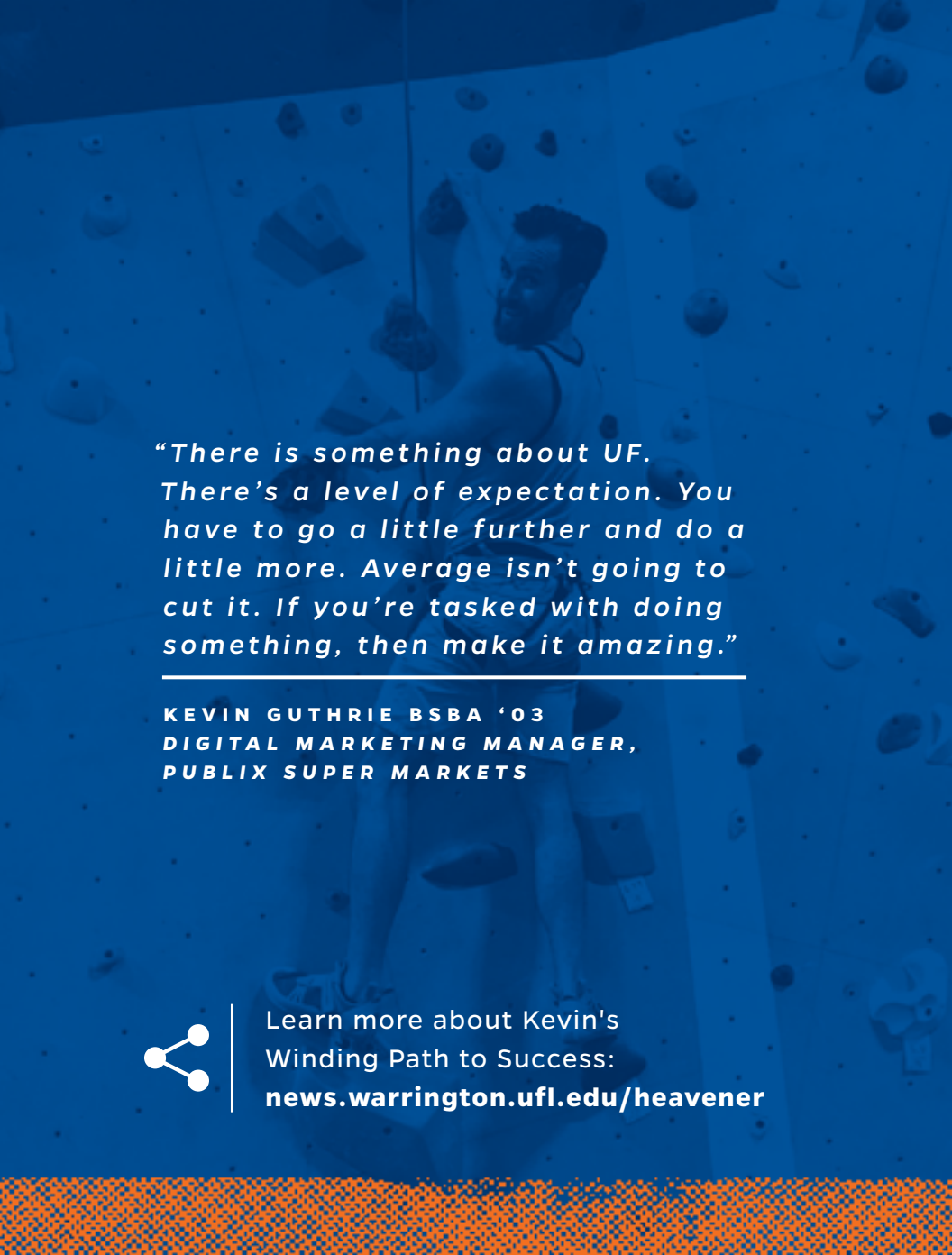
- The Business Career Services office officially opened its doors in the Heavener School in August of 2017. This dedicated career team provides comprehensive career readiness, career development, internship and job acquisition services with one goal in mind: to deliver successful career placement outcomes that maximize career satisfaction for all Heavener graduates.
- All Heavener students will have the opportunity to navigate through a customized career journey, engaging regularly with a dedicated team of Career Coaches and CAP Mentors (Career & Academic Peer Mentors). Through the five-step process of explore, prepare, strategize, experience and connect, Heavener students will stay on an intentional career track in order to secure an internship and graduate with an exceptional full-time job.



“ When our graduates leave the Heavener School, we want them to be career ready, possess the tools required to make a significant impact on the business community, and have a strong desire to come back and share their career experiences with our students.”

