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 5,500 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.
The 2018 academic year was another important step forward for the Heavener School. It focused on creating more immersive and engaging experiences for our students to ensure they truly maximize their time as a Business Gator.

As we continue to lean on our pillars of Academics, Career Development, International Studies and Leadership, it’s imperative that we offer meaningful opportunities for students in each area. These opportunities grow every year, and that continued in 2018 with the introduction of increased online partnerships and innovative curriculum changes to guarantee students are career ready. We also announced a new student badging pilot that will gamify the Heavener experience and increase student involvement.

The student experience is at the core of every decision we make. It’s what drives us on a daily basis to innovate our programs, fuel our actions and aspire to deliver transformational experiences for the students we are trusted to serve.

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. 51% 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.
View from the Top

HEAVENER SCHOOL PROGRAMS RANK IN TOP 10

Five of the Heavener School’s specialty programs were recognized in the top 10 among publics in U.S. news & World Report’s 2019 “Best Undergraduate Business Programs” ranking. Real Estate ranked fifth, Accounting ranked sixth, Entrepreneurship ranked ninth, Marketing ranked eighth and Finance ranked tenth. Management also finished in the 17th spot.

“Once again, we are honored to be recognized by U.S. News and our peers as one to the nation’s top business schools,” said Dr. Alex Sevilla, Associate Dean and Director of the Heavener School of Business. “These rankings highlight the excellence that we look to achieve every day at the Heavener School. We’re able to deliver these results because of the effort our world-class faculty, talented staff and outstanding students put in everything they do.”

The Heavener School ranked No. 19 among publics in the same ranking.
STUDENT POPULATION SERVED IN 2018 = 5,888

MAJORS: 7
MINORS: 6
DEGREES CONFERRED: 908

STUDENTS ENROLLED BY MAJOR

FINANCE: 1,691
GENERAL BUSINESS: 1,569
MARKETING: 923
ONLINE BUSINESS: 725
MANAGEMENT: 541
INFORMATION SYSTEMS: 409
ECONOMICS: 30

DEGREES CONFERRED

FINANCE: 131
MARKETING: 127
GENERAL BUSINESS: 205
ONLINE BUSINESS: 112
MANAGEMENT: 127
INFORMATION SYSTEMS: 96
ECONOMICS: 24

MINORS AWARDED

BUSINESS: 291
ENTREPRENEURSHIP: 118
REAL ESTATE: 103
INFORMATION SYSTEMS: 37
RETAIL: 42
EMPOWERING DIFFERENCE MAKERS

The Heavener academic experience is the core of our existence. Students are part of an immersive business curriculum that demands grit and resilience, and when they walk across the stage at graduation, they are equipped to make an immediate impact in their jobs. It’s an expectation Heavener students are molded to meet.

To learn more about Heavener academics, visit news.warrington.ufl.edu/heavener
UF ONLINE PARTNERSHIP OFFERS

Tools for Success

Disney, Walmart, and Discover employees now have the opportunity to get their degree from the University of Florida. UF Online announced partnerships with the companies that allow employees to receive a Bachelor of Arts or Bachelor of Science in Business Administration.

The program offers working professionals an opportunity to pursue their degree, regardless of where they are in their personal or professional lives. The degrees help companies like Disney and Walmart develop their talent, retain them and create better opportunities for them in the future.

“We’re excited to provide a pathway to a UF business degree for these students,” said Alex Sevilla, director of the Heavener School. “These talented professionals must balance their jobs and busy lives with our rigorous curriculum. So it’s our job to support, coach and inspire them to achieve their dream of a degree from UF”
YOU ARE THE CEO OF YOUR LIFE

Words to Live By

The rigorous educational experience at Heavener provides students with the tools to stand out to recruiters. The Heavener experience is bold, preparing students to make a difference in their future industry.

Students’ time at Heavener culminated at Warrington’s Graduate Recognition Ceremony on Sunday, December 16 in the Stephen C. O’Connell Center. More than 340 graduates were recognized for the completion of either their undergraduate, master’s or doctoral degree in subjects like accounting, marketing, management, finance, entrepreneurship, international business, real estate, and information systems and operations management.

Dean John Kraft presided over the ceremony featuring alumni remarks by Nathan S. Collier (BSBA ’74, MBA ’78, JD ’82), founder and chairman of The Collier Companies and namesake of the Nathan S. Collier Master of Science in Real Estate program.

