

2020

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INNOVATION. ENGAGEMENT. IMPACT.

THE U

SYKES COLLEGE OF BUSINESS

A MESSAGE FROM THE DEAN



Dear Friends and Supporters,

It is my great pleasure to provide you this year's annual report about the activities at the Sykes College of Business. Despite the COVID-19 pandemic, the Sykes College of Business did many amazing things this past year. The pandemic caused our classes to move to a virtual model in mid-March and continue throughout summer. In the fall semester, we had a mix of face-to-face and hybrid classes to maintain the safety the Centers for Disease Control and Prevention required. UT's Spartan Shield Health Safety Plan protected our students, staff and faculty to the greatest extent possible. At the time of the printing of this brochure, we are all waiting to get vaccinations for those who want it and to get back to the old normal. With these changes, we were able to maintain over 90 percent of our enrollment, and faculty kept working hard to improve and enhance our student college experiences. We have all worked hard to maintain our accreditation standards — AACSB, SACS and ABET and more — during these challenging times.

As you can see from this annual report, we hired more distinguished faculty and staff members, and our enrollment stayed around 3,500 students in the College of Business. Our ranking continued as part of the top 100 in Bloomberg Businessweek among the best MBA programs in the

country. Our listing among The Princeton Review's best business schools 15 years in a row indicates a business school that is growing and is on the watch list of schools to achieve greatness. These accomplishments are the culmination of the effort of faculty and staff who work tirelessly to improve what we do for students, the community and the educational environment every day. I am proud to be among these great colleagues.

We are continuously striving to improve and enhance academic programs to ensure our faculty are providing our students with the best and latest programs at both the

SYKES COLLEGE OF BUSINESS **By The Numbers**

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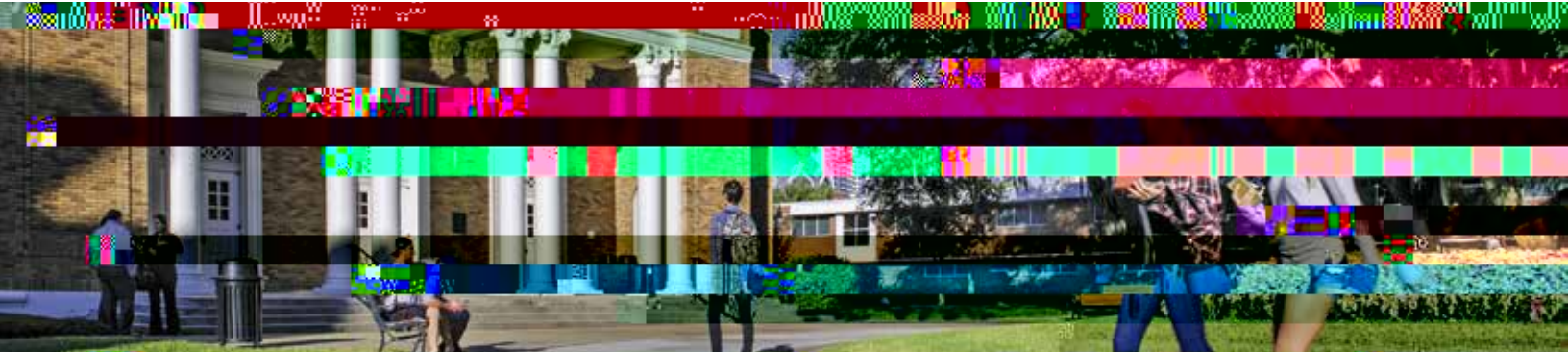
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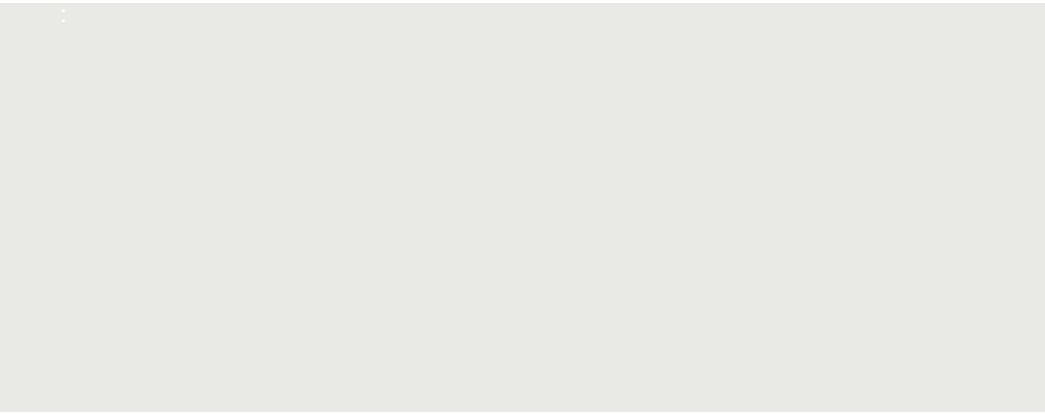
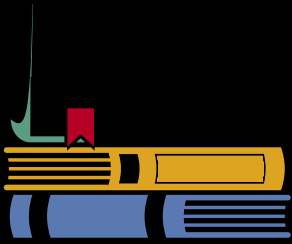
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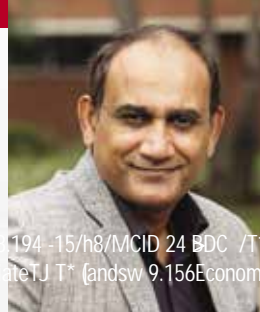




