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USF Muma
COLLEGE OF BUSINESS

RICHARD A. CORBETT DIGITAL WALL



Annual Report 2018-2019



USF Muma
College of Business
UNIVERSITY of SOUTH FLORIDA



Dear Friends of the Muma College of Business:

It is my privilege to present to you this 2018-19 annual report. The narratives we offer here put on full display what we have achieved and how we have helped our faculty, students and business partners realize success in their lives. We tell these stories not to boast, but simply to let the world know what our mission is and how we go about reaching our goals. These stories are proof that our dedication, determination and hard work are what place the USF Muma College of Business among the best business schools in the world.

Our stories include some numbers:

Since 2015, freshmen retention in the college has **risen from 85 up by 10% to 95 percent**, the six-year graduation rate **from 63 to 75 percent** and bachelor's degrees awarded without excess hours **from 62 to 86 percent**.

The Muma College of Business has the highest job-placement rate among Florida business colleges with 66.4 percent of undergraduates starting out in positions making at least \$40,000/year, according to a study posted last year.



The USF Vinik Sport & Entertainment Management Program was ranked No. 4 by *SportBusiness International*, which sifted through 1,000 survey responses from alumni and course leaders around the world to rank the top 40 institutions in 2018.



Our MBA programs are nationally ranked. The part-time MBA program ranked No. 64 among public schools in the March Best Graduate Schools issue of the *U.S. News and World Report* (a 12-place jump). Our full-time MBA program ranked among the top 100 schools. *CEO Magazine* ranked the Executive MBA program No. 44.



The USF Center for Entrepreneurship was named to the Top 25 list of graduate programs for the 12th consecutive year. The center, which was ranked No. 12 in the nation by *Entrepreneur* magazine and The Princeton Review, was the only Florida program to make the list.



Our accounting programs recently earned high rankings from the *Public Accounting Report*, an independent newsletter for the accounting industry. A professor's survey ranked our master's program No. 42 overall and No. 16 in programs with 17-23 full-time faculty. Our PhD program ranked No. 41 and our undergraduate undergraduate program ranked No. 19 in the South.



The main reason we are here is, after all, our students. More students are staying in school and graduating on time, thanks to an innovative student success system our academic advisors started three years ago. A big part of that success belongs to our one-of-a-kind Corporate Mentor Program, which pairs students with business professionals who act as mentors. This past year, we paired 161 students with 153 mentors. We don't want to lose a single student because he or she is feeling overwhelmed by the demanding curriculum or college life in general.

Similarly, programs such as the Bulls Business Community, our case competitions, service learning, and practice center projects and innovative research opportunities help ensure that our students get the best possible business education and the beyond-the-books lessons that complement classroom learning.

The Company We Keep

We are so often judged by the company we keep. Just this spring, we hosted Netflix cofounder **Marc Randolph** as part of the Muma College of Business Thought Leader Series. His talk, delivered in the Marshall Student Center's Oval Theater, was revealing and inspirational. Guest speakers of his caliber revel in coming to the Muma College of Business because they know their insights and observations embolden our students and motivate our alumni and business partners.

The guest lecturers who come to our campus represent a pretty good barometer of our success here as well. For example, the Vinik Sport & Entertainment Management Program's annual lecture series featured speakers who have created new ways of doing things in the world of sports marketing and analytics. This year's panel included Facebook's **Dan Reed**, the NBA's Golden State Warriors President/COO **Rick Welts** and former WNBA COO **Jay Parry**. The program's annual Sport and Entertainment Analytics Conference this year brought executives

from the NBA, the PGA Tour, the Miami Dolphins, the Women's Tennis Association, Turner Sports, the International Speedway Corporation and the Tampa Bay Lightning.

The second annual Florida Business Analytics Forum drew 400 business leaders to campus thanks to keynote speakers such as Google Tech Lead **Valliappa Lakshamanan**, who heads up the company's Big Data and Machine Learning Professional Services Unit. Walmart's **Frank Yiannis** talked about blockchain and food safety at the event and academicians **Tina Elliassi-Rad** and **Erich Huang** discussed biases in machine learning and health data in action, respectively. The forum, which is sponsored by the SunTrust Foundation, also featured Disney's **Dayana Cope**, Humana's **Kenty Adams** and Tableau's **Meagan Corbett**.

And our Conversation with a CEO series is gaining popularity not only with our students, faculty and alumni, but with local business leaders as well. Over the past year, the morning talks have featured former Tampa Bay Buccaneer-turned-real estate developer (and USF business alum) **Vincent Jackson**; **Don Fox**, CEO of the wildly popular Firehouse Subs; Raymond James Financial CEO **Paul Reilly** and Tampa Electric CEO **Nancy Tower**. On deck for this fall are Nestlé USA Chairman and CEO (and USF alum) **Steve Presley** and Tech Data CEO **Rich Hume**.

When these highly successful executives and academicians hear about the ground-breaking programs at the Muma College of Business, they almost always find the time to visit. Here, they know that their message not only is appreciated but they also may happen upon that right graduate to recruit. Here, they know they may discover the future of their companies. Everyone wins.

Partners Create Opportunities

Our researchers are making impactful discoveries and changing the way the world looks at commerce and beyond. Acquainting students with this concept is paramount to their—and our—success. To that end, the college now requires all students, regardless of their major, to take courses in data collection and analytics. And a new initiative with Tableau will mean that all students

who graduate from the Muma College of Business will earn a Citizen Data Scientist certificate to complement their diplomas regardless of major.



A packed house at the 2018 Florida Business Analytics Forum

Along those lines, we have forged a partnership with ReliaQuest in an arrangement that typifies what we do here at the Muma College of Business: engage outside business interests. ReliaQuest has agreed to a \$1 million commitment over five years to create a first-of-its-kind, cybersecurity-certified program to draw more students into the field.

We also partnered with KnowBe4, a prominent cybersecurity training company which has donated more than \$1 million to assist in teaching and training students to be on the front lines in the growing war with cyber threats. The gift from the company, which provides training and other resources for more than 23,000 organizations around the world, will help train students in cyber hygiene and help faculty conduct research.

Also this year, we stepped outside our comfort zone in partnering with the Joint Special Operations University at MacDill Air Force Base to offer a workshop to discuss far-reaching changes that could shift global confrontations from armed response to peaceful negotiations. **Alan Hevner**, a Distinguished University Professor in the Information Systems and Decision Sciences Department, led one such discussion on how the approach to a problem can mean all the difference in solving it.

Our faculty and graduate students for the second consecutive year assisted in compiling impactful data that was used to rank the Tampa Bay region against other metropolitan areas. The State of the Region, commissioned through the Tampa Bay Partnership, used groundbreaking research devised by our Center for Analytics and Creativity to gauge how the region stacks up against other regions of similar size and demographics and what needs to be done to make improvements.

With the help of dedicated faculty such as **Rob Hammond** and **Donna Davis**, we have opened the newly created Center for Marketing and Sales Innovation, offering opportunities for interdisciplinary research. Inside its sales lab, sophisticated computers are set up in individual stations, mood lighting and sound can be changed at the direction of the controller and the rooms have cameras and microphones. Eye movements are measured, brain waves are scrutinized and pulses are monitored while interactions are recorded for analysis in marketing research. The center has already earned our college a spot on the Sales Education Foundation's 2019 Top Universities for Professional Sales Education list.

These are great initiatives and programs that showcase the caliber of our students and the faculty who teach them. One of the things I am most proud of is that while we were in the midst of all of these efforts, we welcomed a team of reviewers from the AACSB for our five-year peer review. I am pleased to report that the AACSB Peer Review Team renewed the college's accreditation and the accreditation for the Lynn Pippenger School of Accountancy for another five years – doing so without a single concern! The Muma College of Business remains on the list of 186 colleges around the world certified both in overall business and accounting programs. I am so proud of our faculty, staff and students who worked together to bring this great honor to the college.

Our Educators and Staff

Our faculty rivals the best on the planet, offering top-notch instruction for our students and providing them with the tools they need to succeed in the real world of business.



We hired more than a dozen new faculty in the fall. Among them is **Sunil Mithas**, a World Class Scholar, who now calls the Information Systems and Decision Sciences Department home. Also among the new hires is **Sagar Samtani**, whose exploration of the dark web was recognized recently with a \$175,000 National Science Foundation grant, a first for a business researcher in the state of Florida.

In the past several years, 10 faculty have received the prestigious Fulbright Scholarship. We seem to be forming our own “Fulbright Club” at the Muma College of Business! They are part of a university-wide faculty that last year led the nation in Fulbright awards. Last June, I traveled to Japan on a Fulbright administrative scholarship and was able to bring back valuable insights into higher education from a different perspective. Similarly, **Anol Bhattacharjee** traveled to India, **Sajeev Varki** headed to Belarus, and **Timothy Heath** went to Austria. **Matt Mullarkey**, an instructor with the Information Systems and Decision Sciences Department, will travel to Ireland to study the designs of smart cities thanks to his core Fulbright.

Fulbright scholars may be travelling globally but the Sunshine State is the place to be! With its deep-water ports, airports, rail lines and highway systems, Florida is poised to make supply chain its next big industry, providing more and higher paying jobs than the state's current No. 1 industry, tourism. The newly named **Monica Wooden** Center for Supply Chain Management

and Sustainability is taking a lead role in the effort to transform Florida into a hub for global commerce. You will read more about Monica and her transformational gift to us later in this report but I must pause to point out that a few years ago, **Jim Stock**, a worldwide expert in this area, was our only faculty member with deep expertise in this area. Now, Jim's supply chain faculty colleagues include **Donna Davis, Rob Hooker, Jeannette Mena Mercado, Seckin Ozkul, Richard Plank, and Kerry Walsh**. They are a great team.

Our Students

Our. Students. Are. Amazing. They come here full of awe and leave expecting to make an impact wherever they go. They get this drive from everyone here at the Muma College of Business, working together to deliver a well-rounded education that goes beyond textbooks and lectures.

The Sandler Sales Institute training program shows students the importance of dinner etiquette, how to sell oneself, how to tell a good story and the finer points of negotiations. They learn all the skills that may be overlooked in a formal education but are critical to the success of a young person's first foray into the business world. Combine this with the aforementioned Citizen Data Scientist certification and many other beyond-the-books efforts and it is easy to see that yes, Our. Students. Are. Amazing.

This is all part of our plan for student success. We are creating generations of critically thinking – and polished – business leaders by constantly challenging them while they are still in the classroom. But fomenting familiarity between our students and the outside business world is also an important way we create opportunities through which our students enter the workforce confident that what they learned here is on the cutting edge of their respective fields. That confidence in knowledge translates into satisfying salaries and meaningful, rewarding lives.

We constantly recruit more companies to provide course-credit internships and other immersive learning experiences to increase the availability of positions open to students. And students are taking full advantage of these opportunities, finding that there are actual jobs waiting for them upon graduation. In fact, of the

193 students who graduated after the fall 2018 semester with full-time jobs awaiting, 185 had been involved in our internship program or outside work experience. That's nearly 96 percent.

Internships are typically held by undergraduate students but we mustn't forget that we have a full array of quality graduate business education programs and in some of them, such as the Master of Business Administration, we are bursting at the seams. Hundreds of working business professionals head to campus or participate in online classes every evening in order to advance their careers and position themselves for the C-suite.

The students in our Doctor of Business Administration are already in that suite. They are seasoned executives with decades of leadership experience to draw upon in their classroom work and discussions. The research compiled by these doctoral candidates is impressive and relevant to both academia and the outside business world. I'm proud to say the program is surpassing all expectations and that interest among the business community continues to grow.

Our Generous Donors

I would be remiss if I didn't mention some of the donors who gave so much to the Muma College of Business this year. And speaking of the DBA, this year, students, alumni and faculty involved in the program gave enough money to start an endowment that, once fully funded, will be named for the program's founder and current academic director, **Grandon Gill**. It was a gesture that is remarkable in its selflessness.