Collier shared with students some of his top leverage points for life, urging them to make plans, reflect through journaling and continually learn.

“You are the CEO of your life,” he said.
PRIORITIZING CAREER READINESS IS

How We Stay a Cut Above the Rest

After developing a comprehensive course sequence to improve career readiness in 2017, the Heavener School continued to expand the offerings in 2018.

Heavener offers Warrington Welcome classes to freshmen, a career class to sophomores and a leadership class to juniors. The career and leadership classes doubled in 2018, and they will double again as part of a full launch in the fall 2019 semester.

In Warrington Welcome, first-year students learn about the vast resources available in the Heavener School and how to connect these resources to self-discovery, which can illuminate their ideal academic and career path. The leadership class provides an immersive, applied-based experience that delivers key leadership principles students can apply in any setting to become an invaluable, emergent leader.

“One thing that I took away from the classes is that an adamant effort needs to be made every day to become a great and emergent leader,” student Theophilius Lassey said.

The three classes can be taken independently, but students who take all three are recognized as Heavener Leadership Scholars. This distinction will be shared with recruiters looking to hire Heavener’s best.
RAMPING UP THE RIGOR

Preparing Finance Majors for Success

To ensure that finance students are well prepared for their careers, the Heavener School made the major’s curriculum more rigorous in 2018.

Finance majors were previously required to take two lower-division accounting classes—financial accounting and managerial accounting. As part of the curriculum adjustment, students now must take two upper-division accounting classes as well. The Heavener experience will set finance students up for success, whether they prioritize careers in corporate finance, investments, or banking, or if they pursue master’s degrees in Finance, Accounting, or Business at the Warrington College of Business.

Finance majors will have a much stronger skillset because of the accounting electives added to the curriculum.

“With these Finance major changes, our students will be prepared to compete with the best finance majors and programs from any university and deliver high value to employers who seek their superb preparation and skills,” said Andy Naranjo, chair of Warrington’s Department of Finance, Insurance & Real Estate.
MOLDING BUSINESS GATORS INTO BUSINESS LEADERS

Heavener graduates aren’t intimidated by an important project or significant responsibilities. They’re ready to stand out in the business world because of the immersive education they receive on a daily basis. Heavener graduates are prepared to handle the pressure.

COMPANIES HIRING BUSINESS GATORS

- Accenture
- ALDI
- Anheuser-Busch
- Booz Allen Hamilton
- Capital One
- Citigroup
- Comcast NBCUniversal
- Deloitte Consulting
- E&J Gallo
- Fisher Investments
- Gartner
- General Electric
- Goldman Sachs
- Google
- Harris

- JPMorgan Chase
- Kellogg
- KPMG
- Lockheed Martin
- Oracle
- PepsiCo
- Procter & Gamble
- Protiviti Consulting
- Raymond James
- RBC Capital Markets
- Royal Caribbean Cruise Lines
- Siemens
- SunTrust Robinson Humphrey
- UBS
- Wells Fargo Securities

To learn more about career development at Heavener, visit warrington.ufl.edu/career
DON'T WAIT FOR OPPORTUNITY TO KNOCK

Build a Door

Heavener Career Week brings employers and undergraduate business students together in meaningful ways. The event allows students to explore career options, learn about company culture, affirm academic major choices, network with employers and enhance career readiness.

The week-long event is an important part of Heavener’s commitment to career development.

**Spring 2018**

- **35+** Company Attendance
- **835** Student Attendance (unique students)
  - Freshman: **35%**
  - Sophomore: **31%**
  - Junior: **17%**
  - Senior: **9%**
  - Combined degree: **8%**

**Fall 2018**

- **40+** Company Attendance
- **832** Student Attendance (unique students)
  - Freshman: **35%**
  - Sophomore: **17%**
  - Junior: **26%**
  - Senior: **18%**
  - Combined degree: **4%**

For more about Heavener Career Week, visit [news.warrington.ufl.edu/heavener](http://news.warrington.ufl.edu/heavener)
Impact of Business Career Services

Heavener graduates are prepared to make an immediate impact after leaving the School of Business. For some, that comes through accepting a job offer and making a difference at the company. For others, it happens through continued education.

Of Heavener’s December 2018 graduates, 72 percent had their first destination decided at graduation.

