



# USF Muma

College of Business

UNIVERSITY of SOUTH FLORIDA

# Fact Sheet

## Mission

The Muma College of Business leverages analytics and critical thinking as a means to advance student success, produce scholarship with impact, and generate innovation in partnership with our stakeholders.

## Vision

Our vision is to be a top business school recognized for the transformative solutions produced by its scholars and graduates who lead in business and society.

- USF Muma College of Business is **one of 950 business colleges worldwide** that are accredited by AACSB International, and is **among the 193 that are dually accredited in business and accounting**.
- The USF Muma College of Business is home to **97 faculty, 11 adjuncts and 82 staff members**.
- There are **9 current faculty members** in the USF Muma College of Business who are **Fulbright scholars**.
- With **13 undergraduate majors, 15 graduate programs and three doctoral programs**, Muma College of Business is home to about **7,500 students** (post consolidation).
- All undergraduates are certified **Citizen Data Scientists** when they receive their bachelor's degrees, having taken required courses in analytics and creativity.
- In 2022, the college awarded more than **\$900,000 in scholarships to approximately 200 business students**.
- Nearly **100 percent of all graduates of the Vinik Sport & Entertainment Management Program**, each receiving dual graduate degrees, **are offered jobs** in the sport and entertainment industry within three months of graduation and many have job offers before they graduate.
- The **consolidated Muma College of Business, which includes the St. Petersburg and Sarasota-Manatee campuses, is one college with six schools: the Kate Tiedemann School of Business and Finance, the Lynn Pippenger School of Accountancy, the School of Hospitality and Tourism Management, the School of Information Systems and Management, the School of Marketing and Innovation and the Baldwin Risk Partners School of Risk Management and Insurance.**
- There are **several centers of excellence** in the college, including: the Center for Analytics & Creativity, the Bishop Center for Ethical Leadership, the Collier Student Success Center, the Consumer Experience Lab, the USF Center for Entrepreneurship, the David Kotok and Cumberland Advisors Bloomberg Lab, the Fintech Center, the Institute for Data Analytics and Visualization, the School of Information Systems and Management Practice Center, the M3 Center for Hospitality Technology and Innovation, the Center for Marketing and Sales Innovation, the Merrill Lynch Wealth Management Center, the Monica Wooden Center for Supply Chain Management and Sustainability, the People Development Institute, Florida Small Business Development Center at USF and the Women and Leadership Initiative.
- More than **90 percent** of USF business students who received job offers upon graduation had prior internships and work experience. An average of **44 percent** of each graduating class falls in this category.
- The USF Muma College of Business offers **50-plus practice center projects**. A practice center project gives faculty and students the chance to work on research endeavors on behalf of a corporate client.
- In the past year, **365 students** participated in experiential learning opportunities, ranging from internships to co-ops to practice center projects.
- USF Muma College of Business has the **highest business job placement rate** among state schools with 66.4 percent of graduates starting out in positions making at least \$40K, according to a study completed by the Florida Board of Governors.
- USF's College of Business was **named the USF Muma College of Business on October 10, 2014** following a \$25 million gift given to the college by Pam and Les Muma.