

Investment

- Making Batteries

- 1.8 Million Veh

- Largest Bat



UNIVERSITY *of*
WEST FLORIDA

Lewis Bear Jr.
College of Business

TABLE OF CONTENTS

Student Testimonials	pg. 3
Department Summaries	pg. 4
Business Argos in the News	pg. 14
Legacy gift from Bear Family Foundation names College	pg. 21
Finance Students Excel in Global Competitions	pg. 23
Supply chain students advance to finals	pg. 25
Students Learn Valuable Skills Through HIP Programs	pg. 26
Florida SBDC at UWF	pg. 29
Enrollment Statistics	pg. 31
Learning by the Numbers	pg. 32





**AACSB
ACCREDITED**

We are accredited by AACSB International - The Association to Advance Collegiate Schools of Business. AACSB accredits the best business schools in the world and unites the brightest minds in business education for societal impact.

Only 6% of business schools worldwide have earned this symbol of the highest standard in management education. As an AACSB-accredited school, we have passed rigorous standards for quality. We have better programs, better faculty, better students with higher overall GPAs, more international students, more employers who recruit them and graduates who receive better salaries.

STUDENT TESTIMONIALS

"One of the great things about (Lewis Bear Jr.) College of Business is they give you opportunities to experience stuff in real life. For my supply chain management class, we were able to work with Sail Pensacola."

-Christopher Bissell
MBA, General Business Specialization



"The University of West Florida's business program is unique because there's such a large set of classes that you have to take and it allows you to diversify your skill set while also learning what aspects of business fit you best."

-Kendra Gwaltney
Finance Major

"Within just a year, the Master of Business program at the University of West Florida has given me multiple opportunities to utilize my skills in the real world. The connections that come with these opportunities carry tons of irreplaceable experiences."

-Jeremy Sonne
MBA Student



Department of Accounting and Finance

Our Department of Accounting and Finance personalizes your learning. We provide small class sizes with quality faculty who know you by name. Academic and real-world experiences are leveraged to bring you a well-rounded accounting and finance education. Our students compete in and win global finance competitions and secure jobs at the best accounting firms.

Our Department includes a nationally recognized Master of Accountancy program. The program offers crucial preparation for the Certified Public Accountant examination and prepares students for a career in accounting, finance, business and more. The program consistently ranks among the highest in the state and nation in CPA exam first-time pass rate.



UNDERGRADUATE DEGREE PROGRAMS

Accounting, BSBA

Accounting, BSBA Online

Finance, BSBA

Finance BSBA Online

CERTIFICATE PROGRAMS

Essentials of Accounting Undergraduate

Essentials of Accounting Undergraduate Online

Finance Undergraduate

Finance Undergraduate Online

Security Analyst Undergraduate

GRADUATE DEGREE PROGRAM

Master of Accountancy



CAREERS & SALARIES

- Personal Financial Advisor - \$150, 670
- Corporate Finance - \$105,226
- Stockbroker - \$162,984
- Certified Public Accountant - \$100,000
- Chief Financial Officer - \$456,739



GALYNA DYAKIV

MASTER OF ACCOUNTANCY, 2024

SUPERVISOR - TAXATION, JAMES MOORE CO.

"I was fortunate to be admitted to the MAcc program, Taxation track at UWF. The program coordinators were very approachable and attentive to my needs. UWF provided the individual approach I was seeking, and I began my studies while balancing a full-time job and being a mother of two young boys. With the support of UWF professors and administrative staff, I managed to obtain my CPA license and graduated with a master's degree in accounting, specializing in taxation."



Department of Business Administration

We offer small classes, one-on-one interaction with a diverse faculty and broad programs across multiple business disciplines including human resource management, management, management information systems, and public administration. Our programs feature courses rich with high-impact practices, taught by instructors who foster a supportive learning environment while emphasizing quality work and high standards.



