



The University of Georgia

Daniel C. Feldman
Senior Associate Dean &
Synovus Chair of Servant Leadership

Terry College of Business

Athens, Georgia 30602
Telephone 706-542-9387
dfeldman@uga.edu

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Dr. Linda Bachman
Assistant Dean, Franklin College
Old College, Room 218

Dear Linda:

Please find below the materials you requested for the University Curriculum Committee regarding the Provost's Experiential Learning Initiative.

Endorsement

The Terry College of Business endorses the Provost's Experiential Learning Initiative and believes it will further enhance the quality of our undergraduate educational programs. The Terry Academic Committee (comprised of the department heads, Dean Ayers, and myself) supports this initiative, and our Undergraduate Programs Committee (that is, our undergraduate curriculum committee) are in favor of this initiative as well.

Additional Resources Required

None.

Specific Courses and/or Activities

The Terry College of Business has eight undergraduate majors. This initiative is being implemented at the departmental level (one of our seven departments has two separate majors).

Attached you will find an experiential learning plan for each major. In almost all cases, the experiential learning will be taken for course credit. The five exceptions are: the Volunteer Income Tax Assistance (VITA) Program, available to Accounting students; the Terry Sales Competition and the Digital Marketing Competition, available to Marketing students; the Real Estate Case Competition for Real Estate majors; and the Risk Management and Insurance Market Study Abroad trip for Risk Management and Insurance students. These are group activities closely supervised by faculty advisors, who can readily verify the quality and quantity of student participation. If UCC prefers to not support not-for-credit activities, we can withdraw these activities from our proposal, although we have found them to be of consistently high value to our students.

Implementation

Many of the courses and activities included in this initiative are already formal parts of the Terry curriculum. In cases where class addition or modifications are needed, Terry is committed to implementing this initiative in a timely and responsible way. (For example, we will be changing our internship course and will be adding a directed research course.) All course additions and changes will be voted on at the department level, at the Undergraduate Programs Committee, and by the faculty as a whole.

Certification

Depending upon how the modification of the Banner System is made, our plan is to have advisors track participation and input the data into student files. In those cases where the students are fulfilling the requirement with non-credit work, we will have the faculty advisors provide the academic advisors with the names of students who participated. Academic advisors will not be responsible for making independent judgments regarding whether certain activities or courses count for fulfillment of the requirement or not. At the time of graduation checks, the fulfillment of this requirement will be double-checked by the Undergraduate Programs Office, which is responsible for graduation checks already.

Please let me know if there is any other information I can provide at this time.

Best regards,



Daniel C. Feldman
Senior Associate Dean
Synovus Chair of Servant Leadership

J.M. TULL SCHOOL OF ACCOUNTING
EXPERIENTIAL LEARNING PLAN
FALL 2014

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.¹ • FHCE4235S. Applied Financial Planning.² <p><u>Not for credit:</u></p> <ul style="list-style-type: none"> • Volunteer Income Tax Assistance (VITA) 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • ACCT4990H. Honors Thesis • ACCT5900. Directed Research in Accounting.³ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • ACCT5800 – Internship in Accounting.⁴ • BUSN4800. Business Internship.⁵ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • MBUS3500. Music Production. • MBUS4550. Live Concert Recording. • MBUS4800. Internship in Music Business.

*Students in five-year degree Masters of Accounting program (MAcc) may use ACCT7800 to satisfy this requirement.

Notes:

¹ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

² Department of Financial Planning, Housing and Consumer Economics. As part of the course, students prepare tax returns in the community and write-up tax research questions and answers.

³ Students conducting research, analyzing data, and presenting the results. This course is being proposed for approval during this academic year.

⁴ Full-time internship in accounting for credit. Course description: "Relevant professional work experience that augments topics covered in regular classes."

⁵ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

**ECONOMICS DEPARTMENT
EXPERIENTIAL LEARNING PLAN
FALL 2014**

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • ILAD 4100. Leadership and Personal Development. OR ILAD 5100. Organizational Leadership.¹ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • ECON 5900(H). Senior (Honors) Thesis.² • ECON 7300 – Master’s Thesis serves as capstone for BA/MA Program.³ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • ECON 4800 – Internship in Economics.⁴ • BUSN 4800. Business Internship.⁵ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • MBUS 3500. Music Production. • MBUS 4550. Live Concert Recording. • MBUS 4800. Internship in Music Business.

Notes:

¹ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

² An extensive economics research paper, written under the direction of a faculty member. This course should be taken during the term just prior to the student's planned graduation.

³ Thesis writing under the direction of the major professor.

⁴ Students are permitted to enter business establishments or governmental agencies for the purpose of obtaining practical and applied business experience. An in-depth paper based on an approved economics topic is required.

