2000

School of Business and Entrepreneurship Overview

Nova Southeastern University

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THE MISSION OF THE SCHOOL OF BUSINESS AND
ENTREPRENEURSHIP IS THE ADVANCEMENT OF
PROFESSIONAL DEVELOPMENT FOR INDIVIDUALS IN
BUSINESS, GOVERNMENT, AND NONPROFIT
SETTINGS AT THE MANAGERIAL AND EXECUTIVE
LEVELS. THE SCHOOL EMPHASIZES CREATIVITY,
INNOVATION, AND PRODUCTIVITY IN HUMAN
ENTERPRISE. THE EDUCATIONAL PHILOSOPHY IS
GROWTH THROUGH THE PRACTICAL APPLICATION OF
THEORY. THE SCHOOL PROJECTS AN ACTIVIST,
INTERVENTIONIST STRATEGY IN THE DELIVERY AND
DESIGN OF ITS PROGRAMS IN PURSUIT OF THIS
EDUCATIONAL PHILOSOPHY.

Edward Lieblein, Ph.D.
Dean, School of Business
and Entrepreneurship
Nova Southeastern University
The second-largest independent institution of higher education in Florida, Nova Southeastern University offers a continuum of programs from birth through the retirement years. Sustained by a mission to educate students for leadership in a variety of professions, the Nova Southeastern story is one of remarkable accomplishment.

Chartered in 1964 as a graduate school in the sciences, Nova enrolled 17 students in its first class and had a first-year budget of about $800,000. Six years later, its first Ph.D. students graduated, and the first master’s programs began. The University School also was established, providing educational programs from preschool through high school. In 1971, the first undergraduate courses were offered, and a year later Nova began its first “field-based” or off-campus program—the National Ed.D. Program for Educational Leaders. In 1974, Shepard Broad Law Center admitted its charter class.

In 1994, Nova University merged with Southeast University of the Health Sciences to become NOVA SOUTHEASTERN UNIVERSITY, adding programs in the health professions (osteopathy, optometry, pharmacy, and allied health).
Today, the pace is less hectic—and the picture considerably grander. With an annual budget in excess of $90 million, the University incorporates six graduate academic centers—including, of course, the School of Business and Entrepreneurship—plus the Farquhar Center for Undergraduate Studies, the Shepard Broad Law Center, the Family and School Center, the Center for Hospitality Management and the Center for Computer and Information Sciences. In addition to on-campus programs, Nova Southeastern serves students at off-campus locations throughout Florida, more than 20 other states, and many foreign countries. Enrollment systemwide now exceeds 13,000—while more than 33,000 call Nova their alma mater. University alumni include college presidents, chancellors, provosts, deans, judges, legislators, school superintendents, a state commissioner of education, and numerous other leaders and executive officers within private and public organizations.
THE SCHOOL OF BUSINESS AND ENTREPRENEURSHIP

PROGRAM FORMAT

The School of Business and Entrepreneurship delivers programs both on and off campus, throughout Florida, in nine states, and in several foreign countries. Locations where graduate programs are or will be offered include Bahamas, Canada, Germany, Indonesia, Jamaica, Japan, Thailand, and Mexico.

All programs offered by the school are available on the main campus, while a variety of master's and doctoral programs are delivered via off-campus “clusters.” A cluster is a group of students pursuing similar degree objectives. Open clusters are made up of students from a variety of backgrounds and organizational settings, meeting at a convenient location in a specific city. Corporate clusters are usually made up of students in the same profession employed by a single firm or consortium of companies.

The School of Business and Entrepreneurship employs a variety of delivery systems to meet student and organizational needs. Full-time students attend classes on weekdays. Working professionals usually attend classes having an alternate weekend format. All programs utilize computer-mediated techniques and employ telecommunications where appropriate.

MASTER'S DIVISION

The educational emphasis of the School of Business and Entrepreneurship's master's division is on general management skills and technologies designed to meet the professional needs of middle- and upper-level management personnel. The design of the curriculum recognizes the significant common elements of management in complex organizations in all sectors of society through a common core of courses.

The School of Business and Entrepreneurship also offers full-time master's programs for individuals who wish to enter graduate school directly from undergraduate school, who possess fewer than three years' professional experience, or who are changing careers.