UNDERGRADUATE DEGREE PROGRAMS

General Business, BSBA

General Business, BSBA Online

Human Resource Management, BSBA

Human Resource Management, BSBA Online

Management BSBA

Management Information Systems, BSBA

CAREERS & SALARIES

- | | | |
|-------------------------------------|---|-----------|
| • Business Analyst | - | \$107,670 |
| • IT Security Manager | - | \$125,863 |
| • Budget Director | - | \$212,868 |
| • Public Policy Administrator | - | \$125,863 |
| • Compensation and Benefits Manager | - | \$136,380 |

GRADUATE DEGREE PROGRAM

Public Administration, MSA Online*

*Not AACSB Accredited



CERTIFICATE PROGRAMS

Acquisition and Contract Administration Graduate Online Certificate*

Advanced Business Analytics Undergraduate Certificate

Advanced Business Analytics Undergraduate Online Certificate

Business Analytics Undergraduate Certificate

Business Analytics Undergraduate Online Certificate

Business Essentials Undergraduate Online Certificate

Entrepreneurship and Innovation Undergraduate Certificate

Entrepreneurship and Innovation Undergraduate Online Certificate

Human Resources Management Undergraduate Certificate

Human Resources Management Undergraduate Online Certificate

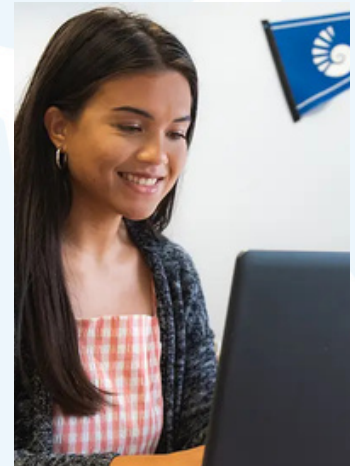
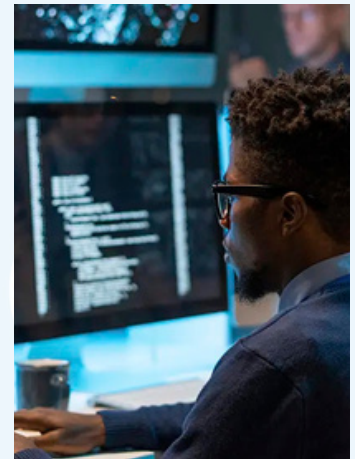
Information Security Management Undergraduate Certificate

Information Security Management Undergraduate Online Certificate

Management Development Undergraduate Certificate

Management Development Undergraduate Online Certificate

Managing Sustainability and Resiliency Graduate Online Certificate*



*Not AACSB Accredited



DANIEL VARGAS-VILA

B.B.A , BUSINESS ADMINISTRATION & MANAGEMENT, 2013
MBA, 2017

CAPITAL MANAGEMENT, NAVY FEDERAL CREDIT UNION

"Earning both my undergraduate and master's degrees from the UWF College of Business was pivotal in my professional career and personal life. The education was comprehensive, covering both business theory and practical application. Countless times in my professional career at Navy Federal Credit Union, I have leaned on the business acumen gained through my studies, as well as the professional network provided by the business school. Personally, I have many close friendships that I hold to this day, which grew from group projects and late nights studying for exams."



Lewis Bear Jr.
College of Business
UNIVERSITY of WEST FLORIDA

Department of Commerce

Our programs and courses are purposefully designed to help our students gain the knowledge and skills necessary to launch great careers in economics, hospitality and tourism, marketing, sport management and supply chain logistics management. We continue developing interesting courses to enhance our degrees and certificates and provide our students with advantages to achieve their professional goals as graduates.

Our faculty includes award-winning teachers, research scholars published in the top journals, and faculty who embrace service for the benefit of our students, UWF and our Pensacola community.

UNDERGRADUATE DEGREE PROGRAMS

Business Economics, BSBA

Global Hospitality and Tourism, B.S.