Monica Wooden, a supply chain entrepreneur, recently donated \$5 million to the college. In return, the Center for Supply Chain

Management and Sustainability was named in her honor. At the event recognizing her gift, we were reminded that this industry is growing rapidly, particularly in Florida. Florida is the right state, this college is the right business school and Monica is definitely the right person to partner with as we expand our supply chain endeavors. You can read more about her later in this report.

Earlier, I mentioned that two cybersecurity industry leaders, **ReliaQuest** and **KnowBe4**, have partnered with us to be on the front lines in the growing battle with cyber threats. Both of these firms have done more than provide financial support;



Students from the inaugural bootcamp with ReliaQuest leaders

they have also made a commitment to provide insight and help with the academic programs that they support. Similarly, the **Vinik Family Foundation** gave \$500,000 to the Vinik Sport & Entertainment Management Program, to name the directorship for the current director **Bill Sutton**, who is retiring later this year. The Vinik family and the entire Tampa Bay Lightning executive teams have been incredible partners with us. They, like us, are pleased that **Michelle Harrolle** will be the first named director in that position when she takes over the program in the fall.

Lynn Pippenger, who donated \$10 million to us a few years ago and for whom we named our school of accountancy, recently gave \$150,000 to create an endowment for a new scholarship.

The college's Executive Bulls Leadership Giving Program was launched in 2015. Executive Bulls make annual unrestricted gifts of \$10,000 or more to the Muma College of Business to support the college's strategic priorities. This year, nearly \$187,000 was donated by these special friends of the college, helping to fund scholarships for our study-abroad programs and research.

This academic year, we awarded \$600,000 in scholarships to 300 deserving, high-achieving business students like **Sarah Gimbel**, our keynote student speaker from the annual luncheon, who shared her moving story about losing her dad (and nearly losing her mom) just weeks before she was to move into the dorms at USF. Her touching testimony reminded everyone in the room – those who gave six-figure gifts as well as those who had to sacrifice to make of the impact that a scholarship can make

on a student's life. But not all our donations are from millionaires or large corporations. One of our most talked about donations this spring came from **Mosheh Vann** and his brother, **Eliiahu**, to create a scholarship in their family's name. Mosheh came up to our development officers and had to ask how to write the check. He had never written one in his entire life. We are so proud his first one was to USF and the Muma College of Business.

We, ourselves, also give. I am honored to tell you the Muma College of Business faculty and staff were among leaders in donations, totaling more than \$121,000 with gifts from nearly 100 percent of our educators and employees.

When the gifts from all of our wonderful college friends, faculty and staff are totalled together, it equals \$8,461,111 - 211.53 percent of our development team's goal. Wow! You are all simply amazing.

So, as you read through this report, you will see proof that the success of our students is our No. 1 goal, through the dedication of our faculty, the expertise of our staff, the largesse of our donors and the commitment of our business partners. Keeping students involved in their classwork and focused on graduation is – and always has been – a priority we all share.

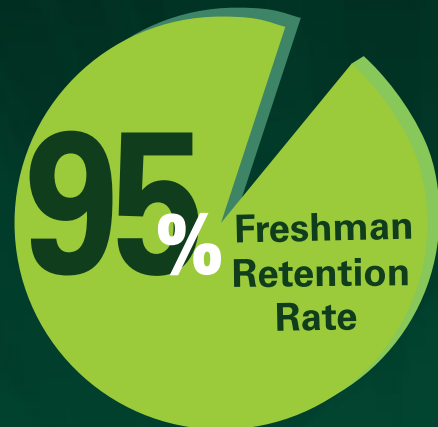


Moez Limayem, Dean
USF Muma College of Business

75%



Six-Year Graduation Rate



86%

Bachelor's Degrees Earned

Without Excess Credit Hours

Our Mission

We emphasize creativity and analytics to promote student success, produce scholarship with impact and engage with all stakeholders in a diverse global environment.

Our Vision

We aspire to be internationally recognized for developing business professionals who provide analytical and creative solutions in a global environment.

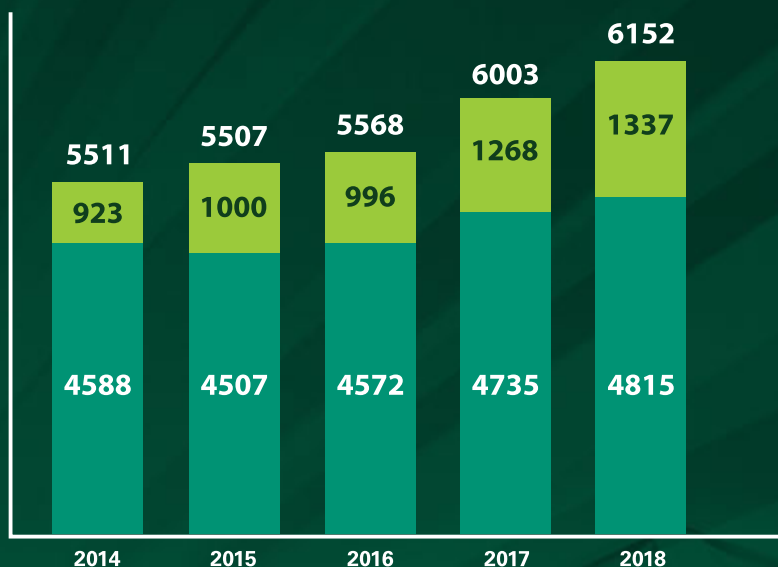
Our Strategic Priorities

- Student Success
- Research with Impact
- Distinctive Identity in Creativity and Analytics
- Business Engagement
- People
- Global Literacy and Impact



USF Muma
College of Business
UNIVERSITY of SOUTH FLORIDA

Headcount



Fall Semester Start

■ Undergraduate ■ Graduate

Source: ODS Internal USF Student Information System

Our College
Best in FL for
Placing B.S./B.A.
Graduates in Jobs
\$40,000
and Up

Florida Board of Governors, 2017



We Rank
High in FL for
Placing Graduate
Full-Time Earnings
\$80,000
and Up

FET/PT FT Annual Earnings Range by Year Report 2018



Strategic Priorities

Student Success



USF Muma
College of Business
UNIVERSITY OF SOUTH FLORIDA

Our mission guides our curriculum and policies and our vision points the way to the future, but it is our strategic priorities that keep us grounded here at the Muma College of Business. And our most important priority: student success.

On the next few pages we highlight some of the steps we have taken and successes that we – and our students – have enjoyed in achieving this goal.

There is no question or argument here: Our No. 1 priority is the success of our students, both in the classroom and after graduation. We want students to leave here with the best possible business education so that they can begin careers in their fields with competitive salaries. We want them to use the education they received here as springboards to rewarding careers and fulfilling lives.

We are committed to reach beyond providing students with the technical training they get in the classroom. We are laser focused on guiding them through their academic journey by providing opportunities for them to develop as professionals from their first moments on campus.

Over the next few pages, several student success programs are explained. As you can see, we charge full ahead in making sure the most precious assets of the Muma College of Business – our students – are poised to succeed.

Student Organizations

Our students are encouraged to participate in major-specific programs and clubs and there are 20 business student organizations, ranging from Delta Sigma Pi to Toastmasters. In addition to building friendships among their members, these clubs and organizations help students become career ready through regional and national competitions, student workshops, networking programs and community service activities. Several organizations have earned national awards, including USF's chapter of the American Marketing Association, which finished among the top 20 collegiate chapters out of more than 370 chapters in the United States, Puerto Rico and Canada. They also took third place in the sales competition at the 40th annual American Marketing Association International Collegiate Conference and received an award for Exemplary Chapter Performance in three areas: communication, professional development, and membership. Accounting majors in Beta Alpha Psi, an honor's organization that has attained international acclaim for its accomplishments, are among the most active students on campus. Members raised \$9,622 during USF's Relay for Life events and organized food drives to help those less fortunate. The group coordinated several professional development events, too, and has a strong connection with its alumni group. The chapter has been recognized as a Superior Chapter for the past 42 years – the longest standing superior status in the world. It is also one of only 10 chapters worldwide to be recognized as a KPMG Gold Chapter and the only chapter to have received the award since its inception a decade ago.

Undergraduate Programs

For high-achieving freshmen, we offer the Bulls Business Network, the Bulls Business Community, the Business Honors Program and the brand-new Bulls to Business summer program that was launched to widespread approval over the summer of 2018, giving eager first-year students a chance to start their college careers a semester early. This office, which spearheads a number of programs under the Collier Student Success Center umbrella, partners with USF Admissions and other units on campus for a variety of programs that introduce incoming students to USF - everything from Stampede to Success events to transfer student orientations to college-specific open house events. Some of the larger efforts are detailed over the next several pages.

Bulls to Business Summer Program

This past summer, we launched a program targeting high school seniors who had been admitted to USF's summer semester. We looked at reasons why some of the highest achieving pre-business summer admits opted to study at other universities and found that we often lost these incoming students because other schools admitted them for the fall semester and they were unprepared to head to college just two weeks after high school graduation. We realized that we had to offer something that would make their summer experience truly meaningful and unique. So, we created the four-week Bulls to Business program, with these key benefits for students who successfully completed the program: a chance to bypass a dreaded college algebra course and a chance to live in one of the living-learning communities in the fall. We addressed their desire to stay home the extra few weeks by beginning the program in July (yet they were still able to complete two full courses, thanks to an alternative calendar). Thirty-one students participated in the program, taking a special math course that was developed in partnership with the College of Arts & Sciences to address deficiencies detected on placement exams for Business Calculus. The second course was a professional development class. The outcome: We retained all 31 incoming students and when they took Business Calculus in the fall, 96 percent passed on the first attempt. We plan to repeat this program next summer.



Bulls Business Network

Select freshmen are accepted directly into the college based on their high school GPA and SAT or ACT test scores, while the majority of USF students are not fully admitted to the college until they complete their first two years of general course requirements. These freshmen are part of the Bulls Business Network. BBN students enjoy early admission to the business programs and special registration and advising opportunities. They can apply to live in the Bulls Business Community and to be part of the Business Honors Program, too. This year, 386 students are part of the BBN. Advisors have targeted this population for a myriad of special efforts aimed at improving student retention rates. It is working: freshmen retention has risen from 85 percent to 95 percent since 2015.

Living Learning Communities

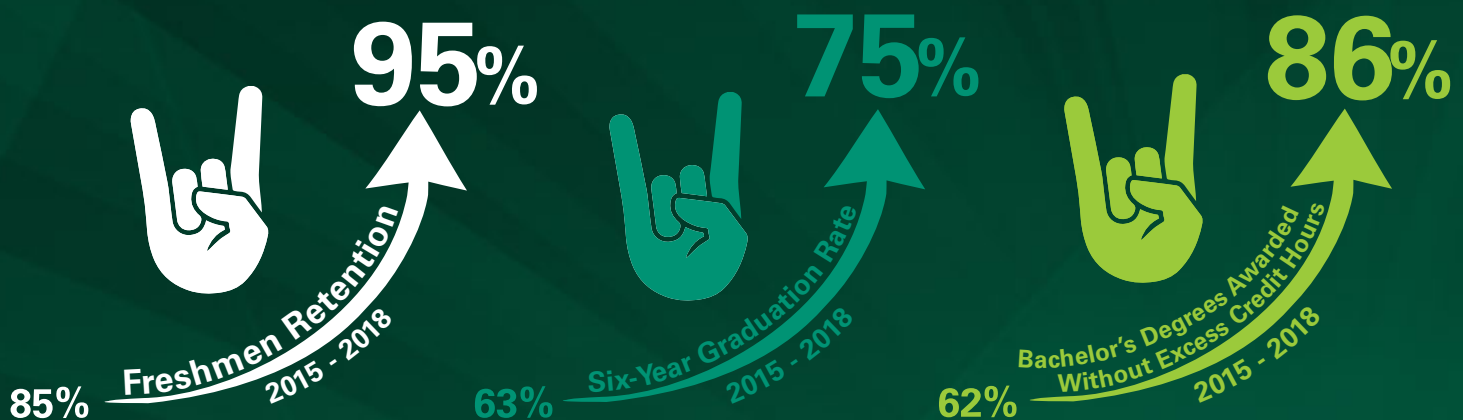
Bulls Business Network members are eligible to be part of the Bulls Business Community or the Zimmerman Advertising Program community, where students can live in selected residence halls with peers who not only are taking similar classes but also have common goals and interests.

