



## Mission

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

## Vision

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

- USF Muma College of Business is one of 13,670 business colleges worldwide that are accredited by AACSB International, and is among the 188 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 nine undergraduate programs, 12 graduate programs and two doctoral programs, Muma College of Business is home to about 7,000 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 2020, the college awarded more than \$600,000 in scholarships to approximately 300 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 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 Business Communications Center, the Collier Student Success Center, the Consumer Insight and Sales Lab, the USF Center for Entrepreneurship, 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 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.