Global Hospitality and Tourism, B.S. Online

Marketing, BSBA

Sport Management, B.S.*

Supply Chain Logistics Management, BSBA

Supply Chain Logistics Management, BSBA Online

GRADUATE DEGREE PROGRAM

Sport Administration, MSA Online*

*Not AACSB Accredited



CERTIFICATE PROGRAMS

Aviation Supply Chain Logistics Undergraduate

Digital Marketing Undergraduate

Sales Management Undergraduate

Sport Analytics Graduate Online*

Supply Chain Logistics Undergraduate



CAREERS & SALARIES

- Advertising Manager - \$159,960
- Marketing Director - \$190,711
- Athletic Director - \$99,820
- Hotel Manager - \$120,645
- Procurement Manager - \$130,400



JACQUELYN COLBERT

B.S. GLOBAL HOSPITALITY AND TOURISM, 2017
SALES MANAGER, HOME2 SUITES BY HILTON

“The University of West Florida’s Global Hospitality and Tourism program provided me with a solid foundation in customer service, operations, and business management, which are crucial for a successful career in hotel sales. The coursework and practical experiences honed my skills in client relations and strategic planning, directly contributing to my ability to secure and excel in the role of a hotel sales manager.”



Master of Business Administration

MBA students gain the leadership skills, practical knowledge and confidence needed to redefine their roles in today's business environment. Our AACSB-accredited programs equip business professionals with the essential tools and management acumen to forge new relationships and qualify for advancement opportunities.

We offer two delivery platforms for our program. The face-to-face MBA Program allows qualified students an opportunity to complete their MBA in five semesters and take classes in the evening with a cohort of working professionals from education, government, industry and the military. Our online MBA offers the convenience of taking classes without the constraints of classroom attendance. U.S. News and World Report consistently ranks our MBA online program among the best in the nation.



EMPHASIS

General

Accounting

Business Analytics

Cybersecurity

Entrepreneurship

Finance

Hospitality and Tourism Leadership

Human Resource Management

Supply Chain Logistics

CERTIFICATE PROGRAMS

Business Analytics

Business Foundations

Cybersecurity Management

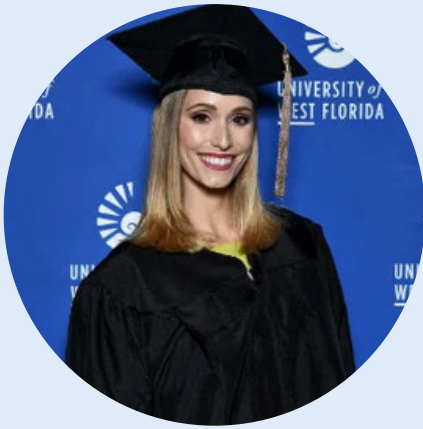
Entrepreneurship

Hospitality and Tourism Leadership

Human Resource Management

Supply Chain Logistics Management





STEPHANIE SANDIDGE

MBA, 2018

FINANCE EXECUTIVE, MACQUARIE GROUP

"I wouldn't have gotten the job if it weren't for the degree. It speaks for itself. All of the hard work MBA students put in really shows. I received more than I anticipated from the program. The program sets MBA graduates apart from other people in a company."



DEEPTI SHRESTHA

MBA, 2025

BUSINESS ANALYSTICS SPECIALIZATION

"UWF was a second home to me thanks to the unwavering support from all the faculty and staff. Trust me they are very helpful and extremely understanding."



Aerospace Studies -

Air Force ROTC

Air Force ROTC offers the professional-minded student a highly rewarding opportunity to be part of the finest aerospace power in the world. AFROTC demands integrity, academic dedication and a commitment to excellence. Students gain the full college experience by completing a baccalaureate degree while working towards their commission as a Second Lieutenant in the United States Air Force or Space Force.



CORE VALUES

Integrity First: Integrity is essential. It is the inner voice, the source of self-control, the basis for the trust that is imperative in today's Air Force and Space Force. It is doing the right thing when nobody is looking.

Service Before Self: Service in the Air Force and Space Force is not just another job. It is an uncommon profession that calls for people of uncommon dedication. A leader unwilling to sacrifice individual goals for the good of the unit cannot convince other members to do so.

Excellence in All We Do: Our mission often involves the risk of human life—and sometimes national survival. The obligation to excel is a moral obligation for members of the Air Force and Space Force.

MISSION

Air Force ROTC's mission is to develop Air and Space Force leaders of character whom we expect to fight and win our nation's wars.

United States Air Force Mission: Fly, Fight, and Win...Airpower Anytime, Anywhere.

United States Space Force Mission: Secure our Nation's interests in, from, and to space.