Bulls Business Community

The Bulls Business Community is one of the oldest and best living-learning communities on campus. The residential program is a way for BBN members to enjoy the benefits of a traditional campus lifestyle plus extra perks, such as soft-skills training, networking opportunities and corporate tours, during which students learn about what it takes to run a variety of businesses and the roles of employees who earn degrees in different business disciplines. Since its inception in 2007, more than 800 students have been part of the BBC, including 172 who live in the community this year. The average high school grade point average for these students is 3.94 and the average ACT score for freshmen joining the BBC is 26. This program has proven to be a “sway factor” for USF, swaying high-achieving first-year students away from other prestigious universities in the state and across the nation.

Undergraduate Academic Advising

The Muma College of Business has 13 advisors who, from July 1, 2018 to April 16, 2019, met with students 12,372 times. The team has looked carefully at metrics related to student success and, using a case management system, has worked hard to improve the college’s first-year student retention rates and four-year graduation rates. The graphs below show the impact of these advisors and the other special programs noted in this section.





Zimmerman Advertising Program

The Zimmerman Advertising Program blends the worlds of advertising innovation, creative thinking, and marketing strategy for a unique multi-disciplinary degree. Graduates earn a bachelor's degree in business advertising and may go on to complete a master's degree in advertising from USF's Zimmerman School of Advertising & Mass Communications. Named for advertising executive Jordan Zimmerman, the Zimmerman Advertising Program also has a living-learning community. ZAP residents participate in many BBC programs. This year, they also enjoyed extra tours of agencies such as Dunn & Co., ChappellRoberts, PP+K and met with the advertising team at Checker's and Rally's. All of the students make a trip to Ft. Lauderdale to meet with the Zimmerman Advertising team, too, and they are encouraged to apply for internships there. This summer, 10 of the sophomores will intern at the mega-agency. Like the BBC, this program targets high achieving incoming freshmen and this year, the average high school GPA was 3.95. The average ACT score was 27 and the SAT score was 1265.

Business Honors Program

The USF Business Honors Program – the first in Florida – blends rigorous coursework and research activities with special housing, service, study-abroad opportunities and applied learning experiences inside and outside of the classroom. Its distinct features include smaller classes, leadership training and outside-the-United States experiences. This select group of students – there are 30 enrolled this year – also get help from summer internships and have opportunities to learn how to apply computational methods in business research. Those selected for this invitation-only program have SAT and ACT scores that far exceed general USF admission requirements. This year, the average high school SAT for incoming participants was 1268 and the average ACT score was 28. They are national scholarship awardees who routinely represent the college at special events and ceremonies. Business Honors Program students participate in an annual ethics and leadership retreat as well as in team- and leadership-building programs. They use these skills as mentors and role models at the university and college levels. These students also conduct and present research at the Muma College of Business Student Research Symposium and the Undergraduate Research Conference. This year, five Business Honors Program students – **Sergio Victores, Mariam Raza, Cleon Wilson, Jessica Kelso** and **Kelsey Letko** – were invited to present their research at the Undergraduate Student Research Conference hosted by the USF Office of Undergraduate Research.

BizComm Center

The Business Communications Center, known to students as BizComm, has held hundreds of free, one-on-one consultations during the 2018-2019 academic year, helping undergraduate, graduate and MBA students improve their written communications for business courses ranging from marketing and accounting to ethics and management. BizComm's writing coaches do a brisk trade making sure students have polished résumés and cover letters for the job hunt, as well as composing essays for graduate schools and university awards programs. Much of what happens in BizComm is behind the scenes. Our scholarship recipients get individualized training in the art of writing gracious thank-you letters, and Muma College of Business faculty and PhD students receive free professional editing for their research journal article drafts. This year, staff from BizComm provided 20 classroom workshops in addition to special workshops on presentations skills for case competitions. They met with MBA and Executive MBA orientation groups to explain documentation/citation and worked on report writing with the Applied Securities Analysis class. The stats below illustrate the volume BizComm staff handled this year.

840 Student
Appointments

550 Scholarship Thank
You Letters Reviewed

322 Papers
Assessed

18 Faculty Research
Articles Copyedited

Career Preparedness

Students are encouraged to participate in a variety of career events hosted by USF Career Services, as well as those coordinated by the Office of Employer Relations in the college. Some programs, such as the annual Elevator Competition, require students to participate in workshops before they can compete. These workshops, led by guests from the business community, emphasize interviewing skills and the importance of strong first impressions and impressive cover letters.

The college hosts many job search and career preparedness events to provide students with opportunities to learn more about companies seeking to hire USF business grads. These events give students a chance to ask questions about the potential jobs, corporate culture or specific skills new hires should have. The list of participating companies is long, but includes Amazon, Gartner, Goldman Sachs, JPMorgan Chase, Raymond James, Tampa General Hospital and Publix. Student attendance at these events is on the increase. More than 750 students attended info sessions, 210 attended the Meet-and-Greet, 91 attended Corporate Connections events, 93 attended a Career Clinic, 61 participated in the Elevator Competition and 252 enjoyed career advising appointments.

A 2017 report from the NACE Center for Career Development found that graduates who had two or more internships were twice as likely to be employed within six months of graduation compared to those who never held an internship. Staff reached out to graduating seniors to determine if the findings of the national research mirrored the experiences of USF business students. The results: 96.5 percent of our students who reported that they had job offers at graduation indeed had participated in recent internship or work experience. Those confirmed findings tell us we must not only encourage students to seek internships but we must also continue to build relationships with regional employers. To that end, we now offer a practicum option in every business major, allowing students to earn course credit for internships, if they choose to enroll. Additionally, the Lynn Pippenger School of Accountancy launched a new

766

Total Students Attended Info Sessions

25

Info Sessions

Elevator Competition Spring 2019
sponsored by Regions:

61
semi-finalist
qualifications

25
selected finalists

1
winner

Corporate Mentor Program

Juniors and seniors who are the first in their families to attend college often need help transitioning into their desired careers. For more than 25 years, the Corporate Mentor Program has helped students explore career opportunities and develop strategies for their professional, academic and social success.

Executives in the real business world sign up as mentors to provide access to opportunities in which students learn about interviewing, corporate culture, networking and becoming leaders in the corporate world. There are 161 students enrolled in the Corporate Mentor Program this year meeting with 153 mentors. Many of the students in the program participate in internships that turn into full time jobs upon graduation -- some with companies where their mentors work.

The program builds bridges for underrepresented students. Traditionally, first generation students incur the largest student loan debt of any population, with four out of five students working more than 25 hours a week to pay for their educational expenses. To answer this great financial need, the Corporate Mentor Program awards more than \$120,000 in scholarships to participating students each year.

Average
GPA 3.4

153
total
mentors

57
represented
from CFI

37
firms
represented

experiential learning program in partnership with the Small Business Development Center that allows students who are unable to take an internship course a chance to work with SBDC clients on accounting related projects.

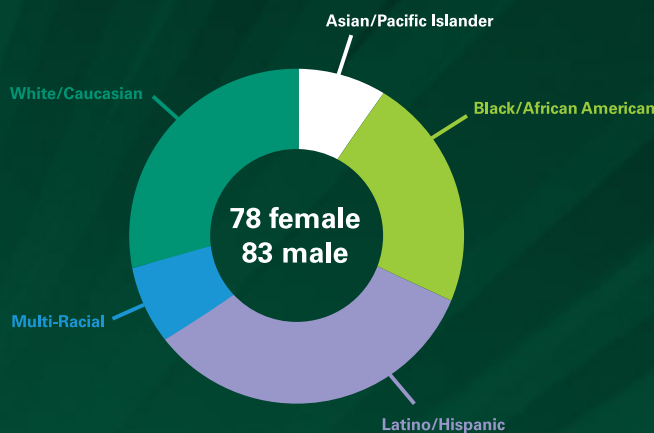
Student Managed Investment Fund

The Student Managed Investment Fund offers motivated, well-prepared students the opportunity to participate in financial investment strategies to manage real money in real time. One of the things that makes this experience so special: its advisory board. Comprised of seasoned practitioners, these advisors hold the students accountable for their work and motivate them to perform at a professional level well beyond that of the typical undergraduate. These industry professionals also share expertise and interact with the young scholars when analysts pitch their ideas for stock purchases. Leveraging this experience, students are able to land competitive internships and, later, job offers at top firms nationwide. Fund performance information as of April 17, 2019 is below; the fund's balance is \$654,102.

\$654,102 Fund Value as of April 14, 2019

Historical Returns	Annualized Ended 3/31/2019			
	1 Year	3 Years	5 Years	10 Years
USF Student Run Fund	11.13	17.85	12.77	N/A
S&P 500	9.50	13.51	10.91	15.92
Risk - Standard Deviation				
USF Student Run Fund	25.03	15.91	14.50	N/A

Corporate Mentor Program: Student Diversity

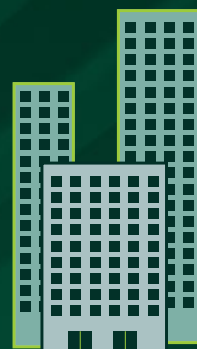


28

Professional
Development
Events for
Students


6

Corporate Tours
from Fall 2018
to Spring 2019



Professional Competitions

We are so proud of our students who willfully challenge their professional skills in a wide range of business competitions. It shows their drive to succeed well before they are out in the real world. These competitions offer chances for them to hone skills they will need after graduation and help them not only to compete in these contests, but to come out ahead.



Our Selling with the Bulls is a full day of challenges: group-based case competitions, sales conversations where competitors strive to secure a sale with a “customer,” cold-call prospecting and speed-dating-style interviews. February’s intercollegiate version of the event was lauded by the visiting teams as well-organized, comprehensive and fun.

The college hosts an annual elevator competition — actually held in an elevator — to help students practice giving a one-minute “speech” about their education, skills and aspirations rolled into an impromptu job interview with an executive.

The Daveler Pitch Competition was held earlier this year at the Muma College of Business and included an accounting major among the five finalists. The competition empowers undergraduate students in Florida to create sustainable future enterprises and encourages their entrepreneurial spirit. The competition, administered by the USF Center for Entrepreneurship, was first launched in 2016 with the financial support of Frank and Ellen Daveler.

The annual Fintech Business Plan Competition invites all USF graduate and undergraduate students to take the opportunity to compete for a first-place prize of \$15,000. The contest, sponsored by Fintech, a local company, and hosted by the USF Center for Entrepreneurship, not only allows students to compete for prize money but also gives them an opportunity to present their business vision in front of a panel of professionals and experienced entrepreneurs.

The Center for Entrepreneurship coordinates the Florida Blue Health Innovation Competition annually. This is a pitch competition with a theme. In October, student teams presented their outside-of-the-box ideas to address the growing issue of depression and anxiety in America at the company’s GuideWell Innovation Center in Orlando’s Lake Nona Medical City. Seven USF students were finalists in the competition. This year, Florida Blue challenges students at any Florida university to use big data to solve chronic health conditions in the United States. Competitors, who can come from any field of study, will apply in the summer and finalists will make their pitches next fall.