PROGRAMS

- Master of Accounting
- Master of Business Administration
- Master of Business Administration with a Financial Services Management Specialty
- Master of Business Administration with a Real Estate Development Specialty
- Master of International Business Administration
- Master of Public Administration
- Master of Science in Health Services Administration
- Master of Science in Human Resource Management
- Master of Science in Human Services Administration
- Master of Science in the Management of Quality and Technology

JOINT J.D./MASTER'S DEGREE

Students enrolled in NSU's Shepard Broad Law Center may earn their master's degree in any of the School of Business and Entrepreneurship's programs. The joint J.D./master's degree program is unique in that students may earn both degrees during a three-year period—business courses are taken on weekends during their second and third years of law school study. Students must meet admission requirements of the Shepard Broad Law Center before being accepted in the joint program.

GENDER DISTRIBUTION OF STUDENTS

IN NSU'S SCHOOL OF BUSINESS AND ENTREPRENEURSHIP

FEMALE 39.9%
MALE 60.1%
INSTITUTES

Institutes housed within the school specialize in delivering non-degree programs, symposia, seminars, and forums for professionals.

The Institute of Health Policy and Administration provides educational programming for professionals in the health care industry. In addition to offering the M.S. in health services administration, the institute offers institution-based training programs, seminars, and workshops focusing on current problems in health care.

The Institute for International Trade and Development serves the needs of small and medium-sized businesses seeking the techniques, skills, and knowledge to compete effectively in international markets. The institute can customize courses and provide in-house training programs. Consulting expertise is also available in tailoring international business and marketing plans.

DOCTORAL DIVISION

The educational emphasis of NSU's professional doctoral degree programs is on strategic planning and management decision making and problem solving. The professional orientation of the doctoral programs encourages the application of classical theory and research methodology to problems of strategic planning and decision making by high-level corporate and public agency personnel. The curriculum of the programs is carefully balanced to ensure the depth and rigor associated with doctoral education across fields. Graduates have become recognized leaders in business and industry, government, and education.

PROGRAMS

• Doctor of Business Administration
  Career Option: Accounting
  Finance
  Health Services
  Human Resource Management
  International Business
  Marketing
• Doctor of Public Administration
• Doctor of International Business Administration

The M.I.B.A. program offered the business skills I was lacking and the added perspective of the international environment. Courses like Field Experience added first-hand exposure to international business.

—Sandra Piepho, M.I.B.A. '92
Group Manager, Technical Evaluations, Coulter Corporation
CENTER FOR ENTREPRENEURSHIP
The innovative Center for Entrepreneurship provides access to activities centering around entrepreneurial issues. Individuals not only have the opportunity to interact with and learn from entrepreneurs and other business leaders, but to master this information to gain a strategic advantage.

THE ENTREPRENEUR-IN-RESIDENCE PROGRAM
This program provides both active and retired entrepreneurs an opportunity to interact with faculty, students, and the community. A key activity of the Entrepreneur-in-Residence Program is a video series, entitled "Conversations with Entrepreneurs," in which entrepreneurs' business experience is reviewed during "armchair chats" with the business school's dean. Credit and noncredit curricula are available through the program.

SMALL BUSINESS INSTITUTE
The institute provides would-be or newly-established entrepreneurs with practical knowledge and the collective wisdom of successful entrepreneurs and academic specialists.

ENTREPRENEUR HALL OF FAME
The School of Business and Entrepreneurship sponsors an annual recognition program honoring outstanding entrepreneurs' contributions to business growth and their philanthropic efforts to enhance the community's quality of life. Honorees are formally inducted into the NSU Entrepreneur Hall of Fame.

Inductees to the Entrepreneur Hall of Fame have included the following:
1990: Leonard L. Farber
      George W. "Bob" Gill
      August Urbanek
      Dr. Louis W. Parker
      David H. Rush
1992: Shepard Broad
      H. Wayne Huizenga
      R. David Thomas
1993: Ronald G. Assaf
      Robert L. Elmore
      Garth C. Reeves

From left: Nova Southeastern President Stephen Feldman with 1993 Entrepreneur Hall of Fame inductees Ronald G. Assaf, Garth C. Reeves, and Robert L. Elmore.
ENTERPRISE AMBASSADOR PROGRAM

With the inspiration and guidance of R. David Thomas, the founder of Wendy's International, the Enterprise Ambassador Program began at NSU in 1988 and, two years later, became part of the School of Business and Entrepreneurship. Allowing high school juniors the opportunity to experience the excitement and diversity of the "real world" of business, the Enterprise Ambassador Program lends direction to their prospective careers. With the commitment and support of NSU's business school, the program is making a direct impact on the future of Broward County.