PEOPLE FIRST Sykes Welcomes New Scholars



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RANKINGS AND ACCOLADES

#2 The Princeton Review®

Ranked #2 in Florida and #17 in the nation for Best Undergraduate Programs

15 YEARS The Princeton Review®

Sykes College of Business listed in Best Business Schools for the 15th year in a row



Sykes College of Business ranked among the Best Undergraduate Business Programs and Best Undergraduate Entrepreneurship Programs in the U.S.



Sykes College of Business is on Bloomberg Businessweek's list of Best Graduate Business Schools of 2020



Best Master's of Accounting, Master's of Marketing and Master's of Finance programs

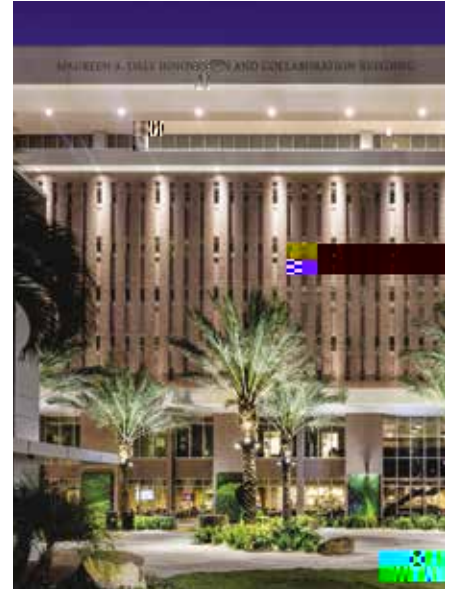
#20 The Princeton Review®

Sykes College of Business ranked in Best Business Schools #20 Best Graduate Programs for Entrepreneurs

TEACHING EXCELLENCE **Impact**



Alexsandra Wolfe (ENT '22), top-25 finalist in the nationwide Schulze Entrepreneurship Challenge.



Student Entrepreneur Wins Big

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EMBA Class Offers Innovative Solutions to Clients in Colombia and Panama

As part of the final course in the EMBA program, Global Strategic Management, the EMBA students traveled to Panama and Colombia in March 2020 to engage with two local companies seeking innovative solutions to strategic problems. The projects are an opportunity for the students to apply what they have learned throughout the EMBA Program to solve real problems for real clients. Students must think on their own to accurately diagnose the relevant issues and provide innovative solutions. The clients get an outside perspective from highly qualified executive-level students. The companies work closely with EMBA students starting in January with final presentations in May.

The goal of the two projects was to develop

cutting edge concepts into viable business operations. One of the companies, an affiliate of Lee Hecht Harrison (owned by Adecco, a major player operating in the global human resources and recruitment services industry), wanted assistance on developing and marketing a new leadership development program. The other company, The Line Group, wanted to develop a new concept called endomarketing. Endomarketing is an institutional marketing strategy to improve the image of the company among its employees, thereby creating a motivated team and reducing employee turnover. The students spent several days visiting the companies and gaining an in-depth understanding of them. After the trip, students worked for an additional two months to develop a strategic

plan designed for immediate implementation and impact.