⁵ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

**FINANCE DEPARTMENT
EXPERIENTIAL LEARNING PLAN
FALL 2014**

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.¹ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • HONS4990H. Honors Thesis. • FINA5900. Directed Research in Finance.² 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • FINA4800. Internship in Finance.³ • BUSN4800. Business Internship.⁴ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • FINA4310. Survey in Investments.⁵ • FINA4210. Applied Corporate Finance.⁶ • MBUS3500. Music Production. • MBUS4550. Live Concert Recording. • MBUS4800. Internship in Music Business.

Notes:

¹ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

² Students practice conducting research, analyzing data, and presenting the results. This course is being proposed for approval during this academic year.

³ This course allows students to develop knowledge, skills, and values from hands-on work experience in their area of study. In addition to significant and meaningful work experience, course work includes, but it not limited to, projects, research papers or related material.

⁴ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

⁵ This course includes a required component in which students actively manage an investment portfolio in a simulation with the goal of beating a benchmark portfolio in returns while controlling risk.

⁶ This course includes a project in which students actively follow a public firm, with analysis of its financial performance as well as managerial actions. In a final report, students prepare arguments on financial and strategic decisions that would improve the firm's performance.

INSURANCE, LEGAL STUDIES, AND REAL ESTATE DEPARTMENT

REAL ESTATE PROGRAM

EXPERIENTIAL LEARNING PLAN

FALL 2014

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.¹ • FHCE4340S. Housing and Community Development.² • ALDR3900S. Leadership and Service.³ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • HONS4990H. Honors Thesis. • REAL5900. Directed Research in Real Estate.⁴ • FHCE4000S. Research Methods in Financial Planning, Housing and Consumer Economics.⁵ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • REAL4800. Internship in Real Estate.⁶ • BUSN4800. Business Internship.⁷ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • REAL5070. Real Estate Development.⁸ • MBUS3500. Music Production. • MBUS4550. Live Concert Recording. • MBUS4800. Internship in Music Business. <p><u>Not for credit:</u></p> <ul style="list-style-type: none"> • Real Estate Case Competitions⁹

Notes:

¹ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

² A University approved service-learning course which includes a service-learning project (50-75% of overall instructional time) during the semester that either employs skills or knowledge learned in the course or teaches new skills or knowledge related to course objectives.

³ A University approved service-learning course which includes a service-learning project (up to 25% of overall instruction time) during the semester that either employs skills or knowledge learned in the course or teaches new skills or knowledge related to course objectives.

⁴ Students practice conducting research, analyzing data, and presenting the results. This course is being proposed for approval during this academic year.

⁵ A University approved service-learning course which provides an introduction to non-experimental research designs, measurement techniques, and methods of data collection used in social science research. Students learn about each phase of the research process and become good consumers of research. Survey research methods commonly used in financial planning, housing and consumer economics research are emphasized.

⁶ This course contains a substantial experiential component that allows students to develop knowledge, skills, and values from hands-on work experience in their area of study. In addition to significant and meaningful work experience, course work includes, but it not limited to, a journal of daily activities during the internship; a paper reflecting on the student's activities during the internship; and a supervisor evaluation.

⁷ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

⁸ This course contains an experiential learning project where students apply classroom knowledge of the development process with particular emphasis on analyzing the feasibility of design, location, and construction to generating a development proposal for an actual property in the Athens area.

⁹ Case competitions allow students to combine their business knowledge, analytical skills, strategic thinking, and presentation ability to solving business problems.

**INSURANCE, LEGAL STUDIES, AND REAL ESTATE DEPARTMENT
RISK MANAGEMENT AND INSURANCE PROGRAM
EXPERIENTIAL LEARNING PLAN
FALL 2014**

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs. <p><u>Not for credit:</u></p> <ul style="list-style-type: none"> • Participation in the RMI Program's Bermuda Insurance Market Study Trip. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • RMIN5100. Commercial Property and Liability Insurance.¹ • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.² • FHCE4235S. Applied Financial Planning.³ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • HONS4990H Honors Thesis. • FHCE4000S. Research Methods in Financial Planning, Housing and Consumer Economics⁴ • RMIN5900. Directed Research in Risk Management and Insurance.⁵ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • RMIN4800. Internship in Risk Management and Insurance.⁶ • BUSN4800. Business Internship.⁷ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • RMIN5950. Corporate Risk Management.⁸ • RMIN5570. Insurer Operations and Policy.⁹ • MBUS3500. Music Production. • MBUS4550. Live Concert Recording. • MBUS4800. Internship in Music Business.

Notes:

¹ Students contact an actual small business and request permission to conduct an insurance audit and risk review for the business. The students review the business's existing insurance contracts, its risk profile, and make recommendations to the business for additions and changes to its coverage and risk management practices.

² Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

³ A University approved service-learning course which includes a service-learning project (50-75% of overall instructional time) during the semester that either employs skills or knowledge learned in the course or teaches new skills or knowledge related to course objectives.

⁴ A University approved service-learning course which provides an introduction to non-experimental research designs, measurement techniques, and methods of data collection used in social science research. Students learn about each phase of the research process and become good consumers of research. Survey research methods commonly used in financial planning, housing and consumer economics research are emphasized.

⁵ Students practice conducting research, analyzing data, and presenting the results. This course is being proposed for approval during this academic year.

⁶ This course allows students to develop knowledge, skills, and values from hands-on work experience in their area of study. In addition to significant and meaningful work experience, course work includes, but it not limited to, a journal of daily activities during the internship; a paper reflecting on the student's activities during the internship; and a supervisor evaluation.

⁷ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

⁸ A significant portion of the course involves analyzing a major case that deals with the operations and exposures of a medium-sized corporation. Students work in a group to analyze the case and to provide an analysis for the risk exposures of the firm and are required to submit their own written risk management audit report for the firm. This project assists students in developing and demonstrating their ability to work as a member of a team and to demonstrate their written communication and analytic skills.

⁹ A major component of the course is a computer simulation which illustrates the operation of a homeowners' insurer in a competitive market. Students work in groups with each group representing one insurer. The full class represents the insurance industry. The game introduces students to some of the problems of insurance company management in a dynamic setting. This simulation is run for six weeks during the course.

MANAGEMENT DEPARTMENT
EXPERIENTIAL LEARNING PLAN
FALL 2014

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.¹ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • HONS4990H. Honors Thesis. • MGMT5900. Directed Research in Management.² • MGMT5920. Organizational Behavior.^{3,*} 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • MGMT4800. Internship or Cooperative Education.⁴ • BUSN4800. Business Internship.⁵ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • MBUS3500. Music Production. • MBUS4550. Live Concert Recording. • MBUS4800. Internship in Music Business. • ENTR5500 & ENTR5520. Entrepreneurship and New Venture Formation, and Implementing New Venture Plans.⁶

*Course Description for MGMT 5920 will be updated to read: The interpersonal skills that promote individual, group, and organizational effectiveness. Basic concepts, theories, and practices needed to understand human behavior within work organizations. *Students will apply this knowledge through a research project.*

Notes:

¹ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

² Students conducting independent research, analyzing data, and presenting the results. This course is being proposed for approval during this academic year.

³ Teams of students employ the scientific method to answer a question for managers of organizations. This project includes: inductive interviews of employed individuals, theory and hypothesis development, survey creation and administration, data compilation and analyses, interpreting results, and presenting practical conclusions.

⁴ Students are permitted to enter businesses, governmental agencies, or other organizations for the purposes of obtaining practical and applied managerial experience. A paper or suitable project associated with a description and analysis of this experience is required.

⁵ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

⁶ The ENTR course that is clearly most experiential is ENTR 5520 Implementing New Venture Plans. The students must take ENTR 5500 Entrepreneurship and New Venture Formation before they can take 5520. Students who take 5500 and 5520 together would fulfill the experiential learning requirement because they must plan, propose, create and implement an actual entrepreneurial venture.

MANAGEMENT INFORMATION SYSTEMS DEPARTMENT
EXPERIENTIAL LEARNING PLAN
FALL 2014

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p><u>For credit:</u></p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • MIST4620. Systems Analysis and Design.¹ • MIST5740. Project Management.² • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.³ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • CURO • MIST5900. Directed Research in Management Information Systems.⁴ 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • MIST4800. Internship in MIS.⁵ • BUSN4800. Business Internship.⁶ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p><u>For credit:</u></p> <ul style="list-style-type: none"> • MBUS3500. Music Production. • MBUS4550. Live Concert Recording. • MBUS4800. Internship in Music Business. • ENTR5500 & ENTR5520. Entrepreneurship and New Venture Formation/Implementing New Venture Plans.⁷

Notes:

¹ MIST 4620 is the MIS Capstone course required for graduation with a MIS degree and therefore taken by all MIS majors. The purpose of the course is to provide students with a conceptual and practical understanding of the current IS/IT methodologies and tools used to analyze, design, build, and implement an information system (IS). The focus is on understanding and experiencing a complete systems or product development lifecycle or methodology. As an example, students are taught logical analysis using UML (Unified Modeling Language) and agile approaches to developing IS. These topics are not covered in MIST 5740. Students are required to complete a semester long, team-based project for a "real-world client." A reflective paper and a formal presentation are required at the end of the project.