Graduate Programs

Master’s Programs

There are 11 master’s programs in the USF Muma College of Business and enrollment is on the rise in most of them. Some programs, such as the MBA and the Weekend Executive Master of Science in Business Analytics & Information Systems, grew by 6-7 percent. Others grew rapidly. For example, the online MBA grew by 30 percent this year and the recently revised Master of Science in Management grew by 58 percent.

Public Accounting Report ranked the Lippenger School of Accountancy’s Master of Accountancy program at No. 16 among U.S. programs with 17-23 full-time accounting faculty and No. 42 overall within the U.S for 2018.

Doctoral Programs

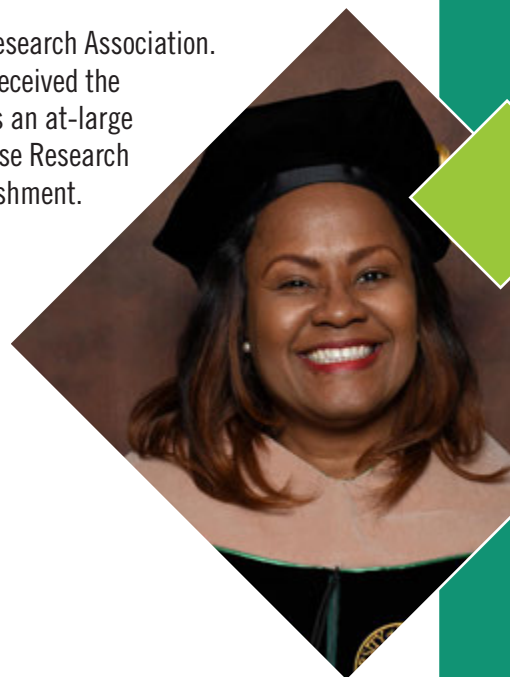
At the PhD level, the Muma College of Business had its first Presidential Fellow in the fall of 2018, Yeseul Kim, who credited USF's scholarly inquiries into sensory marketing as one of her primary reasons for selecting the Muma College of Business. The college also had its first Graduate Student Success Scholar, Khalia Jenkins. Additionally, the college was able to recruit one KPMG PhD Project scholar. *Public Accounting Report* ranked the college's doctoral program (in regard to the accounting concentration) at No. 41 in the U.S. for 2018, tied with Baruch College. The doctoral program at the University of Central Florida ranked below USF at No. 47 and Florida State University was only ahead by two places, ranking at No. 39.

Placement was strong for PhD graduates, with students placed at two flagship schools: the University of Tennessee and Louisiana State University.


The DBA program graduated another 29 students in December (and another five in the spring). More than two dozen executives began its fifth cohort in January.

Over the course of the year, the DBA program received \$250,000 in donations from students and alumni, plus an additional \$30,000 to fund a mentor program whereby recent graduates are assigned to help candidates who are in their dissertation phase. In January, 23 volunteer mentors were assigned to the third cohort. At the suggestion of the graduating cohort, another group of mentors will be assigned to the fourth cohort in June. During the fall, DBA alumni also held their first research workshop, facilitated by alumnus Jim Stikeleather. The former Dell executive discussed artificial intelligence.

Members of the DBA program have also been having an impact on the North American Case Research Association. During its fall 2018 annual meeting, students Samantha Champagnie and Kristen Gallagher received the Newcomer Award for their case. DBA student Danielle Clark was elected to the NACRA board as an at-large director and alumnus and faculty member Clinton Daniel's Fintech case – published by the Case Research Journal – sold 2,376 copies through HBS publishing in its first year, an extraordinary accomplishment.



4-Year Graduation Rate (Full-time, FTIC): USF


	2016-2017 End of Year			2017-2018 End of Year			2018-2019 End of Year*		
	Summer/Fall 2013 Cohort	n	%	Summer/Fall 2014 Cohort	n	%	Summer/Fall 2015 Cohort	n ³	% ³
 USF Muma College of Business UNIVERSITY OF SOUTH FLORIDA	478	326	68.2%	511	336	65.8%	518	339	65.4%
USF Tampa Campus*	3,854	2,297	59.6%	4,110	2,491	60.6%	4,091	2,524	61.7%

*Updated as of August 2019, Graduation will be finalized at Summer end of term files to FL- BOG.

Source: PPA Goals_Data_AllMetrics_09-09-2019.xlsx | USF Office of Decision Support

³End of Year is estimated from those who have graduated by summer 2019, some summer degrees may be included.

6-Year Graduation Rate (Full-time, FTIC): USF


	2016-2017 End of Year			2017-2018 End of Year			2018-2019 End of Year*		
	Summer/Fall 2011 Cohort	n	%	Summer/Fall 2012 Cohort	n	%	Summer/Fall 2013 Cohort	n ³	% ³
 USF Muma College of Business UNIVERSITY OF SOUTH FLORIDA	381	281	73.8%	442	328	74.2%	478	368	77.0%
USF Tampa Campus*	3,429	2,432	70.9%	3,797	2,789	73.5%	3,843	2,900	75.5%

* Updated as of August 2019, Graduation will be finalized at Summer end of term files to FL- BOG.

Source: PPA Goals_Data_AllMetrics_09-09-2019.xlsx | USF Office of Decision Support

³End of Year is estimated from those who have graduated by summer 2019, some summer degrees may be included.


Total FTE (Gross) PLANNING, PERFORMANCE & ACCOUNTABILITY 2018-2019

	2016-2017 End of Year	2017-2018 End of Year	2018-2019 End of Year*
 USF Muma College of Business UNIVERSITY OF SOUTH FLORIDA	3,674	3,999	4,167
USF Tampa Campus*	36,856	37,486	37,586

* Updated as of August 2019

Source: PPA Goals_Data_AllMetrics_09-09-2019.xlsx | USF Office of Decision Support

Freshmen Retention Rate(Full-time,FTIC): USF PLANNING, PERFORMANCE & ACCOUNTABILITY 2018-2019

	2016-2017 End of Year			2017-2018 End of Year			2018-2019 End of Year*		
	Summer/Fall 2016 Cohort	n	%	Summer/Fall 2017 Cohort	n	%	Summer/Fall 2018 Cohort	n	%
 USF Muma College of Business UNIVERSITY OF SOUTH FLORIDA	526	479	91.1%	542	498	91.9%	630	571	90.6%
USF Tampa Campus*	4,023	3,629	90.2%	4,107	3,739	91.0%	4,334	3,923	90.5%

* Updated as of August 2019, retention is at Fall Drop/Add this will be finalized at end of term.

Source: PPA Goals_Data_AllMetrics_09-09-2019.xlsx | USF Office of Decision Support



Strategic Priorities

Research with Impact



USF Muma
College of Business
UNIVERSITY of SOUTH FLORIDA

Faculty in the best business schools in the world not only teach business but they also create intellectual capital. In the Muma College of Business, faculty conduct research on topics that, we think, are academically interesting and relevant to business. After, all, our faculty is comprised of business academics who are working in business schools, teaching the next generation of business leaders and managers. We don't want to add to the cacophony that claims academics live in ivory towers and conduct research that appeals only to a niche audience; we aim to conduct research that leads to impactful, valuable outcomes and informs business decisions and solves the problems that vex managers, leaders and the teams that report to them.

Our faculty publish in top academic journals and present their findings at conferences worldwide. They author or coauthor textbooks and serve as editors of scholarly publications. A listing of scholarly publications from July 1, 2018 to date follows, along with a summary of research grants and awards.

Research Grants/Other (Non-Philanthropic) Awards

Balaji Padmanabhan, professor and director of the Center for Analytics and Creativity, received \$32,000 from Bank of America and \$36,000 from Grow Financial to conduct research with **Kaushik Dutta**.

Ninon Sutton, a Bank of America professor in the Finance Department, served as the PI on a \$30,000 award received from the Robert Wood Johnson Foundation to assist a doctoral student with research on social change in health care.

Clinton Daniel, an instructor in the Information Systems Decision Sciences Department, received funding from Tampa Bay Partnership Regional Research (\$12,545); Renal Hypertension Center (\$13,400); Tampa Bay Partnership (\$16,000) Brentcross Group (\$7,500); and Tampa-Hillsborough Economic Development Corporation (\$16,000).

Kaushik Dutta, an associate professor in the Information Systems Decision Sciences Department, received awards from Wellcare (\$15,200); and an award from Suncoast Credit Union (\$16,000); Raymond James & Associates (\$28,600); PSCU, Inc. (\$38,000).

Alan Hevner, a Distinguished University Professor and Eminent Scholar in the Information Systems Decision Sciences Department who also holds the Citigroup/Hidden River Chair of Distributed Technology, received \$7,450 from Lero-Irish Software Research Centre.

Wolfgang Jank is the Anderson Professor of Global Management in the Information Systems Decision Sciences Department. He received \$16,000 from Suncoast Credit Union.

Shivendu Shivendu, an associate professor in the Information Systems Decision Sciences Department, director of the USF TechHire Program, received \$75,389 from CareerSource Tampa Bay.

Sagar Samtani, an assistant professor in the Information Systems Decision Sciences Department, received \$174,920 from the National Science Foundation. Grant Title: "CRILL: SaTC: Identifying Emerging Threats in the Online Hacker Community for Proactive Cyber Threat Intelligence: A Diachronic Graph Convolutional Auto Encoder Framework."

Associate Professor **Robert Hooker** and Instructor **Seckin Ozkul**, of the Marketing Department, received \$120,000 from the U.S. Department of Agriculture as members of the Southeast Partnership for Advanced Renewables from Carinata (SPARC) research team based at University of Florida.

Vinik Sport & Entertainment Management Program faculty **Janelle Wells** and **Michelle Harrolle** received a grant from the Lightning High School Hockey League: Check Yourself Campaign Case Study. LSHSL. \$25,000. Dates: 2019-2020.

He Zhang, an assistant professor in the Information Systems Decision Sciences Department, received \$16,000 from Kaligia Biosciences.

Dahlia Robinson received a summer research award for her proposal titled "Security Breaches and Firms' Investment in IT Personnel and Network."

Jim Whitworth received a summer research award for his proposal titled "All My Rowdy Friends: The Effect of Super Bowl Hosting on Financial Reporting Timeliness and Quality."

Seckin Ozkul received a \$42,900 grant from the Florida Department of Transportation. Ozkul also received \$2,500 from USF Research and Innovation for international travel to present at a conference in Dubrovnik, Croatia. He also received \$1,000 from the Dean's Research & Teaching Grant's program for fall 2018.



Michael Mondello, an associate professor in the Vinik Sport & Entertainment Management Program, received \$5,000 from USF Research and Innovation for the Sport Entertainment Analytics Conference.

Information Systems Decision Sciences Instructor **Harvey Hyman** received \$2,500 from USF Research and Innovation for international travel to present at a conference in Scotland.

April Bailey was a recipient of the spring 2019 Dean's Research and Teaching Grant.

Russell Clayton was a recipient of the spring 2019 Dean's Research and Teaching Grant.

Gaole Chen was a recipient of the spring 2019 Dean's Research and Teaching Grant.

The Small Business Development Center, with Eileen Rodriguez as director, received the following grants:

- 2019 Small Business Development Center. Sponsor: University of West Florida. Award: \$1,108,525 for one year. Provide business consulting and training to business owners for a 10-county region.
- 2019 State Performance Funding. Sponsor: University of West Florida. Awarded \$725,000 for one year. Provide training and consulting to small businesses within a 10-county network.
- 2019 Procurement Technical Assistance Center. Sponsor: University of West Florida. Award: \$118,814 for one year. Provide training and consulting to small businesses with the emphasis on government procurement.
- 2019 South Florida State College. Sponsor: South Florida State College. Award: \$19,180 for one year. Provide consulting and training to small business owners in Highland, Hardee and Desoto counties.
- 2019 Greater Hernando County Chamber of Commerce. Sponsor: Greater Hernando County Chamber of Commerce. Award: \$15,000 for one year. Provide consulting and facilitate educational services to small businesses in Hernando County.
- 2019 Highlands County Board of County Commissioners. Sponsor: Highlands County Economic Development Commissioners. Award: \$11,000 for one year. Provide consulting/ training to small businesses in Highlands County.
- 2019 DeSoto County Board of County Commissioners. Sponsor: DeSoto County Board of Commissioners. Award: \$3,500 for one year. Provide consulting and training to small business owners in DeSoto County.
- 2019 Hardee County Economic Development Council. Sponsor: Hardee County Economic Development Council. Award: \$3,500 for one year. Provide consulting and training to small business owners in Hardee County.