In addition to working closely with the project companies on developing strategic plans, the students interacted with local businesses to develop better insight into the cultural and business environment in both countries. For example, in Panama the students visited Banco General, the Panama Canal Authority, a real estate development project Panama Pacifico and FedEx, which has significant logistic operations related to their strategic location near the Panama Canal. In Colombia, the visits were designed to foster an understanding of the funding and start up environment in Bogota as well as the political evolution of Colombia.

TEACHING EXCELLENCE Engagement

Case Study Competition Challenges Students to Solve Real-World Problems

Each semester, the Naimoli Institute for Business Strategy runs a case study competition for all students enrolled in the senior capstone course. One local company is recruited to be the focus of the competition, and company leaders identify a strategic issue that they want the students to solve. Working in teams, the students spend the semester evaluating, studying and questioning the company's strategy. Compared to many undergraduate programs, the case study competition at UT includes a unique feature: rather than relying only on secondary sources of information (e.g., Internet research), the teams have at least three opportunities to meet company executives and ask questions about the strategic issues in the case study. This aspect of the competition gives teams an opportunity to gather information that other teams might not have. By the end of the semester, each team writes a comprehensive report that presents a series of analyses. Most importantly, the report also contains their recommendations for how the company should solve its strategic dilemma. Faculty choose the top 10% of the teams, who are given the privilege of presenting their ideas to the company executives on the last day of the semester. Typically, prize money of about \$2,000 is at stake.

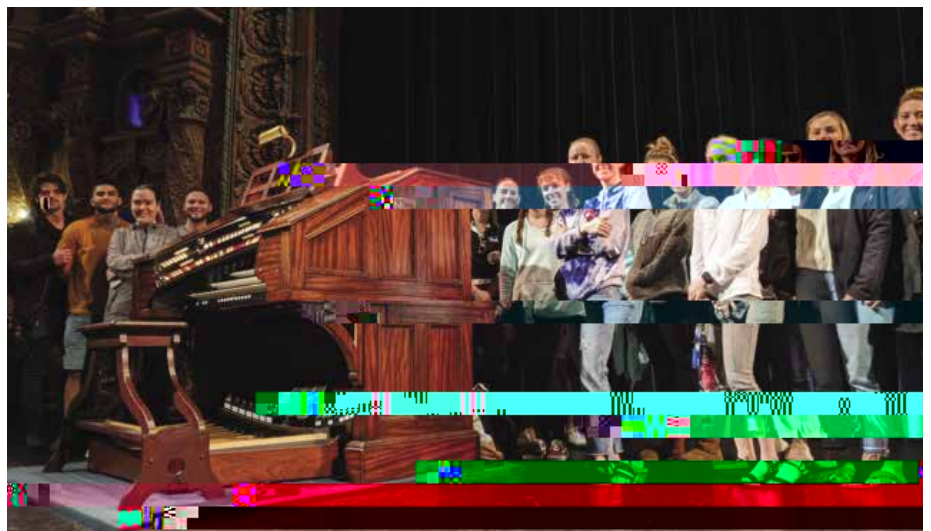
In recent semesters, the Naimoli Institute has partnered with Regions Bank (how to recruit more millennials as customers and employees), Mr. Empanada (how to diversify

its customer base and create a succession plan), and Blue Wave Orthodontics (how to roll up and re-brand the industry). In the Spring 2020 semester, the participating organization was the Tampa Theatre, one of downtown Tampa's most iconic and historic landmarks. Built in 1926, the Tampa Theatre is famous for

having a ceiling that is painted like a night sky and studded with twinkling lightbulb stars.

The challenge for students?

The retail space next to the theatre's box office will soon be vacated by the florist who's currently there. The nonprofit would like to



The winning team: Monica Perez (MGT '20), Owen McCormack (IB-MGT '20), Kristi Pratt (ACC '20), Ingrid Sognlien (MKT '20) and Pernille Albrektsen (IB-MGT '20)

turn that 1,260-square-foot space into an additional theatre, a “micro-cinema” that seats about 40 people. The students were tasked to figure out the best ways to utilize that new space and how it should be positioned in conjunction with the existing facilities.

