

MUMA COLLEGE OF BUSINESS

TAMPA | ST. PETERSBURG | SARASOTA-MANATEE



GIVE NOW



UNDERGRADUATE GRADUATE

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CENTERS

OVERVIEW

CENTER FOR ANALYTICS & CREATIVITY

Located on the Tampa campus

The center's mission is to facilitate the discovery and dissemination of insights through the power of analytical and creative thinking. This involves fostering a climate of innovation and analytics throughout the school's administration, classrooms, and research.

BELLINI CENTER FOR TALENT DEVELOPMENT

The Bellini Center for Talent Development at the Muma College of Business is a career-development program for students and the Tampa Bay business community creating a real world corporate environment in a classroom level setting.

BEHAVIORAL AI LAB

The Behavioral AI Lab represents a collaborative initiative between the Schools of Information Systems and Management, and Marketing and Innovation. Our lab is dedicated to advancing the understanding of artificial intelligence's role in influencing and interpreting human behavior within business contexts.

COLLIER STUDENT SUCCESS CENTER

Working in tandem with USF's Career Services, the Collier Student Success Center assists business students with career planning, hosts corporate networking events, and coordinates workshops to help students with professional development. Businesses, large and small, partner with the center to host information sessions, offer internship opportunities, and recruit future employees.

CUSTOMER EXPERIENCE LABS

Located on the Tampa and St. Petersburg campuses

The Customer Experience Labs at the Muma College of Business are state-of-the-art facilities located on the Tampa and St. Petersburg campuses. The labs support student skills development and research across multiple marketing domains leveraging a diverse set of methodologies and neuromarketing tools including eye tracking, facial expression analysis, galvanic skin response, and EEG.

NAULT CENTER FOR ENTREPRENEURSHIP

Located on the Tampa campus

USF's Nault Center for Entrepreneurship provides academic and practical learning programs for graduate students. The center is part of three colleges at USF: the Muma College of Business, the College of Engineering, and the Morsani College of Health.

INSTITUTE FOR DATA ANALYTICS AND VISUALIZATION

Located on the St. Petersburg campus

The mission for the Institute for Data Analytics and Visualization in the Muma College of Business serves the community by offering consulting services in the areas of data analytics and data visualization.

DAVID KOTOK AND CUMBERLAND ADVISORS BLOOMBERG LAB

Located on the Sarasota-Manatee campus

The David Kotok and Cumberland Advisors Bloomberg Lab hosts 10 Bloomberg Terminals that allow students access to Bloomberg Professional Services, a powerful resource providing real-time data from markets around the world, in addition to news, research, and

powerful analytics used by top decision-makers in finance, business, and government.

FINTECH CENTER AT THE KATE TIEDEMANN SCHOOL OF BUSINESS

The Fintech Center at the Kate Tiedemann School of Business and Finance in the Muma College of Business endeavors to be a leading university-based fintech center and entrepreneurial ecosystem, with a strategic focus on helping students, faculty, the business community, and fintech entrepreneurs lead with success and positive impact in the rapidly emerging and increasingly prominent fintech driven market sectors.

SCHOOL OF INFORMATION SYSTEMS AND MANAGEMENT PRACTICE CENTER

Located on the Tampa campus

The School of Information Systems and Management Practice Center gives students with new skills and experiences in doing “real world” projects sponsored by industry partners. Students work in groups of two performing collaborative team-based projects. Every project is supervised by at least one faculty mentor and at least one representative of the project-sponsoring industry partner. Typically, projects are scoped to last a semester.

M3 CENTER FOR HOSPITALITY TECHNOLOGY AND INNOVATION

Located on the Sarasota-Manatee campus

The M3 Center for Hospitality Technology and Innovation was established at what was then known as the University of South Florida Sarasota-Manatee in 2013. The M3 Center was made possible by a transformational gift from Tampa businessman John McKibbin. Center faculty conduct rigorous academic research of significance to the global hospitality industry, while serving as a critical reporting outlet and resource for educational tools and innovation, conferences, training and forums for improving the connections between academia, industry, and the society at large.

CENTER FOR MARKETING & SALES INNOVATION

Located on the Tampa campus

The Center for Marketing and Sales Innovation seeks to be an engine for economic growth in the region by connecting students interested

in a sales or marketing careers with businesses, supports sales skills development for students and businesses through competitions, workshops, and training, and conducts research in sales, marketing, and neuro-marketing. The center is home to the Customer Experience Labs located on the Tampa and St. Petersburg campuses.

MARKETING AND INNOVATION PRACTICE CENTER

The Marketing and Innovation Practice Center project is available across all three campuses and supervised by faculty members from all three campuses. The center gives students with new skills and experiences with "real world" projects sponsored by industry partners. Students work in groups of two performing collaborative team-based projects. Every project is supervised by at least one faculty mentor and at least one representative of the project-sponsoring industry partner. Projects typically last one semester.

MERRILL LYNCH WEALTH MANAGEMENT CENTER

Located on the St. Petersburg campus

The Merrill Lynch Wealth Management Center is within the Muma College of Business. The venue allows students to analyze stocks, assess investment opportunities and apply skills learned in class to manage wealth. It hosts a number of financial literacy initiatives benefitting current students, future students and the greater community.

MONICA WOODEN CENTER FOR SUPPLY CHAIN MANAGEMENT & SUSTAINABILITY

Located on the Tampa campus

Supply chain management, reverse logistics, and sustainability greatly interest both domestic and international businesses because these issues impact their profitability — especially in today's competitive marketplace. The Monica Wooden Center for Supply Chain Management & Sustainability is the first center of its kind in Florida. It spearheads efforts related to the supply chain major, minor, graduate program and a number of community/industry initiatives.

PEOPLE DEVELOPMENT INSTITUTE

In 2021, the USF Muma College of Business and Tampa General Hospital have launched a groundbreaking initiative to provide critical people skills to hospital staff ranging from top-shelf surgeons to