CRAIG W. PETRUS

EXECUTIVE DIRECTOR, BUSINESS CAREER SERVICES

A man with a beard and a tank top is climbing a rock wall. The wall is covered in various climbing holds and bolts. The man is looking up and to the right, with his right arm extended upwards. The background is a solid blue color.

*“There is something about UF.
There’s a level of expectation. You
have to go a little further and do a
little more. Average isn’t going to
cut it. If you’re tasked with doing
something, then make it amazing.”*

**KEVIN GUTHRIE BSBA ‘03
DIGITAL MARKETING MANAGER,
PUBLIX SUPER MARKETS**



Learn more about Kevin's
Winding Path to Success:
news.warrington.ufl.edu/heavener

BUSINESS GATORS GET UP AND GO

Our students continue to build the international reputation of Heavener. From strong outcomes in international case competitions to almost half of our students studying abroad, Business Gators have their eyes set on impacting the world.

1st PLACE

- Champions Trophy Case Competition, New Zealand
- John Molson Undergraduate Case Competition, Montreal

3rd PLACE

- International Case Competition, Maastricht
- SDS International Business Case Competition, New Zealand
- Global Business Case Challenge, Japan



Hear first-hand from our students about their experiences abroad:
news.warrington.ufl.edu/heavener

HEAVENER THRIVES AS GLOBAL LEADER IN INTERNATIONAL CASE COMPETITIONS

The Heavener School completed its most successful year in international case competitions with a pair of first-place finishes and three third-places finishes out of the eight competitions attended. The Heavener School's winning performances took place literally around the globe in Canada, Japan, the Netherlands, and New Zealand.

Heavener successfully hosted their second annual Heavener International Case Competition in February. This prestigious competition brings top student teams from 20 prominent international business schools to compete, network and solve challenging problems provided by 2017's lead corporate sponsors, CSX and Northrop Grumman. The competition serves to strengthen Heavener's reputation globally with peer institutions and multinational corporations.



47%

*Heavener
students
graduated
with an
international
experience
in 2017.*



LAYING THE GROUNDWORK FOR AN INTERNATIONAL EXPERIENCE

HEAVENER IS THE ONLY SCHOOL AT UF THAT HAS a dedicated international programs center. It's no surprise then that in 2017, 47% of our students graduated with an international experience. We are able to produce such results by planting the international seed early on during Warrington Welcome, our one-credit course for freshman.

During the presentation to students, International Programs staff and International Programs Student Ambassadors (IPSA) discuss the benefits of studying abroad and dispel the many myths associated with spending time overseas.

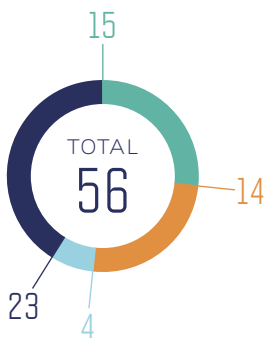
“The mission of the Heavener International Programs advisors is to ensure that students incorporate an international experience into their undergraduate degree. Students are provided timely information on programs, given access to expert advice, and have opportunities to meet with UF students who have studied abroad.”

JOE ROJO

DIRECTOR, INTERNATIONAL PROGRAMS

2017 UNDERGRADUATE PARTICIPATION

FALL 2016



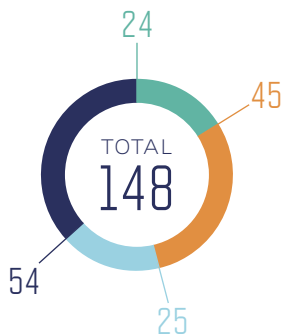
EXCHANGES

UF PROGRAMS

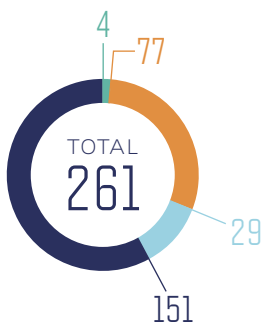
TRANSFER PROGRAMS

HEAVENER SPONSORED PROGRAMS

SPRING 2017



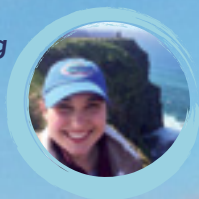
SUMMER 2017



GRAND
TOTAL

465

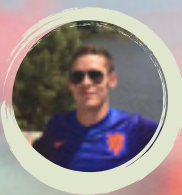
"Interning abroad was a life-changing experience for me. It has definitely been an asset to me as I seek internships here in the United States and am able to discuss first-hand what it is like to work in a global marketplace."