Throughout the semester, student teams met with managers from the Tampa Theatre to strategize about design, marketing and operations. On May 1, each finalist team made a presentation to those managers.

“The competition brings together and encapsulates everything I’ve learned over the four years,” said Rachel Warden (ECO ’20). “Our team has analyzed real-life business challenges, and we’ve learned how to best leverage each team member’s strengths.”

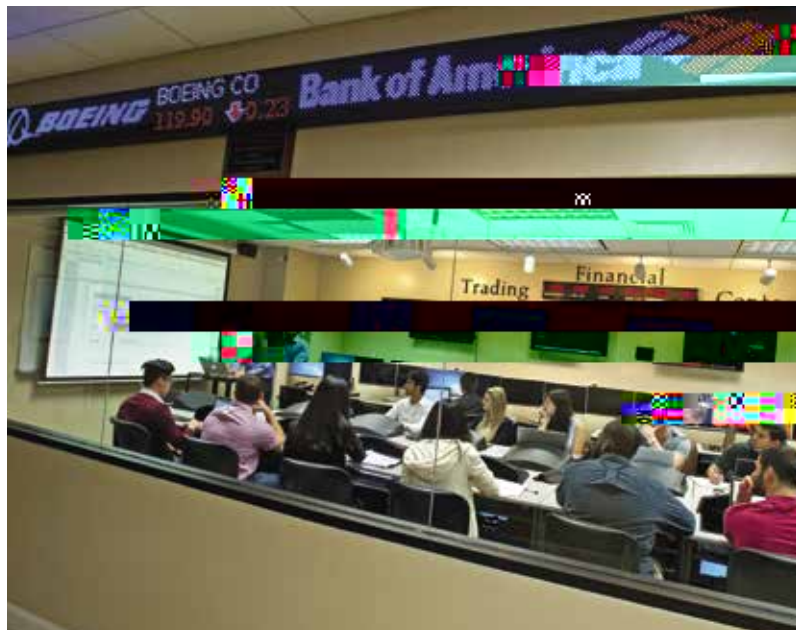
The winning team — Monica Perez (MGT ’20), Owen McCormack (IBAj 2.665 rthe P* (to best)g.s together and

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Innovative and Engaging Curriculum



management and financial analysis and planning. Grounded in the current realities and best practices of the industry, courses are geared toward helping students advance in their finance careers and prepare for the Chartered Financial Analyst (CFA) common body of knowledge (CBOK) Levels I, II and III.

The new M.S. Finance program, which launched in the Fall 2020 semester, has two tracks: the financial analysis track, which is well suited to the CFA curriculum, and the quantitative analysis track, which focuses more on data analytics and interpretation. Both tracks are flexible with elective classes, allowing students to develop a specialization in an area of their choice. The program also incorporates additional elements of statistical analysis, business analytics, mathematical finance and programming into the curriculum, with an emphasis on technology. Additionally, the program will increase students' abilities to

use mathematical, accounting and statistical data and to suggest and implement financial management decisions that create cash flows and/or firm value.

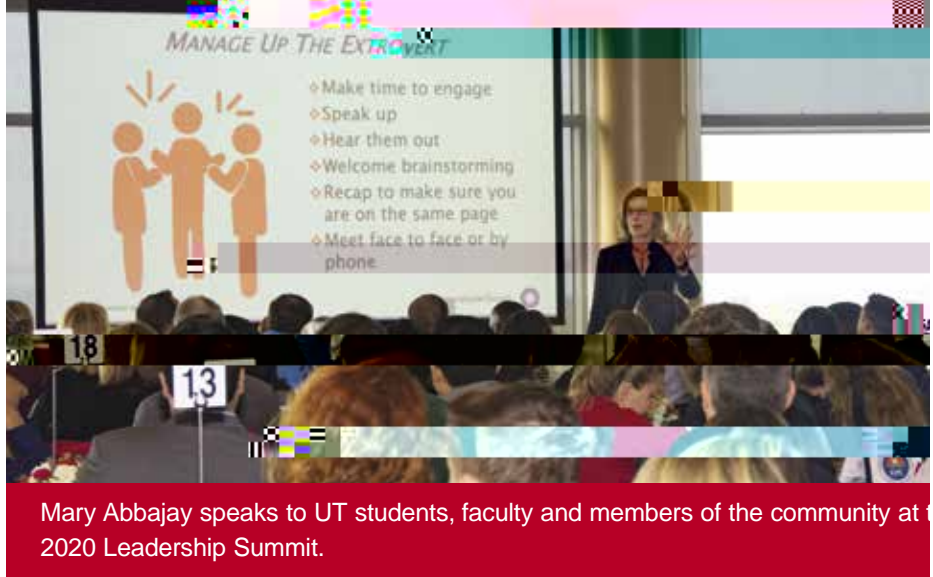
UT's Part-Time MBA Named One of the Best by U.S. News & World Report