MILITARY SCIENCE - ARMY ROTC

Army ROTC offers mentorship, shadowing opportunities and real-world leadership training while still allowing students the full college experience. This program is designed to shape the future leaders of America. Here students learn how to lead, display courage and discover their capabilities.



ARMY MISSION

To deploy, fight, and win our Nation's wars by providing ready, prompt, and sustained land dominance by Army forces across the full spectrum of conflict as part of the Joint Force.

ARMY ROTC MISSION

To train, to educate, and to develop leaders for the U.S. Army.

ARMY ROTC MOTTO

Leadership Excellence



LT. COL. OLIVER DAVIS

B.S. ARTS IN CRIMINAL JUSTICE, 2004

U.S. ARMY, 10TH MOUNTAIN DIVISION CHIEF OF SUSTAINMENT

"Army ROTC at the University of West Florida was my first introduction to the military and leading teams. No other leadership program puts you under the direct tutelage of a half-dozen leaders, each with personal leadership experience ranging from 10 to 25 years. Now a former battalion commander and future student at the Senior Service College, I thank the instruction I gained at UWF's Army ROTC program as the most significant leadership training in over 20 years of service."



Business Argos in the News

Faculty & Staff Award Winners

Dr. Vitaly Brazhkin — Faculty Excellence in Teaching or Advising Award

Dr. Micah Grant — Faculty Excellence in Teaching Award

Kelly Massey — Million Dollar Research Hall of Fame inductee

Amy Miller — Nautilus Excellence Award

Mort O'Sullivan — Adjunct Faculty Excellence Award



Business Argos in the News

Faculty & Staff Award Winners

Dr. Jill Plumer — Student Government Association Distinguished Teaching Award

Dr. Shelby Solomon — Distinction in Research Activities - Junior Award

Dr. Xuan Tran — Faculty Excellence in Undergraduate Research Mentoring Award
Director's Choice

Dr. Julie Ann Williams — President's Award for Exemplary Online Teaching



Business Argos in the News

Faculty & Staff Award Winners

Dr. Shelby Solomon received the 2025 State of Florida Entrepreneurship Research Paper of the Year Award. His research paper, *Passing the Torch*, discovered the powerful role tradition plays in fostering collective action and coopetition among independent workers. Alumna Haley Hutto, who earned her undergraduate and graduate degrees in our college, contributed to the paper.

Dr. Barbara White earned the 2025 Accounting Historians Journal Award of Excellence for her paper, *The Impact of WWII on Accounting and Finance at the Alger-Sullivan Lumber Company in Century, Florida*, published in the *Accounting Historians' Journal*. Dr. White will be honored at the American Accounting Association Conference in August.



Business Argos in the News

Faculty Promotions

Two of our faculty received promotions during the 2024-25 academic year.

Dr. Micah Grant, — Associate Professor, Department of Accounting & Finance

Gregory Prescott — Associate Professor and Chair, Department of Accounting & Finance