FACULTY

Faculty members, both full-time and adjunct, combine academic training and research with practical business and managerial experience. As a group, the faculty is highly responsive to the practical concerns of both students and the business community. Faculty members stress relevant application of theory to problem solving and decision making in courses, seminars, and workshops.

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>ASIAN/PACIFIC ISLANDER</td>
<td>5.5%</td>
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<tr>
<td>BLACK</td>
<td>15.6%</td>
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<tr>
<td>HISPANIC</td>
<td>10.8%</td>
</tr>
<tr>
<td>AMERICAN INDIAN/ALASKAN</td>
<td>0.3%</td>
</tr>
<tr>
<td>WHITE</td>
<td>68.8%</td>
</tr>
</tbody>
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ETHNIC DISTRIBUTION OF STUDENTS IN NSU'S SCHOOL OF BUSINESS AND ENTREPRENEURSHIP
Charles E. Shirley, M.B.A. '88, president of NSU Alumni Association-International. He is senior vice-president and group manager of SunBank/South Florida, N.A.

ALUMNI ASSOCIATION-INTERNATIONAL

Consistent with the School of Business and Entrepreneurship's mission, the NSU Alumni Association-International furthers graduates' professional and intellectual growth and also serves to enhance their visibility in the community. It goes far beyond the traditional expectations of similar organizations. The long-range intent of the association is to develop and promote continuing education programs for alumni. It also encourages active participation of graduates in organizing regional workshops, addressing pertinent issues in the various professions, and supporting University programs, locally and regionally.

MEMBERSHIPS

- American Assembly of Collegiate Schools of Business
- American Council on Education
- Association of Collegiate Business Schools and Programs
- College Entrance Examination Board
- Council of Graduate Schools of the United States
- Council on Postsecondary Accreditation
- Florida Association of Colleges and Universities
- Independent Colleges and Universities of Florida
- National Association of Schools of Public Affairs and Administration
- National Management Association

EMPLOYERS OF MASTER'S AND DOCTORAL GRADUATES

School of Business and Entrepreneurship graduates can take advantage of a truly global network. Business graduates occupy some of the most important executive positions nationally and internationally. The following are but a few of the organizations employing Nova Southeastern students and alumni:

- Allstate
- AMAX
- American Bankers Insurance Group
- American Express
- American TransTech
- American University
- AT&T
- Australian Catholic University
- Baptist Hospital
- Boeing Aircraft
- Burger King
- Busch Gardens
- Campbell Soup Company
- Cape Coral Hospital
- Citicorp
- Coca-Cola
- Computer Sciences Corporation
- Computer Sciences Raytheon
- Cordis Corporation
- Coulter Electronics
- Disney World
- EG&G
- Exxon-Gillette
- Fairchild Weston Systems
- Florida Institute of Technology
- Florida International University
- Florida Power Corporation
- Food Machine Corporation
- FPL
- General Electric
- General Mills
The NSU graduate business program served as an educational laboratory. I learned the meaning of quality management, integrity, program effectiveness, and commitment to excellence largely through my Nova Southeastern education.

—Brenda Mitchell, D.P.A. ’81
Secretary of the Commonwealth of Pennsylvania
The main advantage the School of Business and Entrepreneurship at Nova Southeastern University offers is that everything you learn in the curriculum is applied to your job. The research I conducted not only helped me clarify my company's objectives, but created a network of contacts who shared common goals.

—Michael J. Velsmid, D.B.A. '89
President, WestPoint Pepperell Retail Stores Division
PHILOSOPHY

THE SCHOOL OF BUSINESS AND ENTREPRENEURSHIP IS DEEPLY COMMITTED TO NSU'S STRATEGIC DIRECTION. THE FACULTY AND STAFF SEE EDUCATION AS A PROCESS WHEREBY INDIVIDUALS FOCUS ENERGIES TO SATISFY PERSONAL, PROFESSIONAL, AND ORGANIZATIONAL NEEDS. THE ROLE OF THE SCHOOL IS TO PROVIDE THE RESOURCE BASE THAT ENABLES STUDENTS TO ATTAIN SUCH GOALS. IN DOING SO, IT TAKES A POSITIVE STANCE IN HELPING STUDENTS IDENTIFY NEEDS AND ACTIVELY PURSUE FULFILLMENT OF THOSE NEEDS THROUGH EDUCATION.
Nova Southeastern University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor's, master's, educational specialist, and doctoral degrees. Nova Southeastern University practices a policy of nondiscrimination in employment and admission. Nova Southeastern University does not discriminate on the basis of race, color, age, sex, nondisqualifying handicap, religion or creed, or national or ethnic origin.