Logan Steele, ISDS, received \$3,000 from Psi Chi to assist an undergraduate researcher.

Diana Hechavarría, from the Center of Entrepreneurship, received \$10,000 for a Creative Scholarship Grant from USF Research and Innovation. She also received \$5,000 for the Kathleen Moore Faculty Excellence Award, which is sponsored by USF Women in Leadership & Philanthropy.

Ron Rutherford, a professor in the Finance Department, together with J. Rutherford and A. Yavas, won a grant of \$15,000 plus reasonable travel expenses from the Real Estate Research Institute on their research proposal: "Micro Evidence Relating to House Rents, Prices and Investors from a Matched Dataset."

Scholarly Articles and Textbooks

(July 1, 2018 to April 15, 2019, alphabetized here by first author; Muma College of Business faculty names are in bold.)

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Song, J., Baker, J., Wang, Y., Choi, H.Y. and **Bhattacharjee, A.** (2018) "Platform Adoption by Mobile Application Developers: A Multi-Methodological Approach," *Decision Support Systems*.

Steele, L.M., Johnson, G. and Medeiros, K.E. (2018) "Looking Beyond the Generation of Creative Ideas: Confidence in Evaluating Ideas Predicts Creative Outcomes," *Personality and Individual Differences*.

Sung, H., Mills, B. and **Mondello, M.** "Local Broadcast Viewership in Major League Soccer," *Journal of Sport Management*.

Swanson, D., Goel, L. Francisco, L., and **Stock, J.** (2018) "An Analysis of Supply Chain Management Research by Topic," *Supply Chain Management: An International Journal*.

Tadesse, A.F. and **Murthy, U.S.** (2018) "Nonprofessional Investor Perceptions of the Disclosure and Partial Remediation of IT and non-IT Control Weaknesses: An Experimental Investigation." *International Journal of Accounting Information Systems*.

Twinomurinzi, H., Mzazi, V.Z. and **Gill, T.G.**, Editors, *Transforming Society Using ICT: Contemporary Discussion Cases from Africa*, Informing Science Press. 2018.

Vestal, A. and **Danneels, E.** (2018) "Knowledge Exchange in Clusters: The Effect of Regional Inventive Concentration," *Research Policy*.

Watts, L.L., **Steele, L.M.** and Mumford, M.D. (2019) "Making Sense of Pragmatic and Charismatic Leadership Stories: Effects on Vision Formation," *The Leadership Quarterly*.

Welty Peachey, J., Burton, L. and **Wells, J.E.** (2018) "Exploring Servant Leadership and Needs Satisfaction in the Sport for Development and Peace Context," *Journal of Sport Management*.



Xu, X., **Dutta, K.** and Ge, C. (2018) "Do Adjective Features from User Reviews Address Sparsity and Transparency in Recommender Systems?" *Electronic Commerce Research and Applications*.

Zhang, L. (2019) "Founders Matter! Serial Entrepreneurs and Venture Capital Syndicate Formation," *Entrepreneurship Theory and Practice*.

Zhang, Y., Perols, J., **Robinson, D.** and **Smith, T.** (2018) "Earnings Management Strategies to Maintain a String of Meeting or Beating Analyst Expectations," *Advances in Accounting*.

Research Awards & Recognition

Tom Smith received the "best paper award" at the Accounting Information Systems and Strategic & Emerging Technologies joint conference for the SET section for his paper, "XBRL extension tags and breaches: The other side of the story," which was co-written by Julia Higgs, **Robert Pinsker** (former doctoral student) and **Thomas Smith** (former doctoral student).

Sagar Samtani was the runner-up for the Nunamaker-Chen Dissertation Award offered through the Information Systems Society. Samtani also was a finalist for the "best paper" in the Institute of Electrical and Electronics Engineers' Intelligence and Security Informatics Conference.

Lisa Gaynor and her co-authors received the auditing section's "best paper" award for their publication "Understanding the Relation Between Financial Reporting Quality and Audit Quality" in *Auditing: A Journal of Practice & Theory*.

Uday Murthy won the 2018 Journal of Information Systems Best Paper Award for the article titled, "The Effects of Information Disaggregation and Financial Statement Interactivity on Judgments and Decisions of Nonprofessional Investors." He and co-author Andrea Kelton, from Middle Tennessee State University, were honored at the American Accounting Association's Annual Accounting Information Systems business meeting.

Sunil Mithas received the "best conference paper runner-up" designation at 39th International Conference on Information Systems, San Francisco.

Stephanie Walton (doctoral student), **Pat Wheeler**, and **Yiyang Zhang** (former doctoral student) received the "best paper award" at the AIS Midyear Meeting in San Antonio, Texas for their paper "The Functional and Dysfunctional Effects of ERP System Implementation on Tax Planning."

Dezhi Yin was awarded Best Reviewer Award for Workshop on e-Business (WeB), 2018. Yin was also awarded Outstanding Reviewer of the Year Award for MIS Quarterly, 2018.

Gert-Jan de Vreede was named the top management information systems scholar at USF and No. 80 world-wide all time on a list compiled by University of Arizona that measures productivity and citations (h-factor).

Sunil Mithas was recognized with the Best Conference Paper Runner Up award at the 39th International Conference on Information Systems, San Francisco.



Grandon Gill received the Ranulph Glanville Memorial Award for Excellence in case method and cybersecurity.

Sagar Samtani was named the runner-up for the Best Paper Award from IEEE Intelligence and Security Informatics. He was also the runner-up for the INFORMS Information Systems Society (ISS) Nunamaker-Chen Dissertation Award, 2018.

Matthew Mullarkey received the Extraordinary Research Scientist award from Workwell: Research Unit for Economic & Management Sciences, North West University, Potchefstroom, South Africa 2019-2021.

Grandon Gill received the 2018 Ranulph Glanville Award at the World Multi-Conference on Systemics.

Rob Hooker received the 2018 Outstanding Reviewer for the *Journal of Business Logistics*.

Dipayan Biswas was named an Outstanding Area Editor by the *Journal of the Academy of Marketing Science*.

Timothy Heath was named Outstanding Area Editor by the *Journal of Marketing*.

Tom Smith was awarded the “Excellence in Reviewing” Award for the FARS section.

Anol Bhattacharjee, Sajeed Varki and **Timothy Heath** were each awarded the Outstanding Faculty Award by USF in March 2019.

Jung Chul Park, Daniel Bradley, Shivendu Shivendu and **Dipayan Biswas** received summer research awards (\$12,500 per person).

Greg Smersh received \$4,000 for the instructor research award.

Chris Pantzalis and **Kaushik Dutta** received Analytics & Creativity Faculty Summer Research awards (\$12,500 per person). Pantzalis’s paper is titled “Who Stands Out on Capitol Hill? The Value of and Risk Implications of Political Agendas” and Dutta’s paper is titled “Health Coach-Augmented: Health System for the Secondary Prevention of Coronary Heart Disease among Women.”





Strategic Priorities

People



USF Muma
College of Business
UNIVERSITY of SOUTH FLORIDA

The faculty, administrators and staff at the Muma College of Business are focused to do their best to make sure the college reaches its goals. We strive to respect and honor the people who come to work here every day, whether they be executives or serve as analysts or custodians. Everyone plays a role in the success of this college.

This vibrant workplace culture encourages people to be motivated and engaged so they can reach their full potential. Our work environment is healthy because we value our passion for the mission, accountability for the tasks done, personal development for those eager to advance, openness for discussions of better ways to do things and collaboration to create a work place that accomplishes great things.

We recognize our faculty who have reached pinnacles, whether they achieve academic success through research or accolades for innovative teaching methods. We applaud our staff for reaching beyond what they are paid to do both in the workplace and in the community. We let everyone know about it through our webpage, in our internal newsletter and in our external newsletter that goes to more than 80,000 subscribers each month.

Employee Awards (July 1, 2018 to date)

Manish Agrawal, chair of the Information Systems and Decision Sciences Department, was featured in a recent edition of BSchools in a listing titled “Online MBA in Cybersecurity Faculty to Know.” The profile said, “Dr. Agrawal is considered an expert in cybersecurity, social media, software quality and decision fusion.” The same feature listed the Muma College of Business in the top 10 among business colleges offering MBA students a concentration in cybersecurity.

Andrew Artis was named among the top 10 professors at USF by OneClass, an online study guide. He was named No. 1 on the list.

The Florida Small Business Development Center at USF blog was named among the top 10 small business inspiration blogs by Fieldboom, landing in the No. 6 position. The blog is overseen by **Stacey Dadd**, the marketing and communications officer with the center.

Pat Gordon, a business consultant from Florida SBDC at USF who covers Manatee and Sarasota counties, was recognized as the Employee of the Year in June 2018. Gordon’s performance is especially remarkable since she supported Sarasota County Hurricane Irma disaster recovery efforts with the Florida Emergency Bridge Loan program despite her own home being impacted by the storm. She completed 18 emergency bridge loans totaling \$575,000.

Michelle Harrolle has been named president of the Tampa Bay chapter of Women in Sports and Events. She and fellow faculty member **Janelle Wells** founded the organization. Wells serves as co-chair for membership.

Harvey Hyman was awarded the U.S. Coast Guard Humanitarian Service Medal for his work in hurricane response.

Diana Hechavarría received the USF Women in Leadership and Philanthropy Dr. Kathleen Moore Faculty Excellence Award.

Diana Hechavarría and **Erin Smith** received the college’s award recognizing those who make significant contributions to the community in terms of personal service.

Alan Hevner was named an Albert Nelson Marquis Lifetime Achievement Award recipient by Marquis Who’s Who, a premier publisher of biographical profiles.

Richard Kelso was named among the top 10 professors at USF by OneClass, an online study guide. He was named No. 2 on the list.

Yesuel Kim became the first USF Presidential Doctoral Fellow at the Muma College of Business, considered the most prestigious honor awarded to doctoral candidates university-wide each year.

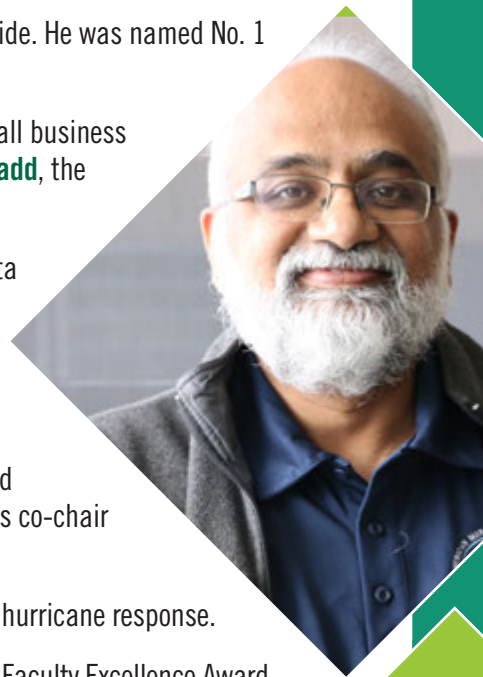
Kyle King won a statewide Valor Award for volunteering to help in the relief efforts in the Florida Keys after Hurricane Irma devastated the region. He also assisted the Stano Foundation in sending emergency survival backpacks to Puerto Rico after Hurricane Maria.