Business Argos in the News

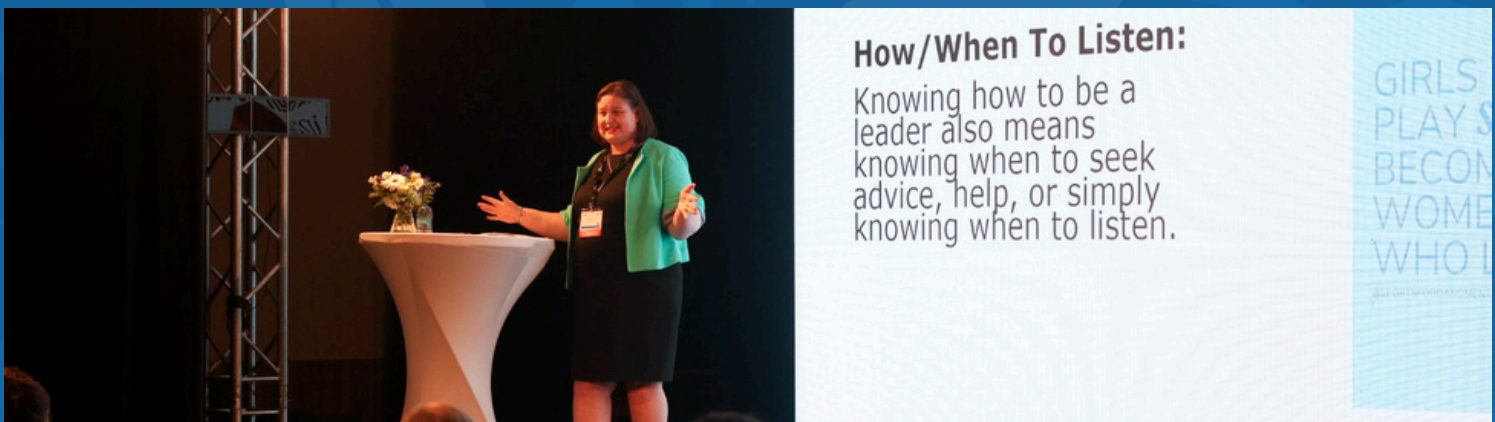


Women in Leadership Conference

Our Aylstock, Witkin, Kreis & Overholtz Center for Leadership hosted the 11th annual Women in Leadership Conference on March 12, 2025, reaching a sold-out crowd of 440 students, young professionals and executives. In addition, about 200 others attended via livestream.

The conference provided attendees the opportunity to learn from and connect with prominent leaders who have achieved personal and professional success. Keynote speakers included UWF President Martha D. Saunders and retired Rear Admiral Allie Coetzee Leslie. Panel topic discussions included mentorship and nonprofit leadership.

“I am so glad I had the opportunity to speak at this event,” Leslie said. “I think it’s important for women to have a chance to learn through these shared experiences. In fact, I have takeaways myself from the other presenters. I’m hoping I was also able to pass on some tools for those who attended.”



Business Argos in the News

Flight Academy

Advisor Andrew DuPont is training 12 cadets from across the globe as the Lewis Bear Jr. College of Business serves as a host for the Summer 2025 Air Force JROTC Flight Academy.

The cadets train for eight weeks on campus and at Peter Prince Airport in Milton. Their training includes solo flights and passing their FAA private pilot knowledge test. By completing the program, the cadets earn their private pilot certifications and six college credits.



Business Argos in the News

Germany MBA Program

We began our 21st cohort in January 2025. The Germany MBA Program is a partnership between our College and Transatlantik-Institut, Ludwigshafen, University of Business and Society. The 18-month program is directed at University graduates from all academic fields who are in mid-level management positions.



Lewis Bear, Jr.

February 10, 1941 - March 3, 2023

LEGACY GIFT FROM BEAR FAMILY FOUNDATION NAMES COLLEGE OF BUSINESS

Lewis Bear Jr. is fondly remembered for his leadership, philanthropy and commitment to Northwest Florida. In his 82 years of life, Bear built a legacy that will stand the test of time. The Bear Family Foundation further cemented his legacy in March 2024 by gifting \$5 million to name the University of West Florida's College of Business. The College is now named the Lewis Bear Jr. College of Business. UWF announced the naming during a March 15 ceremony at the College. Attendees included the Bear family, Sen. Don Gaetz, Rep. Michelle Salzman and former Sen. Doug Broxson.

"What a wonderful day to celebrate Lewis Bear, Jr. and the University of West Florida," said his son David Bear, CEO of the Lewis Bear Company. "Investing in education is about building a legacy of prosperity for future generations. There is no better way to honor his love for our community and the impact of his life's work than to make this enduring gift in his memory, ensuring that his contributions will continue to benefit others for years to come. Our family is sincerely grateful to the University for the opportunity."

A former UWF trustee, UWF Foundation board member and UWF Foundation Fellow, Lewis Bear Jr. avidly supported the University. He served as a trustee for over a decade and played a critical role in the development of the UWF infrastructure, academic programs and processes.

"Lewis's dedication to the University of West Florida was unwavering," said his widowed wife Belle Bear, who married Lewis in 1966. "As a trustee and chairman, he worked tirelessly to help UWF achieve its goals and fulfill the requirements set forth by the legislature. He knew a successful university made for a more successful community." Belle later incited laughter during her speech at the ceremony when she said, "I can promise you he is looking down on every one of you all to make sure we are doing it right."



