

# Make your mark.



## Start here.

### Boot Camp: Entrepreneurial Leadership in the Arts and Sciences

Meet leading entrepreneurs and make your pitch

Identify and build your strengths as a leader

Learn how to launch a new venture

Connect your academic foundations with your professional future

## Maymester 2014

Residential immersion experience in the newly renovated Rutherford Hall

6 credits:      FCID 3800, Leadership in the Arts and Sciences  
                      MGMT 5500, Entrepreneurship and New Venture Formation

Regular tuition and fees apply; financial aid and HOPE-eligible.

Program fee of \$1,000 includes housing, meals, course materials, field trips, and all extracurricular activities.

Space is limited; contact Linda Bachman (lbachman@uga.edu) for more information and application materials.



THE UNIVERSITY OF GEORGIA®

**Franklin College**  
of Arts and Sciences

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## Boot Camp: Entrepreneurial Leadership in the Arts and Sciences

### Maymester 2014

#### Curriculum

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##### **FCID 3800: Leadership in the Arts and Sciences (3 credits)**

Students will explore the application of arts and sciences educational foundations to practical issues of leadership and innovation. Individual assessments of leadership skills will help students identify and build on their personal strengths. Leadership theory, hands-on practice, case studies, and conversations with successful leaders will equip students with the knowledge and skills they need to become effective leaders in any arena.

##### **MGMT 5500: Entrepreneurship and New Venture Formation (3 credits)**

Students will learn the fundamentals of new venture creation and small business management. Integrating basic knowledge from areas of finance, economics, management, and marketing, the course will prepare students to launch and manage emerging and small businesses. Class projects, meetings with successful entrepreneurs and venture capitalists, and a pitch competition will give students opportunities to test ideas and develop a preliminary business plan for achieving them.

#### Faculty

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##### **Christopher C. Hanks**

Christopher C. Hanks is an entrepreneur and lecturer at the University of Georgia where he teaches the entrepreneurship curriculum at the Terry College of Business and serves as the director of the Terry College of Business Entrepreneurship Program. He has owned multiple businesses, including music, e-commerce, publishing, and export ventures. He is also the co-author of a best-selling book on low risk entrepreneurship.

Certified as a business appraiser, Hanks provides expert witness testimony regarding the value of privately held businesses. He is active in the funding and franchising of startups and conducts global trade seminars to promote exports. Prior to teaching at UGA, Hanks taught entrepreneurship at Georgia State University and led seminars at the Russell International Center for Entrepreneurship. He earned a BBA in risk management from the University of Georgia and an MBA in finance from San Jose State University. Before launching his first business, Hanks held corporate risk management positions in the pharmaceutical and beverage industries.

##### **Karl W. Kuhnert**

Karl W. Kuhnert is an associate professor of psychology at the Franklin College of Arts and Sciences at the University of Georgia where he is the executive director of Professional Programs in the Industrial and Organizational Psychology Program (I-O). The I-O Program was recently recognized as the number two program in the U.S. for research productivity and the number three program in producing business consultants.

Kuhnert's research focuses on how leaders cognitively, interpersonally, and emotionally develop over the life course. Using developmental theory he has found discernible patterns or ways people make sense of their world and how those patterns affect the way people lead others. His long-term research goal is to show how individual development impacts organizational change both theoretically and practically. Kuhnert has published over 80 peer reviewed articles and 13 book chapters, made over 100 conference presentations, and served on numerous editorial and review panels. Kuhnert was awarded the department of psychology's Undergraduate Teacher of the Year Award four times, most recently in 2007. He is a member of the American Psychological Association Review Board of Ethics and the UGA Teaching Academy.

Kuhnert has served as a consultant and executive educator with many large and small corporations, non-profit and government organizations including, United Parcel Service, The Department of Treasury, BellSouth, UCB, Auto Trader, The Federal Reserve, Federal Home Loan Bank, The Robert Wood Foundation, Ford Direct, Auto-Trader, and The American Cancer Society. Most recently, Kuhnert has created and facilitated a leadership development program for the University System of Georgia Board of Regents. The program involves all 32 colleges in the state of Georgia. Kuhnert also regularly teaches managerial leadership in the Executive Education Programs at Emory, UCLA, and the University of Georgia. Kuhnert received his B.A. in psychology from the Pennsylvania State University and his Ph.D. in industrial and organizational psychology from Kansas State University.

## **Schedule and Program Highlights (tentative)**

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*5 hours of class meetings each day, special activities (some part of class time, some extracurricular) are noted below*

- May 12: Move-in to Rutherford Hall and orientation
- May 13: Classes begin
- May 14: Leadership training day @ Ramsey Center
- May 15: Athens entrepreneurs: behind-the-scenes visits
- May 16: Workshop: Networking skills and LinkedIn
- May 17-18: Team hack-a-thon
- May 19: Alumni entrepreneur panel: connecting your major with your future
- May 20: Leadership book club
- May 22: Fireside chat with distinguished guest
- May 23: Workshop: Interview skills -- pitch yourself
- May 24-25: Entrepreneur film festival
- May 26: Memorial Day; no class
- May 27: Leadership book club
- May 29: Fireside chat with Dean Alan Dorsey
- May 30: Workshop: Polish your resume
- May 31-June 1: Business plan and pitch prep
- June 2: Atlanta: Venture capitalist roundtable discussion and pitch session
- June 3: Leadership book club
- June 4: Project presentations, awards ceremony and reception
- June 5: Move-out

## Housing and Dining

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### Rutherford Hall

[housing.uga.edu/residence/tour/myers/rutherford](https://housing.uga.edu/residence/tour/myers/rutherford)

Students will live together in the newly-renovated Rutherford Hall, which will be staffed by a live-in Graduate Assistant for the Boot Camp as well as a Resident Assistant. Class sessions, gathering places, project work spaces, and recreational activities will be centered on Rutherford Hall's state-of-the-art facilities.

### Snelling Dining Hall

[foodservice.uga.edu/locations/snelling](https://foodservice.uga.edu/locations/snelling)

Students, faculty, and guest speakers will dine together at Snelling Hall during the week; weekend brunch and dinner will be catered in Rutherford Hall.

## Tuition and Fees

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Regular tuition (6 credits) and fees apply; HOPE and financial aid-eligible ([reg.uga.edu/tuition](https://reg.uga.edu/tuition))  
Program fee of \$1,000 includes housing, dining, course materials, field trips, and all extracurricular activities.

## Application

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Application form attached. Preference given to applications submitted by March 28; rolling admissions until filled.

**Space is limited – apply early!**

## Contact

Dr. Linda P. Bachman, Assistant Dean  
218 Old College  
Athens, GA 30602  
706-206-9363  
[lbachman@uga.edu](mailto:lbachman@uga.edu)



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### APPLICATION

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#### SECTION ONE

Name:

Permanent Address:

Email:

Phone:

Major:

GPA:

Anticipated graduation date:

#### SECTION TWO

1. Please attach a 1-page resume.
  2. What would you like to get out of the Boot Camp experience? (1 to 2 paragraphs)
  3. What would you contribute to the program? (1 to 2 paragraphs)
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Rolling admission until filled; limited to 30 students.

Preference will be given to applications received by March 28, 2014; notification of acceptance by April 4 and rolling thereafter for applications received after March 28.

Deposit of \$100 will be due April 14, 2014, to reserve a space.

Please submit application materials to Dr. Linda P. Bachman, Assistant Dean, 218 Old College, or electronically at [lbachman@uga.edu](mailto:lbachman@uga.edu) (simply include the information requested in Section One in the body of your email, with resume and short answer questions attached).



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