Anand Kumar was named Teacher of the Year at the 2019 Muma College of Business Teacher Symposium.

Kerry Myers was recognized as a “Featured Expert in Money Laundering” by ForensicsColleges.com. The list is comprised of some of the most outstanding professors in the field.

Michael Noel won a statewide Valor Award for helping 87 small businesses receive nearly \$3 million in bridge loans in Central Florida, allowing them to stay open after Hurricane Irma.

Luke Richardson received the fall 2018 Lynn Pippenger School of Accountancy Advisory Council’s Outstanding Teaching Award.



Eileen Rodriguez was the recipient of a 2018 Pathways Award for her contributions to the betterment of Latinos in the region.

Iana Shaheen was the recipient of the USF Provost's Award for Teaching by a Graduate Teaching Assistant.

Kerry Walsh received an Apple Polishing Award, presented by the USF Ambassadors, in recognition of the impact USF faculty or staff have on their lives.

Florida SBDC's **Bill Burnham**, **Stacey Dadd** and **Kyle King** were selected for performance awards at the 2019 Business Awards Celebration Luncheon. Burnham won Performance Excellence of the Year, Dadd is Ambassador of the Year and King earned Rising Star of the Year.

Retirements

Several long-time faculty members retired this year or will retire at the end of the summer term. We are grateful for their service.

Terry Sincich, an ISDS associate professor, retired in November after 30 years of teaching and researching statistics. His research on statistics has varied widely, from developing models that determine the probability of law students passing the Florida Bar exam to determining the chances of winning a basketball 3-point contest.

Jill Solomon, an instructor in the Marketing Department will retire in August. She has been with USF since 1998 and has taught courses in marketing management, international marketing and promotions management. She coordinated the Marketing Round Table for seven years and served as co-advisor to the award-winning USF student chapter of the American Marketing Association.

Jerry Koehler, a management professor, has been with USF for 43 years and plans to retire in August. He has authored or coauthored a dozen books and has served as consultant to a number of international companies and governmental agencies, including the Florida Department of Revenue and the Office of the Governor. In the 1990s, he was the deputy secretary of the Florida Department of Labor.

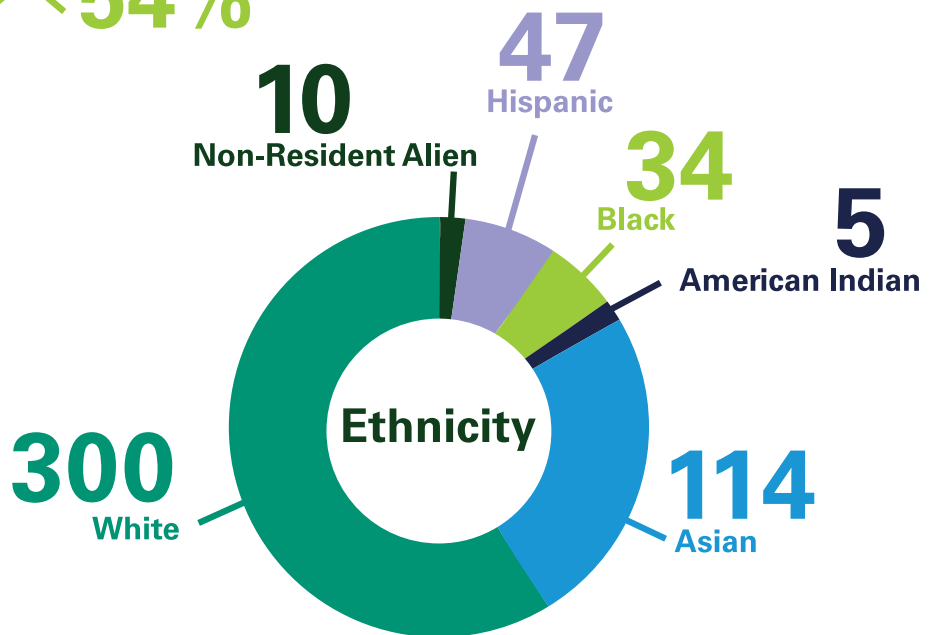
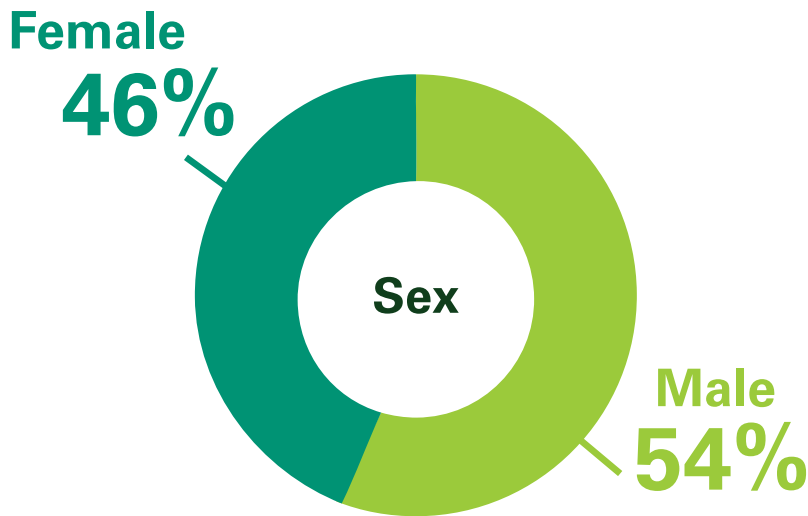
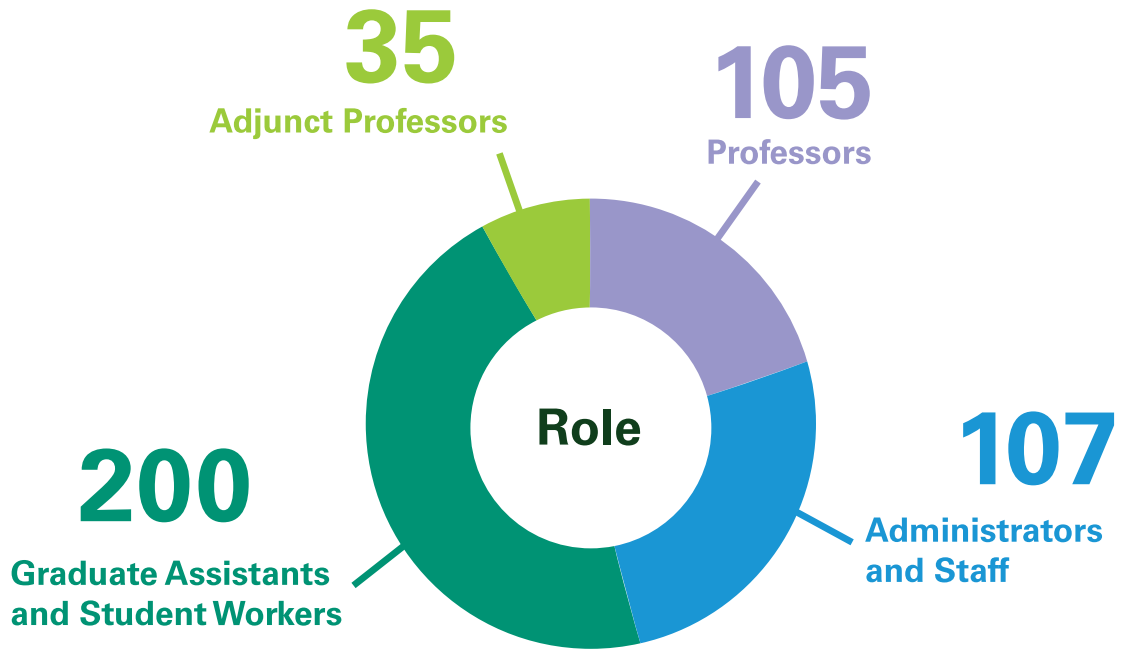
Bill Sutton, professor and director of the Vinik Sport & Entertainment Management Program, will retire at the end of the year. He is the founder of the program that currently is ranked No. 4 in the world by *SportBusiness International* and boasts a near-100 percent job placement rate of graduates within three months of graduation. The program's directorship was named in his honor, thanks to gifts from the Vinik Family Foundation.

Weyman Whitlock, an instructor in the Information Systems and Decision Sciences Department, retired in August. He taught courses in web application, database administration and information systems and had been with USF since 1998. He also served as a consultant for the MBA capstone course and is the principal author of "Modern Database Management Casebook."

Team Awards

Florida SBDC at the University of South Florida won the Florida Student Project of the Year Award from the Florida SBDC Network at its Annual Conference in Orlando held in June 2019, in recognition of the region's work with University of Tampa students. The student team provided New Port Richey-based Grace Prosthetic Fabrication, Inc. with an in-depth assessment to help the company streamline operations and plan for growth.

Employee Diversity





1950s – The Golden Age of Television

Strategic Priorities

Business Engagement



A major part of our success is the relationships we have built and maintained with our outside business partners. The success of our students is dependent on it as those future employers get to know their future employees through guest lectures, tours, networking opportunities and corporate mentoring.

We have executives constantly visiting us or hosting students and faculty at their locations. The closer we get to the business community of the Tampa Bay region and beyond, the more engaged we are with these important outside supporters.

Some examples of how we engage the outside business world follow. This is, of course, not an exhaustive list. Our location in the midst of a vibrant metropolitan area make these kinds of learning and engagement experiences possible in every single business degree program that we offer.

- Business leaders serve on a myriad of Muma College of Business advisory boards, from the Personal Financial Planning Advisory Board to the Executive Advisory Council, from the Accounting Circle to the college's Junior Advisory Council. They represent a wide swath of corporate interests from successful entrepreneurial endeavors to major investment houses, from sports franchises to government offices. We are proud to call them partners and embrace their expertise and their support, both financial and in-kind, for our students and programs.
- The Conversation with a CEO events, held four times a year, maybe more, feature business leaders such as **Nancy Tower**, CEO of Tampa Electric; **Paul Reilly**, CEO of Raymond James Financial and **Don Fox**, CEO of Firehouse Subs. Many recent alumni attend these events and they are eager to engage not only with our students and faculty, but also with a room full of regional business leader and executives.
- Guest lecturers in both our Executive MBA Distinguished Speaker Series, the Managerial Persuasion course, special topics classes and business honors classes make it a point to stop by to offer advice and anecdotes about their careers

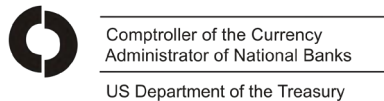
and life. This spring, **Greg Celestan**, CEO of Celestar, spoke to our honors class about the importance of failure and how it is an important step on the path to success. **Dave Sobush**, with the Tampa Bay Partnership, addressed an Executive MBA class recently about how his organization is using data and analytics to improve the quality of life in the region. **Nick Vojnovic** talked about transitioning from Beef O' Brady's, pursuing a degree and then launching his fast-casual restaurant Little Greek.