Lewis Bear Jr.
College of Business
UNIVERSITY of WEST FLORIDA

The College will use the gift for scholarships and operational support to continue delivering a world-class teaching and learning environment to undergraduate and graduate students.

The Lewis Bear Jr. College of Business joined the Hal Marcus College of Science and Engineering and Usha Kundu MD College of Health as named colleges at the University. UWF requires a gift of \$5 million to name a college.

UWF unveiled the Lewis Bear Jr. College of Business logo during the ceremony. David Bear stared admiringly at the logo as he reflected on what it meant to have his father's name associated with the College of Business.

"It gives me the chills," David Bear said. "He loved his family, but he loved his business. Business was his life. He intuitively knew how to run a business successfully. To see his name on the College of Business - it's appropriate. There's no other thing I can think of that would define his legacy more than having a college of business at a major state university named after him."

Lewis Bear Jr. spent nearly 60 years of his life in the family business and served as the CEO and president from 1985 until his death. Founded in 1876, the Lewis Bear Company is the oldest, continuously family-owned Anheuser Busch wholesale distributor in the world and the oldest privately-held corporation in Florida.

In addition to his business ventures, Bear contributed extraordinary amounts of his time and wealth to the Pensacola area. His reach extended to all corners of the community.

A major contributor to health care, education and cultural initiatives, Bear and his company founded the Bear Family Foundation, through which they have awarded millions in grants to about 120 local, nonprofit organizations.

Bear served on numerous of community boards, usually as a chairman or trustee, including the Pensacola-Escambia Development Commission, Triumph Gulf Coast, Pensacola Area Chamber of Commerce, United Way of Escambia County, Pensacola Museum of Art, and the Institute for Human and Machine Cognition.



FINANCE STUDENTS EXCEL IN GLOBAL COMPETITIONS

Finance students showcased their expertise by claiming victory at a global competition and setting a record by placing top three in three categories at another competition during the 2024-25 academic year.

Two students won the 2025 Southeastern Hedge Fund Strategy Competition. The competition is hosted by the J. Mack Robinson College of Business at Georgia State University. The student team beat out teams from 44 other universities including the University of Florida, the University of Hong Kong, Georgia State University and the University of Idaho.

Alexander Francis and Lorenzo Weber split the \$10,000 first prize and helped UWF make history. A UWF team won the same competition in 2024.

“UWF finance students made history in this global competition; no other school has ever won first place in two consecutive years,” said Dr. K.C. Ma, who served as their faculty advisor.

Francis and Weber designed the first ever “Central Supply Chain Momentum Strategy.” It works by identifying the supply chain with the largest “centrality,” or a measure of how pivotal a particular firm is to the rest of the supply chain. Using this method, this strategy takes advantage of the stock momentum often found in the most central supply chain. This approach allowed them to attain an annual 29% return with minimal risk. All submissions were reviewed and scored by a panel of investment professionals. Only the top five teams are allowed to present their strategies in front of real hedge fund manager judges. Weber and Francis will share a \$10,000 first-place scholarship award.



“This competition was both a great challenge and a wonderful opportunity,” Francis said. “It felt directed and legitimate, especially given the intensity of competition from the other schools and the strategies they presented. I enjoyed getting to see the variety of other strategies and the philosophies behind each strategy’s presenting team. If I were given the opportunity to work under Dr. K.C. Ma and to participate in something like this again, I would pursue it wholeheartedly, and I recommend others do the same.”



Weber said it validated the skills they've developed through UWF's finance program.

"It challenged us to not only build a strong strategy but to communicate it clearly under pressure," Weber said. "I'm grateful for Dr. Ma's mentorship, and I am proud to have represented UWF on this stage."

The student-managed Argo Bond Fund placed second, Argo Small Fund placed second, and Argo Growth Fund placed third in each respective category of the competition at the 2025 Quinnipiac University Global Asset Management Education's Global Portfolio Competition. The UWF student-managed Argo Funds' annual real-money performances were compared against other university funds' performances over the same year. More than 130 universities and more than 1,000 students participated in the competition.



"UWF made records — UWF is the first school to place in three different categories during the same year in the 30-year history of the student-managed funds global portfolio performance competition," Dr. Ma said.