**Median Salary**

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Southeast</td>
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<tr>
<td>Northeast</td>
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**Median Signing Bonus**

<table>
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<tr>
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<th>Percentage</th>
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<tbody>
<tr>
<td>West/Southwest</td>
<td>6%</td>
</tr>
<tr>
<td>Midwest/Mid-Atlantic</td>
<td>6%</td>
</tr>
<tr>
<td>International</td>
<td>7%</td>
</tr>
</tbody>
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$57,000

$6,000
Alfonso Tejada decided to apply to be on Shark Tank in the summer of 2017, hoping he’d be selected sometime to pitch his product to the “sharks.” He was shocked to hear back from producers the next day.

“I thought they weren’t going to be interested in my product, but I actually heard back from them fairly quickly,” Tejada said.

Months later, Tejada (BSBA ’09, MBA ’11) was in the “tank” pitching his product, Palmini, a healthy pasta substitute made of hearts of palm that only has 15-20 calories and 4 grams of carbs per serving and is gluten and sugar free.

“I love Palmini,” Tejada said. “It’s hearts of palm, sliced and linguini shaped. It’s cooked and preserved a little differently so it tastes like pasta. Our goal was to have a neutral, pasta tasting product.”

Sharks Lori Greiner and Mark Cuban were impressed with Tejada’s presentation and the taste of Palmini, offering him $300,000 for 25 percent of his company, much to Tejada’s relief.

For more about Tejada’s journey, visit news.warrington.ufl.edu/heavener
Growing up with both parents as accountants, Paola Charco Garza (BSBA ’18, MIB ’19) knew from an early age she wanted to pursue a career that involved thinking through calculations.

“I was always a math and science girl growing up,” she said. “I saw it at home, was exposed to it early in my life and loved doing it in school. I thought for a while I wanted to be an engineer, but I thought business was a more exciting field.”

It was an easy choice, then, to pursue her undergraduate degree in finance when she first came to Heavener. Charco will take a role at Procter & Gamble upon the completion of her Master of International Business degree in May 2019.

“I’m excited about this new stage in my life,” she said. “I’m ready to embrace the challenge.”

For more about Charco’s experience, visit news.warrington.ufl.edu/heavener
FACILITATORS OF SUCCESS

Mentoring our Future Leaders

To ensure students have access to the best possible career advice, the Business Career Services office provides assistance for every student at Heavener. All students are supported by resources that will set them up for success during and after the job search.

“Working with our CAP mentors is not only transactional for students, but it’s also transformational,” said Michelle Bloom-Lugo, Director for Undergraduate Business Career Services. “Students learn directly from peers who have already worked at some of the most highly coveted jobs in the business school. CAPs truly serve as a business student’s career championship throughout their years in the College.”

Career & Academic Peer (CAP) Mentors totaled

1,500+ Student Appointments in 2018

Career Coaches totaled

1,000+ Student Appointments in 2018
Bringing Companies To Campus

One of the best ways for students to learn about potential employers is to hear from their employees. Companies send recruiters to the Heavener campus to inform and hire the School’s best.

In 2018, Business Career Services hosted 85 career and professional development events consisting of:

- Heavener Career Week
- Company Information Sessions
- Company Tabling
- Company Office Hours
- Company Networking Events
- Career & Professional Development Workshops
Heavener students understand the importance of thinking globally. They recognize the advantages of being able to work with varied cultures in diverse settings and environments. Many of the Heavener study abroad programs include internships that allow students the invaluable opportunity to work internationally. In 2018, 33% of the students who studied abroad also completed an international internship.

51% of Heavener students graduated with an international experience in 2018.

To learn more about Heavener International Studies, visit news.warrington.ufl.edu/heavener
2018 UNDERGRADUATE PARTICIPATION

**FALL 2017**
- TOTAL: 74
- EXCHANGES: 18
- UF PROGRAMS: 23
- TRANSFER PROGRAMS: 23
- HEAVEN SPONSORED PROGRAMS: 4

**SPRING 2018**
- TOTAL: 147
- EXCHANGES: 28
- UF PROGRAMS: 50
- TRANSFER PROGRAMS: 16
- HEAVEN SPONSORED PROGRAMS: 41

**SUMMER 2018**
- TOTAL: 317
- EXCHANGES: 3
- UF PROGRAMS: 143
- TRANSFER PROGRAMS: 83
- HEAVEN SPONSORED PROGRAMS: 45

**GRAND TOTAL:** 538
TO TRAVEL IS TO LIVE

Interning Around the World

Over the summer, 121 Heavener students completed internships abroad. Students were spread across the globe with 52 in London, 35 in Dublin, 25 in Beijing, six in Madrid and three in Paris.