U.S. News & World Report ranked The University of Tampa's part-time MBA program #141 in the nation, tying with such schools as University of Nevada, University of Washington-Tacoma and Fairfield University.



productive workplaces that foster professional and personal excellence and growth. In short, she is committed to creating workplaces where both the organization and the individual can flourish. Abbajay brings over 20 years of leadership experience, a master's degree in organizational management and post-graduate certificates from Georgetown University and the Coaches Training Institute. In addition to being an entrepreneur and consultant, she has served as adjunct faculty at George Mason University's School of Management and has taught at both Montgomery College and the Georgetown University Center for Professional Development. Abbajay is a frequent expert contributor for television, radio and print publications where she provides practical leadership and career advice. In addition to her role as a Forbes.com contributor, her work and advice have appeared in the *New York Times*, *Harvard Business Review*, *Fast Company*, *Forbes*, *The Financial Times*, *Money*, *Southwest Airlines Magazine*, *Monster* and the BBC.

Abbajay discussed how positive workplace relationships create positive workplace experiences and results; therefore, employees must deliver great work while simultaneously being good at relationships — up, down and across the organization. She explained how, while all workplace relationships are important, an employee's relationship with their boss can hurt them or help them the most. Abbajay explained guidelines to follow when "Managing Up" and building that relationship with a boss. She mentioned that managing up is a deliberate effort to increase cooperation and collaboration between individuals who have uneven power levels, that it is about adapting and understanding that we can't change other people, and that



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AWARD AND ACCOLADES **Outstanding Students**

Outstanding Students of 2020

Outstanding Student in Business Information Technology: Garrett Lohner

Garrett Lohner is a standout academic performer whose contributions consistently enhance his classes. He has achieved academic excellence through hard work and a willingness to work with his professors to master concepts. He has great enthusiasm for learning new concepts and has an attitude of asking questions to ensure what he understands is correct.

Outstanding Student in Cybersecurity: Savannah Lazzara

Savannah Lazzara founded the Root Club at UT and helped secure a donation from A-LIGN to the Root Club, so that students can have access to more pen testing tools. Among the first UT students to get a job at A-LIGN, she impressed her supervisors with her hard work and commitment, and the company has been actively hiring UT students ever since. Because of her initiative, A-LIGN is now on the ITM advisory board.

Adam Smith Outstanding Student in Economics: Jasmine Abdelgafar

According to her professors, Jasmine Abdelgafar possesses a rare combination of gifts – natural intellect, solid intuition and a very strong work ethic. Abdelgafar is an exceptional student who has truly embraced the economic way of thinking. She has gone above and beyond her peers and sought out opportunities to engage in her own research.

Alan Weimer Outstanding Student in Entrepreneurship: Raymond M. Mohler, Jr.

Ray Mohler embodies the entrepreneurial mindset and the spirit of being an entrepreneur. As a child he launched the nonprofit organization the Little Saint Nick Foundation, which collects and donates gifts to hospitalized children during the holiday season. Mohler brought that spirit of servitude and social entrepreneurship with him to UT, where it has grown and flourished both in the classroom and through his involvement in the Spartan Accelerator program.

Outstanding Student in Finance: Jordan P. Machita

Jordan Machita has maintained a 4.0 GPA throughout his studies at UT and has done an amazing job in his classes, not only performing well himself, but being a valued leader of his teams. He has elevated the work of every team member and helped them do better. He was engaged in many extracurriculars, worked as a residence assistant and, in his final semesters, worked for a cybersecurity and compliance firm as a financial analyst.