UWF has placed in the top three in different categories for each of the three years since it started participating in the global portfolio performance competition, beginning in 2023. The judging is based on the ranking of the previous year's audited brokerage portfolio performance numbers.

"It was an incredible honor to win three awards at the QGAME, and it was genuinely icing on the cake for me as a UWF student," said Mike Smith, a senior finance major. "I have been recognized several times at the University level for my academic success, but representing UWF's three finance classes for winning and being recognized globally at the QGAME was truly thrilling, unique and astonishing. Representing UWF to receive these achievements with the three other members in my group, Mike Evans, Lorenzo Weber and Rhema Volny, made this experience even more remarkable."

The QGAME conference, held annually each spring, gathers financial experts together to share their knowledge, expertise and outlook for the future with graduate and undergraduate students and faculty from universities around the globe. Weber, a senior finance major, said the event was incredibly insightful.



"Hearing from top financial professionals from leading firms is something I will not forget," Weber said. "What interested me the most was listening to some of the most influential figures in finance share their views on the near future of the U.S. economy, especially considering the current global and domestic challenges. Gaining that level of perspective from individuals who are actively shaping the industry was truly eye-opening. Being placed in the top three across three different categories was a meaningful achievement, and many people were genuinely impressed. I am truly thankful to Dr. Ma for his support throughout the QGAME experience. I feel honored to be a UWF student."

SUPPLY CHAIN STUDENTS ADVANCE TO FINALS



A team of four undergraduate students earned the finalist position, placing fourth, at the second National Association of State Procurement Officials Supply Chain Case Competition hosted in Raleigh, North Carolina. The competition bridges the gap between classroom learning and real-world application for procurement professionals. Supply chain management students Joshua Burrow, Amanda Eakin, Joshua Richardson and Jennifer Small competed against teams from eight other universities nationwide. Dr. Vitaly Brazhkin served as the team advisor.

“The NASPO procurement competition serves as a dynamic platform for students to engage with real-world procurement challenges,” Richardson said. The collaborative spirit cultivated through this competition ultimately drives innovation and lays the foundation for successful careers in supply chain management.”

Each team of three to four students had only 24 hours to research, develop and present a strategic plan to evaluate and monitor a supplier program. UWF’s presentation, along with all others, delivered new ideas and perspectives. Case competition judges included six NASPO members.



“The success of our team is a testament to the strength of our academic program in supply chain logistics management,” Brazhkin said. “It reaffirmed UWF’s position as a formidable competitor in intercollegiate supply chain case competitions. It was also a great experience for our students who were able to apply their knowledge, team work, and analytical and presentation skills to a practical situation. Of particular value are the new contacts the students made at the event while networking with the NASPO representatives and students of other teams, their future industry peers.”



STUDENTS LEARN VALUABLE SKILLS THROUGH HIP PROGRAMS

Our faculty engage students in high-impact practice programs that propel them to successful careers. Seven of our faculty members teach at least one High-Impact Practice Designated Research with Faculty course (see chart above). The course topics include accounting, business communication, fund management, hospitality, sport law, strategic planning, and writing for business.

High-impact practices by our faculty extend beyond the designated courses. Faculty embrace service-learning and undergraduate research opportunities for their students. Dr. Barbara White instructs students through service and community-based learning. Students in her course earn their IRS Advanced Certification by passing the IRS Certification Exam. They then serve as volunteers at Volunteer Income Tax Assistance (VITA) sites. For the 2024 tax season, the group logged 852 hours and completed 625 tax returns. Overall, our students and Dr. White provided \$961,284 in total value when factoring in tax refunds generated, client filing fees saved, and labor value.

"Our students' participation in VITA is a high-impact practice, as it allows them to prepare real tax returns for low to moderate-income individuals, thereby increasing both their technical and soft skills," White said.

Supply Chain Logistics Management students accompany Dr. Vitaly Brazhkin and Dr. Stephen LeMay on tours of facilities including BlueWind Technologies, UPS at the Pensacola International Airport, Port of Mobile, USS Alabama Memorial Park, and the UPS sorting center in Milton. The students engage with industry leaders at each of the locations



Marketing and economics students conduct surveys of participants at Pensacon, an annual multi-genre fan convention in Pensacola. Dr. Richard Hawkins and Dr. Felicia Morgan train the students on the data collection method. The students then engage in experiential learning by interacting with event attendees to convince them to participate in a short survey about the event. The students provide their critical data on attendee perceptions to Pensacon organizers.

