



# The University of Georgia

Terry College of Business  
Office of the Dean

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Benjamin C. Ayers, *Dean*  
*Earl Davis Chair in Taxation*

September 29, 2015

Provost Pamela Whitten  
Office of the Senior Vice President for Academic Affairs and Provost  
University of Georgia  
203 Administration Building  
Athens, Georgia 30602-1561

Dear Pam,

On behalf of the faculty of the Terry College of Business, I am pleased to forward the College's Experiential Learning Implementation Plan.

This plan has been developed by the faculty representatives on our Undergraduate Program Committee, in conjunction with the College's Department Heads and my office. In November 2014, the Committee reviewed the requirements associated with UGA's Experiential Learning Initiative. Each committee member then reviewed his/her department's own curriculum and developed a plan based on opportunities available for Terry students. The Committee chairperson compiled the individual departmental plans and the Committee reviewed the complete plan to ensure all information was correct. The Committee then submitted the final plan to me, which I approved and fully support. The efficiency and dedication of the faculty committee in developing this plan reflects the support Terry has for this initiative.

Sincerely,

Benjamin C. Ayers

/abg

Attachment

cc: David Eckles, Chair, Undergraduate Program Committee  
Henry Munneke, Associate Dean for Undergraduate Programs and Experiential Learning Certification Officer.  
William Vencill, Chair, University Curriculum Committee  
Linda P. Bachman, Director, Office of University Experiential Learning

**Terry College of Business**  
**Experiential Learning Implementation Plan**

**Certification Officer: Henry Munneke, Associate Dean**

The Terry College of Business has eight undergraduate majors. The experiential learning initiative is being implemented at the departmental level (one of our seven departments has two separate majors). In almost all cases, the experiential learning requirement will be satisfied through credit-bearing courses; selected non-credit programs, closely supervised by faculty advisors and of consistently high value to our students, may also be used to fulfill the requirement. These are noted below.

**The courses that fulfill the requirement for each major are as follows:**

**All majors:**

Any UGA-approved study abroad program

Any CURO research course

MBUS 4550 *Live Concert Recording I*

This course encompasses mobile recording of six live music performances on-site at venues in Athens. The students will set up the recording equipment, engineer the original recording, mix and edit the final product. The finished productions will then be delivered to WUGA 91.7 FM for broadcast as part of a regular series on the station.

MBUS 4800 *Internship in Music Business*

BUSN 4800 *Business Internship*

INTB 4800 *Internship and/or Cooperative Education in International Business*

HONS 4800H *Honors Capstone Internship*

HONS 4801H *Honors Internship (Non-Capstone)*

ILAD 5100 *Organizational Leadership*

Examines leadership in business organizations. It covers how organizational leaders guide, support, influence, and meet the needs of their followers. Topics include developing employees, increasing engagement, leading teams, leveraging diversity, and building and changing corporate cultures. Students will apply the knowledge and skills they learn through service-learning projects.

**Tull School of Accounting**

FHCE 4235S *Applied Financial Planning*

### *ACCT 4990H Honors Thesis*

Individual research leading to an honors thesis under the guidance of a thesis director.

### *ACCT 5800 Internship in Accounting*

### *ACCT 5900 Research in Accounting*

### *Non-Credit: Volunteer Income Tax Assistance (VITA)*

Group activity, closely supervised by faculty advisors, who can readily verify the quality and quantity of student participation. From the program's website ([fcs.uga.edu/fhce/vita](http://fcs.uga.edu/fhce/vita)): "The Volunteer Income Tax Assistance (VITA) program offers free tax help to people with moderate incomes, persons with disabilities, the elderly and limited English speaking taxpayers. ... For the student volunteers VITA provides a structured learning environment where they can have a hands-on application of what they have learned in class. The experience also fosters the development of interpersonal skills. For the universities and affiliated institutions, VITA provides another mechanism of teaching a broad array of skills ranging from technical skills and teamwork to interpersonal communication and societal issues. Through this experiential learning approach, universities and colleges can also partner with local community entities to provide meaningful services to the community. ... These partnerships will advance the learning and professional development of students while also providing communities highly valued services at no cost."