Outstanding Student in Management Information Systems: Maverick Gagliano

Maverick Gagliano has been a standout academic performer in his MIS classes, and his contributions have enhanced those classes. In the MIS capstone course, Gagliano has been a class leader best illustrated by his consistent engagement in class discussions and activities. He is good at abstract reasoning, critical thinking, and he is a fast learner.

Outstanding Student in Management: Julia Calandra

Julia Calandra was an honors student with a 4.0 GPA and displayed high levels of professional behavior. She was a UT Diplomat, a member of the Dean's Advisory Group and was selected to give the commencement challenge speech in the May 2020 Commencement ceremony.

Outstanding Student in Marketing, Ken Jensen Memorial Award: Lindsey Sutela

Lindsey Sutela is an honors student and has been accepted into the College of Business graduate program for Fall 2020. She served as a member of the Dean's Advisory Council and has been an outstanding performer in her classes.

FACULTY EXTERNAL BOARD APPOINTMENTS

Arlene Acord, professor of instruction of business law, serves on Florida's Law Related Education Committee.

Gary Beemer, lecturer I of marketing, serves as the vice president of collegiate relations for the American Marketing Association Tampa Bay Professional Chapter.

Jennifer Burton, associate professor of marketing, serves on the Editorial Review Board for the *Journal of Advertising Research*.

John Caslione, lecturer I of management and entrepreneurship, serves as chairman of the board for GCS Business Capital LLC and SocialMatters LLC. Additionally, he serves as the board secretary for the Little Saint Nick Foundation and as board member for Finance for the Fearless.

Deirdre Dixon, assistant professor of management, serves as the chair of the alumni support committee and as director on the National Board of West Points Association of Graduates, chair of the board development committee for the Girl Scouts of West Central Florida and as the strategy committee chair for the Tampa Theatre.

Bella Galperin, Dana professor of management, serves as a board member for The Sustany Foundation.

Robert Goodwin, instructor of accounting, serves as secretary for the Tampa Bay Chapter of the IMA (Institute of Management Accountants).

Yvette Green, instructor of accounting, serves on the board of the Florida Association of Accounting Educators.

Giles Hertz, associate professor of business law and entrepreneurship, serves as president and chairman for the Collegiate Entrepreneurs' Organization (CEO).

Hwee-Joo Kam, assistant professor of cybersecurity, serves as the treasurer for the Special Interest Group of Information Security and Privacy of the Association of Information Systems.

Dean Koutroumanis, associate professor of management, serves as the advisory board member on several committees for Clearwater Central Catholic High School.

James Lee, associate professor of marketing, serves as treasurer and secretary for Bayshore Walk POA.

Speros Margetis, professor of finance, serves on the board for the Link Foundation.

Thomas Pittz, assistant professor of management, serves as senior vice president of the United States Association of Small Business and Entrepreneurship.

Steve Platau, professor of accounting, serves on the Florida Board of Accountancy.

Shannon Rodriguez, lecturer I of business law, serves on the Downtown Tampa CRA Community Advisory Committee.

Stacey Schetzle, associate professor of marketing, serves on the executive board for the National Conference in Sales Management and as a member of the journal abstract review board for the *Journal of Personal Selling and Sales Management*.

Britt Shirley, professor of information and technology management, serves on the board of directors for the Society of Case Research and is co-editor for the *Journal of Case Studies*.

Jody Tompson, professor of management and entrepreneurship, serves on the advisory board for Front Burner Brands and Field Forensics Inc.

Daniel Diaz Vidal, assistant professor of economics, serves as a member of the advisory board for Zeal Technical Institute and as a member of the board of advisors for Mindful Nutrition and Health.

Rebecca White, professor of entrepreneurship, serves as director for Marine Max (HZO), the Collegiate Entrepreneurs' Organization, the Global Consortium of Entrepreneurship Centers and Embarc Collective and as an advisory board member for SeaCoast Bank (SCBF).

Sykes College of Business Dean's Advisory Council

R. Dean Akers

Adjunct CEO

John "Jack" M. Barrett

President and CEO

First Citrus Bank

Charles Britton

Principal

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Louis Buccino

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Eileen Canady

Global Marketing Director

BST Global

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Senior Vice President and

Regional Manager for Community Affairs

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Bob Clark

President

Tampa Steel Erecting Co.

Joyce Cotton

Director of Marketing and

Community Partnerships

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