“One of my favorite parts about this internship is how much hands-on experience I received. Being a small company, I got to work directly with proposals, had control over what exactly the client sees and had the opportunity to attend meetings with our actual clients.”

— ANA ROCHA, Riviera Events, Beijing

“I realized from working and studying abroad in another country, if you truly immerse yourself in another culture, you ask a lot of questions, you learn to be observant, you go to cultural festivals and activities and, ultimately, you realize so much more about yourself. This was a very valuable lesson for me.”

— IAN MILASKI, Greene Solicitors, Dublin

“Living abroad has given me a new perspective on life. I had to adapt to a totally new environment which was difficult at first but by the end of the trip, Madrid had become my second home.”

— NIKOLAS NAZARIO, RoleAdvisor, Madrid
Easing the Transition

Gator Global Guides ensure that exchange students have an easy transition to their time on the Heavener campus and continue explore new experiences throughout their time in Gainesville.

Each exchange student is paired with a guide before they arrive. Guides are responsible for making sure the exchange student has arrived and is getting settled in their new surroundings, whether that requires a trip to the store for dorm necessities or assistance getting around Gainesville.

“We walk them through the basics of what it means to truly be a part of The Gator Nation in and out of the classroom,” said Michelle Clayton, VP of Communication for the Global Business Society. “We’re helping them explore the opportunities they have in America and what they can experience in Gainesville.”

To read more about the Gator Global Guides, visit news.warrington.ufl.edu/heavener
A team of four Heavener School of Business students took first place at the Thammasat Undergraduate Business Challenge (TUBC) in Bangkok, Thailand this October.

Cathleen Maluda (BSBA Finance ’19), Olivia Piatkowski (BSBA Finance ’18, MSF ’19), Ophir Rotem (BSBA Marketing ’19) and Victoria Eidson (BSBA Marketing, MIB ’19) outperformed 19 teams from some of the top business schools around the world including University of California—Berkeley, University of Southern California Marshall School of Business, Canada’s Queen’s University, Australia’s Queensland University of Technology, Denmark’s Copenhagen Business School and National University of Singapore, among others.

“To us, this win was a culmination of many hours of case practice, research and learning from previous experiences,” Piatkowski said. “All four team members had competed in other case competitions prior to the competition in Bangkok, but none of us had won a competition. We were all anxious to represent UF and the Warrington College of Business well and secure our first win.”

The Thammasat Undergraduate Business Challenge is an international business case competition bringing together undergraduate students from leading business schools around the world.
Host to the World

INTERNATIONAL TEAMS COMPETE AT THIRD ANNUAL HEAVENER INTERNATIONAL CASE COMPETITION

Twenty teams of undergraduate students traveled to the Heavener School of Business at the University of Florida Warrington College of Business February 11–17 for the third annual Heavener International Case Competition.

Teams from the United States, Canada, Europe, Asia, Oceania and the Middle East competed for the coveted Gator Trophy and the chance to later participate in the Champions Trophy Case Competition, of which the Heavener International Case Competition is a qualifying case competition.

“One of the things I’m most proud of about the Heavener International Case Competition is that after its first year, we were selected to be a Champions Trophy Case Competition qualifier,” said Dr. Sean Limon, Heavener International Case Competition faculty advisor and Senior Lecturer at Warrington’s Management Communication Center. “It shows how quickly everyone was impressed with our competition.”

Teams spent the week of the Heavener International Case Competition thinking critically about how to solve real business problems and get a taste of American culture, including a barbecue tailgate at UF’s Ben Hill Griffin Stadium, a visit to the La Chua Trail and a trip to Disney World.
Hard Work Pays Off

TWO HEAVENER STUDENTS RECEIVE COMPETITIVE GILMAN SCHOLARSHIP

Heavener students Alejandra Carrasquilla and Rahul Kheraj received the prestigious and competitive U.S. Department of State’s Benjamin A. Gilman International Scholarship.