## **Economics**

### *ECON 4800 Internship and/or Cooperative Education*

### *ECON 5900H Senior Thesis (Honors)*

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. Independent research and thesis preparation.

### *ECON 7300 Masters Thesis (capstone for BA/MA program)*

Thesis writing under the direction of the major professor. Independent research and thesis preparation.

## **Finance**

### *FINA 4800 Internship and/or Cooperative Education*

### *FINA 5900 Research in Finance*

## **Real Estate**

### *ALDR 3900S Leadership and Service*

### *FHCE 4000S Consumer Analytics and Research Methods I*

FHCE 4340S *Housing and Community Development*

REAL 4800 *Internship in Real Estate*

REAL 5900 *Research in Real Estate*

Non-Credit: *Real Estate Case Competitions*

Real Estate competitions allow students with an interest in real estate to put into practice the lessons they have learned in the classroom outside of the classroom environment. These competitions provide an excellent opportunity to develop and highlight students' business and presentation skills and exemplify real-life, hands-on experiences. Students often compete against students from other top programs.

### **Risk Management and Insurance**

FHCE 4000S *Consumer Analytics and Research Methods I*

FHCE 4235S *Applied Financial Planning*

RMIN 4800 *Internship in Risk Management and Insurance*

RMIN 5900 *Research in Risk Management and Insurance*

Non-Credit: *RMI Bermuda Insurance Market Study Trip*

Group activity, closely supervised by faculty advisors, who can readily verify the quality and quantity of student participation. From the Terry website (<http://www.terry.uga.edu/news/clippings/rmi-students-visit-bermuda>): "Risk management and insurance students spend one week in Bermuda studying the country's leading role in the insurance market. The week-long immersion in Bermuda introduces the undergraduates to the insurance market through company on-site visits and industry-sponsored seminars."

### **Management**

MGMT 4800 *Internship or Cooperative Education*

MGMT 5900 *Research in Management*

### **Management Information Systems**

MIST 4800 *Management Information Systems Internship or Cooperative Education*

MIST 5900 *Research in Management Information Systems (MIS)*

### **Marketing**

MARK 4800 *Marketing Internship Cooperative*

### Non-Credit: *Terry Sales Competition*

Group activity, closely supervised by faculty advisors, who can readily verify the quality and quantity of student participation. From the Terry website (<http://www.terry.uga.edu/events/sales-competition>): "For several years UGA has been recognized as one of the top universities for professional sales education for an integrated approach to sales education and training. An essential element of that success is the participation in the annual sales competitions. ... In these competitions, students deliver their pitches to corporate sales professionals who serve as buyers and judges. Winners advance to the National Collegiate Sales Competition and other prestigious multi-university competitions. The Terry Sales Team has placed in the top 15 colleges and universities in the last 10 years at the National Collegiate Sales Competition."

### Non-Credit: *Digital Marketing Competition*

Description provided by Marketing Department faculty: The digital marketing competition incorporates multiple experiential learning formats to engage students. More specifically, it combines a client-based project, a competition, and intensive team-based work with presentations judged by practitioners. The competition loosely follows the format of NBC's "The Voice" with industry leaders as coaches, battle rounds, and elimination rounds resulting in a winning team. The competition takes place over several months as students participate in a hands-on learning experience while building relationships with industry experts. Student teams are presented with a real business problem posed by a live client, a realistic budget and timeframe for execution, along with success metrics. Student teams work with their coach to design and hone their solution over several rounds of the competition. The competition provides students with a deep understanding of the elements required for a strategic approach to digital marketing; coaching on how to prepare, pitch and execute a digital marketing campaign; and experience interacting in a professional role-play.