² This course is required for graduation with a MIS degree and therefore taken by all MIS majors. MIST 5740 focuses on project management (PM) methods and tools that can be used to manage any project, not just IS projects (though the focus is on IS projects and the course taught from that perspective). MIST 5740 uses a leading PM textbook and an approach based on the Project Management Institute's (PMI) best practices for project management contained in PMI's Project Management Body of Knowledge (PMBOK). PMI is the world's leading certification body for project managers. Students are required to complete a semester long, team-based project for a "real-world client," however the scope of this project is usually somewhat more limited than for MIST 4620. The focus of the MIST 5740 project is for students to understand and lead a project team through a complete project life cycle lifecycle using modern, industry-developed project management methodologies. A reflective paper and a formal presentation are required at the end of the project.

³ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

⁴ Students practice conducting research, analyzing data, and presenting the results. This course is being proposed for approval during this academic year.

⁵ Students are permitted to enter businesses, governmental agencies, or other organizations for the purposes of obtaining practical and applied information systems experience. A paper or suitable project associated with a description and analysis of this experience is required.

⁶ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

⁷ The ENTR course that is clearly most experiential is ENTR 5520 Implementing New Venture Plans. The students must take ENTR 5500 Entrepreneurship and New Venture Formation before they can take 5520. Students who take 5500 and 5520 together would fulfill the experiential learning requirement because they must plan, propose, create and implement an actual entrepreneurial venture.

**MARKETING DEPARTMENT
EXPERIENTIAL LEARNING PLAN
FALL 2014**

Study Abroad Experience	Service-learning Experience	Research Experience	Internship Experience	Other Experiential Learning
<p>For credit:</p> <ul style="list-style-type: none"> • UGA-approved study abroad or exchange programs. 	<p>For credit:</p> <ul style="list-style-type: none"> • MARK4600. Integrated Marketing and Brand Communication.¹ • MARK4500. Services Marketing.² • MARK4650. Digital Analytics.³ • MARK4550. Multicultural Marketing.⁴ • ILAD4100. Leadership and Personal Development. OR ILAD5100. Organizational Leadership.⁵ 	<p>For credit:</p> <ul style="list-style-type: none"> • CURO • MARK4000. Marketing Research.⁶ 	<p>For credit:</p> <ul style="list-style-type: none"> • HONS4800H/HONS4801H. Honors Internship. • MARK4800. Marketing Internship Cooperative.⁷ • BUSN4800. Business Internship.⁸ • INTB4800. Internship and/or Cooperative Education in International Business. 	<p>For credit:</p> <ul style="list-style-type: none"> • MARK4450. Social Media Marketing Strategy.⁹ • MARK4210. Professional Selling and Customer Relationship Management.¹⁰ • MARK4900. Marketing Strategies and Decision Making.¹¹ <p>Not for credit:</p> <ul style="list-style-type: none"> • Terry Sales Competition • Digital Marketing Competition

Notes:

¹ Students interview a small local company, analyze the company's current marketing efforts, and offer recommendations to the company.

² Students research and interview a services company and analyze the company's services marketing strategy. The results are made available to companies.

³ Student have a client in which they offer strategic digital marketing recommendations.

⁴ Students have a client (e.g., Coca Cola) with whom they work to develop multicultural marketing recommendations. For instance, student teams this semester are developing integrated communications campaigns that will focus on Coca Cola reaching bi-cultural Hispanic consumers.

⁵ Both leadership classes require students to work in teams to conduct service learning projects for local non-profit, student-run, or small businesses. Students apply leadership concepts learned in the courses, make formal presentations to the clients, and require a final reflective paper.

⁶ Students practice conducting research, analyzing data, and presenting the results.

⁷ Students must get their internship experience approved as a "marketing" "sales" or "digital marketing" internship. Work must reflect real-world marketing experiences. Employers must agree on the tasks performed by the student before the internship begins. Upon completion of the internship, students must write a paper describing their workplace experience.

⁸ This is an internship program overseen by the Terry College to cover part-time employment in business related fields.

⁹ Students analyze two different firms and the digital marketing efforts of both. Then, students compare and contrast and write a paper offering recommendations. At the end of the semester, students analyze one firm's marketing strategy and offer recommendations for improvement. Students present these findings to an industry panel consisting of 5 Atlanta-based marketing professionals.

¹⁰ Both analytical and sales/selling skills are developed through practice. During the semester, students prepare, practice, and deliver 5-6 persuasive/selling assignments to their teams and to the classroom. Individual students receive feedback from other students. At the end of the semester, individual students record their best presentation for assessment by the instructor.

¹¹ This course involves simulations (either Markstrat or MarketPlace simulation) where students form teams (i.e., a small company) to compete against peers (i.e., competitors). Students will work in teams to make decisions on marketing strategy, both at the corporate level and more tactical level. Students learn how to make strategic marketing decisions and analyze the results thereof. Data analysis is involved, and entrepreneurship skills are enhanced.