- Our business partners have opened up their corporate offices to our students who have jumped at chances to take tours. For example, Bulls Business Community students have toured Amalie Arena, Citi Bank, Nielsen and WellCare. They practiced nascent networking skills at an event hosted by Grow Financial and its leadership team. Accounting students also visited Publix' corporate headquarters, met with Amalie Arena's financial teams and participated in a video workshop with Jabil executives. Executives also head to campus. Sponsored by Roger CPA Review, the Lynn Pippenger School of Accountancy's "Meet the Firms" events brought professionals from two dozen firms to campus twice during the year, connecting them with some 150 student attendees.
- The annual Accounting Circle CPE Conference typically draws between 500 and 600 attendees, all from nearby and not-so-nearby accounting and auditing firms. The two-day event offers presentations and programs that provide continuing education credits needed by professionals in that field and keeps them in touch with our college.
- Earlier this year, 10 accounting students traveled to Jabil in St. Petersburg to participate in mock interviews that were videotaped by a professional crew. The exercise provided feedback and pointers on how to improve interview styles and thereby make a positive first-impression. Students also met with recruiting professionals from PwC, who offered valuable insights on the interviewing process and job search prospects. This sort of engagement is the norm at the Muma College of Business. It happens almost every day.
- Of course, our conferences, forums and symposiums weave together our students, faculty and business partners beyond Fowler Avenue. The annual Sport and Entertainment Analytics Conference brings in cutting edge marketers to talk about new and exciting ways to achieve success. Their audience is not only students, but also other business leaders. The same is true for the Florida Business Analytics Forum, which draws upwards of 400 each year to hear how analytics is changing the landscape of business. These events not only keep our students abreast of the latest industry trends, but they also keep our business partners close to the Muma College of Business and our programs.
- Our Information Systems and Decision Sciences Practice Center shows how our faculty and students are intertwined with local business. The center gives students new skills and experiences as they get involved with a "real world" problem with a "real-life" business and work to solve it. This year, the project was funded by 10 industry partners, and 37 students work in groups to create 17 projects that come up with applicable solutions.
- The Vinik Sport & Entertainment Management Program, which offers students dual graduate degrees, counts nearly 30 corporate partners who engage students and faculty on a regular basis. An example is this: Six students earlier this year produced and managed a sponsored eSports activation at Valspar Championship, a professional golf tournament on the PGA Tour in Innisbrook. They created Sensible Micro Zone featuring Fortnite, a first-of-its-kind at a PGA tournament. Over 350 people engaged with the activation and played Fortnite while attending the tournament.
- The Florida Small Business Development Center at USF, with an office near downtown Tampa, is surrounded by businesses and corporations and has a daily routine of engaging with corporate leaders and executives. This past year, the center has helped businesses shaken by Hurricane Michael and the red tide infestation along the coast of Southwest Florida. Consultants with the center approved 52 applications for emergency bridge loans totaling nearly \$2 million to keep those business operating as they rebuilt. Beyond disaster relief, the center provided 18,074 hours of consulting to 2,038 clients and, last year, it offered 291 training events for 2,883 attendees.
- The Small Business Development Center also partnered with Representative Susan Valdes' office to host a free event for small-business constituents to attend and ask questions of three small-business experts in the areas of marketing, finance and business certification.



Active Corporate Partners

(not an exhaustive list and presented in no particular order)





Strategic Priorities



Global Literacy and Impact



USF Muma

College of Business
UNIVERSITY of SOUTH FLORIDA

Not only do we want people around the world to know the name Muma College of Business, but we also want our students to know the world. We send faculty overseas through prestigious programs such as the Fulbright Core Scholars program or through international partnerships with universities such as the Universidad San Ignacio de Loyola in Lima, Peru. Additionally, our faculty often present at international research conferences and some conduct scholarly inquiries in partnership with firms around the globe.

On the student side, USF offers numerous excellent study abroad programs that are open to all USF students and, in addition to those university-wide opportunities, the Muma College of Business offers separate programs abroad exclusively for business majors where students can earn business credit hours that apply toward their majors. Costs and accommodations vary by location, itinerary, and coursework offerings. Some of our programs, such as the Vinik Sport & Entertainment Management program or the Executive MBA, offer cohort-based international experiences.

Similarly, we invite universities from other nations to visit our college for special educational opportunities, such as a week-long visit from students in Tunisia or final semester study options for students from Peru.

Some of the college's activities related to global literacy and impact are highlighted on the next several pages. This is not an exhaustive list of activities.

Infusing Global Literacy into Curricula

- The college is in the process of developing a Certified Global Pathways Program. A Global Pathway is an undergraduate major or degree program that has significant global content and provides students with an opportunity to practice and apply global competencies. Students in Global Pathway degree programs not only benefit academically from the globalized program of study but are also well positioned to earn the Global Citizen Award and become eligible to apply for a \$2,500 study abroad scholarship.

International Partnerships

- A partnership between the USF Muma College of Business and two Indian universities will help improve pedagogy at the overseas institutions and allow faculty there access to U.S. scholars who will serve as informal mentors and coaches as these schools set up new programs to address India's "brain drain" and encourage business development. As part of an Indian government-led initiative to improve 10 state universities and build specialist centers focusing on entrepreneurship and innovation, broad agreements have been drawn up with USF and other top American universities. The U.S. institutions will be paired with Indian universities; American faculty and administrators will travel to India to help design, set up, and operationalize hubs specific to each partnership. Top U.S. schools selected for this initiative include USF, the University of California, Berkley; the University of Pennsylvania, Purdue University, Northeastern University, Drexel University and Cornell University. Conversations are also underway with Princeton University, Harvard, and the Massachusetts Institute of Technology. USF will work with two universities: Amritsar's Guru Nanak Dev University and Jadavpur University.
- The college has signed an agreement with the Capital University of Economics and Business to offer Muma College of Business-designed undergraduate majors in finance and business analytics & information systems in Beijing, subject to the approval by the Chinese Ministry of Education and SACSCOC.
- Our partnership with Universidad San Ignacio de Loyola in Lima, Peru, began in 2011. Our seventh cohort graduated in December (more than half of them coming to Tampa for their final semester). A dozen students from the eighth cohort are on track to graduate in December. Our ninth cohort began this year, with 15 active students.



International Experiences for Faculty

- Three Muma College faculty participated as Core Fulbright Scholars in 2018-2019: **Anol Bhattacharjee** (India), **Sajeew Varki** (Belarus) and **Timothy Heath** (Austria). **Matt Mullarkey** received a Core Fulbright to travel to Ireland in 2019-2020.
- **Eileen Rodriguez** was a presenting speaker at the Mexican ASBDC Annual Conference in 2018. She taught Mexican SBDC directors how to manage their centers and prepare strategic plans. The Florida SBDC at USF has been a member of the Sister Center Initiative through the Small Business Network of the Americas Fellows Program, with the U.S. Department of State, since 2014. The program provides opportunities for service providers such as the SBDC to exchange best practices for business development. Over the years, there have been sporadic visits between the FSBDC at USF and its Sister Center, the Instituto Tecnológico de Merida, located in Merida, Yucatan, Mexico. Roughly 80 organizations from 17 countries participate in the program.

International Study Experiences for Students

- To understand the body of knowledge in international sport and entertainment business, the Vinik Sport MBA Global Environment of Sport class visited the United Kingdom to create and present marketing campaigns to expand Feld Entertainment's Monster Jam in the UK. The program-funded, experiential-learning project included a 27-person trip to visit several organizations and discuss the business of Wimbledon, Kia Oval – The Home of Surrey County Cricket Club, the O2, Manchester City Football Club, Manchester University, and the Globe Theatre.
- This academic year, 143 students attended study abroad advising sessions. Since last summer, 367 students have taken advantage of the study abroad program, learning not only about how commerce is conducted on a global scale, but also about different cultures around the world.
- Thirty-two Executive MBA students traveled to Dublin, Ireland, and Edinburgh, Scotland, last year. This year, 29 EMBA students will head to Panama to learn about negotiations and discuss practices and challenges of international business through visits to Dell headquarters, GSK Pharmaceuticals, and Georgia Tech Panama Logistics Innovation and Research Center. The cultural experience will include Casco Antiguo/Historic UNESCO World Heritage Site, "Frank Ghery's" Biomueo and the Causeway as well as Colon Free Zone.
- Students from the Mediterranean School of Business, Tunisia, enjoyed a variety of learning experiences during their trip to USF in November. Faculty members **Moez Limayem**, **Triparna de Vreede**, **Dipayan Biswas** and **Rob Hammond** also taught abbreviated courses and the group attended the college's Thought Leader Series event, where they earned about America's entrepreneurial opportunities from Netflix Cofounder **Marc Randolph**. EMBA alumnus **Jay Civitillo**, who is an expert on the customization of the Salesforce software, also participated in the program. **Balaji Padmanabhan** facilitated a panel of international students who, during their visit, shared business practices in their respective countries, from Tunisia and Brazil all the way to India and China.

Where Muma College of Business Majors Studied Abroad



- USF in Florence Business
- USF Sicily International Entrepreneurship



- USF Europe International Accounting
- USF London and Paris
- EMBA Ireland and Scotland



- USF in London
- Sport MBA in London



- USF Prague Operations and Supply Chain Management



- USF Panama Management on the International Stage



- USF Ireland International Marketing



- USF Spain: Language and Culture



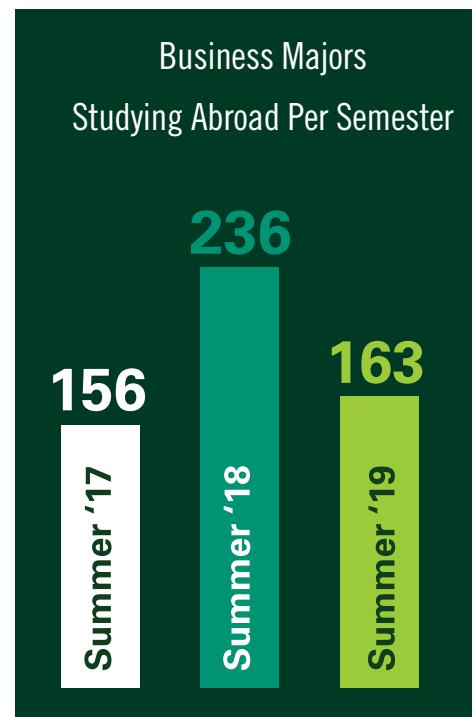
- USF Costa Rica Spanish Language



- USF Japan Culture, History and Society



- USF Paris and Cannes Advertising





Strategic Priorities

Distinctive Identity: Creativity & Analytics



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We recognize that data analytics is needed not just to compete in the marketplace, but to survive. So, the Muma College of Business strives to become a global leader in this emerging and complex field. Our research is impactful and relevant and our education is essential for our students to succeed both after graduation and in the corporations that hire them.

To meet this new challenge, our curriculum has been designed to concentrate on the next phase of business success. By doing this, we are ensuring the next generation of students will be critical thinkers and forward-looking business leaders.

This section details a few events and special efforts related to fostering a reputation for expertise in these areas.

We already are known for integrating creativity and analytics into our teaching, outreach and research. At our newly named Monica Wooden Center for Supply Chain Management & Sustainability, a half-dozen experts who are leading researchers on logistics issues conduct groundbreaking research and teach what they are learning to graduate and undergraduate students – as well as to corporate clients. The center sponsored the inaugural **Florida Supply Chain Summit** this year, bringing several hundred executives to Disney's Contemporary Resort for an engaging industry event. The summit aimed to strengthen partnerships in the supply chain industry by providing opportunities to develop collaborative relationships, address industry issues and share knowledge about critical issues including emerging trends, technology innovations and workforce development. The event itself is the result of a collaboration between the center and Datex Corporation, a Clearwater-based supply chain software company.

The Center for Analytics and Creativity creates a climate of innovation and analytics that stretches into the classroom through research done right here at the Muma College of Business. For the third consecutive year, the center has hosted the **Florida Business Analytics Forum**, which touches on topics such as cybersecurity, mobile analytics and artificial

intelligence. Last year's forum drew 400 business leaders to campus thanks to an amazing line-up of keynote speakers that included Google's tech lead who heads up the company's Big Data and Machine Learning Professional Services Unit. Other speakers included Walmart's blockchain and food safety expert and leading-edge academicians who discussed biases in machine learning and health data in action. This year's forum, slated for May, will feature experts in the fields of mobile analytics, artificial intelligence and dark web cybersecurity. The field of academic specialists will deliver keynote speeches as well as participate in panel discussions on topics that range from cybersecurity and threats to computational policy to analytics as it relates to fake news and health care. Though the event is nearly a month away, more than 350 people have already registered for the next event.