NELLY WILSON

JUNIOR, INFORMATION SYSTEMS

Interned at Computerology IT Solutions, Dublin, Ireland



"I want to work for a global company when I graduate, and having an internship abroad will help me better market myself to those companies."

JUAN SARABIA

JUNIOR, FINANCE

Interned at Agora EAFI Asesores Financieros, Madrid, Spain



Read more about the experiences of Heavener students who interned while studying abroad:
news.warrington.ufl.edu/heavener

HEAVENER STUDY ABROAD EXPERIENCES

ASIA

- China
- Korea
- Singapore
- Taiwan
- Thailand

AUSTRALIA

EUROPE

- Austria
- Denmark
- England
- Finland
- France
- Germany
- Italy
- Netherlands

- Norway
- Portugal
- Spain
- Turkey

SOUTH AMERICA

- Chile
- Peru

INTERNSHIP DESTINATIONS

LONDON,
ENGLAND

SEOUL,
SOUTH KOREA

BEIJING,
CHINA

DUBLIN,
IRELAND

OSNA-
BRÜCK,
GERMANY

MADRID,
SPAIN

SYDNEY,
AUSTRALIA

CREATING LEADERS FIT TO FOLLOW

Being Business Gators sets us apart. Our students are empowered to not only formulate the next business-shaping idea, they are also trained to bring positive change to the companies they join, the communities where they live and the people they work alongside each day. We aim to enlighten, inspire and ready the next generation of leaders here at Heavener.



See how Heavener graduates are influential in the business world:

news.warrington.ufl.edu/heavener

PROCTER & GAMBLE HELPS HEAVENER STUDENTS PREPARE TO LEAD

THE P&G EMERGING LEADERS CASE

COMPETITION, launched in 2017, allows students to prepare for the complex business problems they will encounter in their careers. This experiential learning immersion focused on critical thinking, emotional intelligence, teamwork and the art of influence. The high stakes competition format, where students were evaluated by Procter & Gamble executives, also served to strengthen the recruiting relationship between Heavener and P&G.

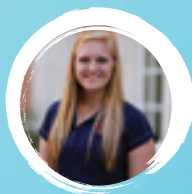
#1 *UF was the No. 1 source of incoming talent from any college campus to Procter & Gamble in 2017.*

"The best way to show leadership is for students to form teams and tackle real challenges that are similar to what our teams at Procter & Gamble face. The students represented multi-functional roles on customer teams and took on challenges that they might face working with a major US retailer."



DAVID SILVESTAIN (BSBA '97)
KROGER TEAM LEADER , P&G

P&G
Procter & Gamble



"Participating in the P&G Emerging Leaders Case Competition was among the best experiences I have had in college. It was such a rewarding experience to work with people I had never met, utilize the business knowledge I have accumulated over the last few years, and deliver a presentation to convince P&G executives that our solution was the way to solve their business problem. The skills I gained from this experience will be invaluable as I move into the business world."

ABBY FIELDING
SENIOR, FINANCE

PREPARING STUDENTS TO LEAD



THE HEAVENER LEADERSHIP

CHALLENGE (HLC) uses principles from the best-selling leadership book "The Student Leadership Challenge" by Jim Kouzes and Barry Posner to instill dynamic leadership skills into participating students. Each semester, 50 students are selected for HLC and given the opportunity to identify, understand and capitalize on the five 'practices' of exemplary leadership listed in "The Student Leadership Challenge."

Model the Way – Inspire a Shared Vision – Challenge the Process – Enable others to Act – Encourage the Heart



Explore Heavener's career & leadership programs and student organizations:
news.warrington.ufl.edu/heavener

LEARNING TO LEAD

THERE WAS NEVER A DULL MOMENT

during Lanita Patton's (BSBA '15) time at the Heavener School of Business.

She spent her days studying for her finance courses, pursuing a minor in entrepreneurship, mentoring students in the Florida Leadership Academy and as a Career and Academic Peer Mentor, representing the Black Student Union as its treasurer and as Miss Black Student Union, and serving as the marketing director of the Minority Business Society, among many other activities.

“My involvement and busy schedule helped tremendously because it made me a more well-rounded student.”

**LANITA PATTON (BSBA '15)
CONSULTANT, PwC**



Learn more about Lanita's fast-paced journey:

news.warrington.ufl.edu/heavener



warrington.ufl.edu/heavener



warrington.ufl.edu/social



HEAVENER
SCHOOL OF BUSINESS

WARRINGTON COLLEGE *of* BUSINESS