Carrasquilla (BABA ‘21) and Kheraj (BSBA ‘20) were selected to receive the Gilman Scholarship for the spring of 2019. The Gilman Scholarship is a grant program that awards funding for students to study or intern abroad, thereby gaining skills critical to the United States’ national security and economic prosperity. It also enables students to gain proficiency in diverse languages and cultures, skills that are critically important to their academic and career development.
RAISING THE STANDARD IN BUSINESS EDUCATION

Graduating from Heavener comes with responsibility. It’s a challenge for the future, pushing graduates to take the next step in their careers or produce the next groundbreaking idea in their industry. Business Gators become empowered professionals with their eyes on impacting the future because they saw it on a daily basis at Heavener.

To read more about the achievement, visit news.warrington.ufl.edu/heavener
The Heavener School announced its decision to pilot a student badging program expected to make the Heavener experience more immersive. The program will have a soft launch starting spring 2019 with the potential for a full launch in fall 2019 or spring 2020.

Students will earn points for different levels of involvement. This can happen through participation in leadership programs, career events, speaker series, student organizations, charitable events or other events outside of the classroom. Students will be able to track their activity, earn badges and quantify their leadership development in ways they can see themselves and showcase to recruiters.

“The Heavener experience is so much more than academics, classes and a GPA,” said Heavener School Dean Alex Sevilla. “True personal growth and leadership development happens both inside, and especially outside, of the classroom. By curating, cultivating and prioritizing these growth opportunities, our Heavener students will be more self-aware, more self-confident, and better prepared to thrive professionally.”

The program will also be paired with Heavener student recruitment. When companies come to Heavener looking to hire students with strengths in certain areas via specific leadership and/or learning experiences, the program can help identify ideal candidates for exactly what a company is looking for in a potential employee.
The Heavener School of Business was recognized by the AACSB International—the Association to Advance Collegiate Schools of Business (AACSB)—among global institutions that are defining what it means to lead in the face of uncertainty and cultivating a winning skillset in the next generation of business leaders as part of its Innovations That Inspire challenge.

Heavener was recognized for its P&G and UF Emerging Leaders Case Competition, which was submitted under the category of Strengthening the Understanding of Effective Leadership Development, highlighting how business schools are partnering with industry to gather data-driven insights on the most effective leadership practices and approaches.

The P&G and UF Emerging Leaders Case Competition is a unique learning initiative created in partnership with Procter & Gamble that focuses on critical thinking and key leadership principles such as emotional intelligence, leading teams and influence.

While over 300 submissions were made, Heavener was one of 30 business schools honored with this recognition.
Above and Beyond

HEAVENER STUDENTS HONORED WITH PRESTIGIOUS AWARDS

Kristiana Caine and John Goracke were the latest Heavener students to be installed into the Heavener Hall of Fame, while Abigail Fielding, Charles Keegan, Anna Kelly and Lauren Lindsay were the newest recipients of the Distinction in Leadership and Service Award.

“We are proud to recognize the students being inducted into the Heavener Hall of Fame and honored with the Distinction in Leadership and Service Award,” said Alex Sevilla, Associate Dean and Director of the Heavener School of Business. “These students personify the best of the Heavener School, having demonstrated exemplary leadership and served their community with excellence. Their achievements have made an immense impact at the University of Florida, and we can’t wait to see how they flourish in their future careers.”

The Heavener Hall of Fame is reserved for undergraduate business students who have shown truly superior leadership and achievement through their activities and scholarship while members of the College community. The Distinction in Leadership and Service Award is presented to students who demonstrated outstanding leadership and service to the College through participation in student organizations and other extracurricular activities.
CREATING A

Welcoming Environment

Heavener’s Peer Leader program allows students to co-teach a Warrington Welcome class and play an important role in familiarizing first-year students to business school.

But the first-year students aren’t the only ones experiencing the benefits of the program. Peer Leaders use Warrington Welcome classes to build connections with each other and lean on the experiences of previous Peer Leaders. This provides networking opportunities, but it also creates mentorship between students with different levels of experience in the Peer Leaders program.

“In this mentoring capacity, I enjoy getting to know students personally and helping them explore both UF’s resources and the deeper questions of life,” said A. Lukas High, who currently serves as a Peer Leader. “I view my role as a Peer Leader as being much more than an academic mentor; I view my role as being a genuine friend to students who challenges them and encourages them to discover what motivates them, their purpose in life and their desired legacy.”

For read more about the Peer Leaders, visit news.warrington.ufl.edu/heavener