The center also presents impactful research each year at the “**State of the Region**,” sponsored by the Tampa Bay Partnership. Our faculty and graduate students compile data and analyses that gauge the Tampa Bay region's livability compared to other metropolitan areas. Exhaustive joint studies comparing the Tampa Bay region to metro areas with similar demographics and business potential used groundbreaking analytics compiled and interpreted by the Muma College of Business faculty and graduate students who assisted in the research endeavor. Their findings were unveiled in front of 260 business and governmental leaders and included recommendations from key faculty members who worked on the project. The endeavor went beyond just collecting the data, however. And that's where the “creativity” part comes in. The faculty-student teams sought to interpret trends. They came up with solutions that could change, for the better, the quality of life in this region.

The Vinik Sport & Entertainment Management Program's **Sport and Entertainment Analytics Conference** presents the latest developments in data analytics, this year with the theme “Storytelling with Data.” Sports data analytics experts engaged the crowd of nearly 200 over two days in March, revealing innovative ways that data can be used to boost the bottom lines in terms of profits, fan satisfaction and marketing. Keynote speakers, all eminent scholars or industry innovators from across the nation, presented research and participated in panel discussions that will set the tone in the industry well into the future.

The second speaker in our **Thought Leader Series** was Netflix cofounder **Marc Randolph**, who has been called a pop-culture game-changer, he talked about innovation, disruption, fostering creativity and what it takes to transform ideas into realities. The Muma College of Business Thought Leader Series was established to draw nationally recognized speakers, innovators, idea generators, entrepreneurs, philanthropists, authors and “turn-around artists” in business and industry for informal talks that include questions from the audience. Randolph fit all the qualifications. As did the inaugural speaker in the series, Apple cofounder **Steve Wozniak**.

Because data analytics is so important in the business world, we have infused it in all classes, regardless of major. Beginning this year, all our students are required to take courses in analytics that will result in them each earning a **Citizen Data Scientist** certificate upon graduation. This not only makes them a valuable commodity on the job market, but it ensures that corporations employing them enjoy continued success in the marketplace for years to come.

This effort is not limited to students, however. St. Petersburg's Jabil, an electronic product solutions company providing global electronics design, production and product management services to electronics and technology companies, teamed up with the college to address that skill gap with a new, non-degree-seeking “citizen data science” program that began in March and finished at the end of July. The flagship initiative sent nine USF faculty members to Jabil for 16 Fridays spread out over a five-month period. The first cohort was comprised of 16 mid- to senior-level Jabil employees, who came equipped with a business problem from their own job to solve using data science. Faculty advised Jabil participants as they worked on their projects, using advanced data management techniques, statistics and statistical programming, predictive modeling, artificial intelligence, big data systems and business and economic principles. The program, one of very few of its kind, fits well with the Muma College of Business' strategic emphasis on analytics and creativity and its goal of business engagement, taking academic research and knowledge and translating it directly to the business world.





Philanthropy Report

 **USF Muma**
College of Business
UNIVERSITY of SOUTH FLORIDA

Each year we are the beneficiaries of the largesse from more and more philanthropists. Their generous donations and support ensure that this college reaches its goals and aspirations. Without them, we would not have been able to reach as high as we have over the past several years.

We are forever grateful for their support and pledge that their donations all go to the worthy causes of creating and maintaining student success, establishing a rich and fertile ground for relevant and impactful research and establishing lasting relationships with our outside business partners.

The USF Muma College of Business raised \$8,461,111 between July 1, 2018 and June 30, 2019, more than twice the college's \$4 million goal for the academic year.



It was great to celebrate an exciting \$1 million gift from **Reliaquest**, the leader in security model management. The company committed the gift to fund the ReliaQuest Cybersecurity Labs here at the USF Muma College of Business. This first-of-its-kind initiative is designed to equip students with the skills necessary to build careers in cybersecurity, providing hands-on, real-world experiences using its secure operating center environment. This program and gift underpin the company's commitment to the development of the future cybersecurity workforce. It also helps build upon USF's national leadership in providing cybersecurity education that is relevant and responsive to the needs of the industry.

RELIAQUEST

Another cybersecurity firm, Clearwater-based **KnowBe4**, made an investment of \$500,000 to support the Center for Sales and Marketing Innovation and to create a special hands-on anti-phishing campaign for the students, faculty and staff in the college. KnowBe4's expertise is vital for the success of our students as they give them hands-on opportunities to familiarize themselves with real-world problems and solutions that they will likely encounter once they begin their careers.

KnowBe4

Human error. Conquered.

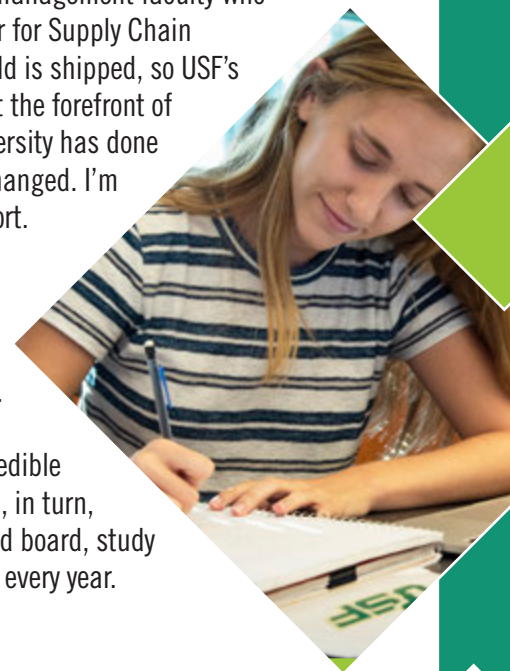
We were grateful to receive a generous contribution of \$500,000 from the **Vinik Family Foundation** to create a directorship in honor of William Sutton, the founding director of the Vinik Sport and Entertainment Management Program. Sutton will retire in December and the Vinik family generously created this directorship fund to ensure his legacy at USF will be remembered for generations to come.

VINIK FAMILY

FOUNDATION

In April, we announced that supply chain industry leader **Monica Wooden** made a donation of \$5 million to benefit the Muma College of Business and, specifically, the supply chain management program. Wooden, co-founder and chief revenue officer of MercuryGate International, made the gift to help support the college's goal of providing research in the field of supply chain management and to prepare talent to lead the state in the industry. The college's center focusing on this area is the first of its kind in Florida and employs five supply chain management faculty who are leading researchers on logistics issues. To recognize her gift, the Monica Wooden Center for Supply Chain Management & Sustainability now bears her name. "Ninety percent of everything in the world is shipped, so USF's ability to educate more students in the supply chain field will truly keep the United States at the forefront of this industry," Wooden said at the announcement. "In the past couple of decades, this university has done an amazing job of transforming itself into an unbelievable place where so many lives are changed. I'm honored to now play a greater role in those efforts." We are grateful for her incredible support.

Not every gift is a seven-figure gift, but every gift matters! Thanks to our wonderful scholarship donors, the Muma College of Business proudly awarded over \$750,000 to more than 375 students across all majors in the college. Gifts range from a \$100 gift given by brand-new graduates to thousands of dollars contributed by noted philanthropists. These gifts are invaluable as they continue to transform the lives of our students and help them get one step closer to achieving their academic and career goals. In addition, our incredible scholarship program allows us to recruit and attract the best and brightest students, which, in turn, helps us produce outstanding alumni. Scholarships lend support for tuition, books, room and board, study abroad opportunities and more. We are excited to continue to grow these numbers each and every year.



The Dr. T. Grandon Gill DBA Program Fund was created in honor of DBA Director Professor T. Grandon Gill. More than \$355,000 was pooled together from donors listed below, including 11 students and alumni from the first- and second-year cohorts. Their gifts honor Gill for his leadership and ensure that future cohorts have the same superior educational opportunities. A special thank you to the following donors who helped establish the fund:



- James Fulford, DBA
- Donna Gonzalez
- James and Evelyn Gregory
- Mohamad Ali and Sawsan Hasbini
- Joseph Hodges and Stephen Armstrong
- Sandra and Peter Kirtland
- Ellen and Matthew Mullarkey
- David Snyder
- Douglas Straka, DBA and Chi Straka
- Julie Townsend and John Townsend III
- The DBA Foundation, Inc.
- Michele and Dennis Walpole
- Two anonymous gifts

The college's Executive Bulls Leadership Giving Program was launched in 2015. Executive Bulls make annual unrestricted gifts of \$10,000 or more to the Muma College of Business to support the college's strategic priorities. This year, more than \$180,000 was donated by these special friends of the college. Their donations supported the Center for Analytics and Creativity, scholarships for study abroad, student case competitions – hosting events and sending students to compete in out-of-state competition – and undergraduate and graduate student research. Thank you to all of our Executive Bulls:



- CBIZ MHM, LLC
- Scott and Kathleen Fink
- Brandy and Jeff Fishman
- Ronald J Floto*
- Karen and Renynold Gosselin
- M. James and Sarah G. Gunberg Family*
- Ali and Sawsan Hasbini*
- Tina and Dan Johnson
- Moez Limayem & Alya Limayem *
- Ian MacKechnie
- Linda Marcelli
- Kay and Fred Meyer
- Pam and Les Muma*
- Steve and Teresa Oscher *
- Lynn Pippenger *
- Ray Newton III
- Ron and Libby Sanders *
- Synapse
- Nicholas and Rene Vojnovic *
- One anonymous donor *

**Founding Members*

Lynn Pippenger invested \$150,000 to create the new Lynn Pippenger Study Abroad Scholarship to offset the costs of business students' education abroad. USF Muma College of Business offers numerous opportunities to discover the international business arena, with programs that often transform the way students think, solve problems and view the world around them. Students can compare business practices, view overseas operations, and learn how to approach problems in a global marketplace. The Muma College of Business offers separate programs exclusively for business majors where students can earn business credit hours that apply toward their majors.

Year after year, our faculty and staff in the Muma College of Business show their support of our college through the USF Faculty & Staff Campaign. With 94 percent of our faculty and staff giving back to the university, the Muma College of Business is among the most generous units within USF. Collectively, our faculty and staff have raised more than \$121,000 through this special giving campaign in the 2018-2019 academic year.

94% of USF Muma College of Business Faculty & Staff Gave

\$121,000



The college is supported by a number of advisory boards, including the Accounting Advisory Board, the Accounting Circle, the ISDS Advisory Council, a Personal Financial Planning Advisory Board, a group of Student Managed Investment Fund advisors and a newly formed Junior Advisory Council, filled with recent alumni. The highest level advisory board is the Executive Advisory Council, which provides advice to the dean related to curricula and industry demand and leadership challenges, provides access to industry leaders and their networks, and contribute financial and in-kind support for a number of college programs.

- Stacey Allaster
- Chris Alvarez
- Brad Baker
- Arnie Bellini
- Brad Bernstein
- Marc Blumenthal
- Colleen Chappell
- Stewart Clark
- Craig Cuffe
- Scott Fink
- Robert Fisher
- Ron Floto
- Steven Freedman
- Brian Fuhrer
- Henry Gonzalez
- Gil Gonzalez
- Steve Griggs
- Andy Hafer
- Daniel Hernandez
- Richard Hume
- Vincent Jackson
- Linda Marcelli
- Roxann Moore
- George Morgan
- Les Muma
- Pamela Muma
- Chip Newton
- Steve Oscher
- Paresh Patel
- Skipper Peek
- David Pizzo
- Kevin M. Plummer
- Jeff Reynolds
- Susie Levin Rice
- Scott Riley
- Kimberly Ross
- Yvette Segura
- Lisa Simington
- Joe Teague
- John Townsend
- Nick Vojnovic
- Bonnie Wise
- Monica Wooden









USF Muma

College of Business

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