“Actually collecting the data at the event was the highlight for me,” business economics student Sophia Litchfield said. “Going up to engage with people as we were gathering information allowed me to get firsthand knowledge of how experiments like this run.”



In a Human Resource Management course taught by Dr. Gayle Baugh, students pair up into teams and respond to five problems CEOs encounter at small- to medium-sized companies. The students develop policies and put their policies to the test when the CEO sends a memo indicating dissatisfaction with the new bureaucracy among long-term employees.



Dr. Eric Bostwick assigns Master of Accountancy students a data analysis project, “Find Your Own Data.” Students collect business-related data for organizations. Their data collection includes a minimum of 10,000 records of data, a minimum of four data fields/attributes, and data for 3-10 fiscal or calendar years. Level-setting assignments include earning a LinkedIn learning certificate, spending hours on programs such as Pivot Tables, Power Bi and Tableau, and developing specific data analysis skills such as data cleaning.

Students in Sport Management organize events for the community as part of their capstone course. Students undertake planning, design, management, and execution of the events. Dr. Gil Fried requires each event to at least cover its cost. Events include kickball, esports, beach volleyball, and pickleball tournaments.

Adjunct professor Richard Czerniawski connects business owners with his marketing students for competitive brand positioning strategies. Leaders of companies engage with students throughout the project. The students conclude the semester by presenting their strategies to the owners and a blue-ribbon panel of client and faculty judges assess their projects.

These represent just a few examples of how our faculty weave high-impact practices into their courses, resulting in students learning valuable skills for their future careers.



HIP - Type	Course	Course Title	Instructor
Collaborative Assignments & Projects	ACG3401	Accounting Information Systems	Sherwood Lambert
Common Intellectual Experiences	FIN4560	Equity Fund Management	Kwan-Chen Ma
Common Intellectual Experiences	FIN4561	Bond Fund Management	Kwan-Chen Ma
Common Intellectual Experiences	FIN5560	Equity Fund Management	Kwan-Chen Ma
Common Intellectual Experiences	FIN5561	Bond Fund Management	Kwan-Chen Ma
Collaborative Projects	SPM4723	Sport Law/ Risk Management	Gil Fried
Writing Intensive	GEB3213	Business Communication: Theory and Practice	Jana Burch
Capstone	MAN6721	Strategic Planning & Policy Formulation	Justin Davis
Writing Intensive	GEB3213	Writing for Business/Indirect Approach Persuasive Message with Research	Helen Soter
Research with Faculty	HFT4503	Service Experience Marketing for Hospitality Management	Xuan Tran
Research w/Faculty	HFT4426	Hospitality Financial Analysis & Revenue Optimization	Xuan Tran
Collaborative Projects	HFT3271	Spa Management	Xuan Tran
ePortfolios	ENT2612	Entrepreneurial Creativity and Innovation	Jana Burch





FLORIDA SBDC AT UWF ELEVATES ENTREPRENEURS

By the Numbers

According to the most recent economic impact study conducted for the Florida SBDC Network, for every \$1 invested in the state SBDC, nearly \$60 goes back to the state in tax revenue. At FSBDC and the UWF College of Business, that's called a good return on investment.

Florida SBDC services in the last year have resulted in \$4.5 billion in sales, \$430 million in fiscal impact, and have impacted 52,000 jobs. The Florida SBDC at UWF itself, with offices along the coast and outreach locations throughout the region, has consulted with over 1,300 businesses, provided nearly 10,500 consulting hours, helped start 161 new businesses and support 5,303 jobs, as well as aided the access of \$31.5 million in capital and \$52.8 million in government contract awards. It's also assisted 952 underserved businesses and conducted 55 training workshops.

From disaster support in rural communities to cybersecurity assistance for companies doing business with the government. From helping advance a bustling e-commerce shop turned brick-and-mortar to how to run a franchise better, manage finances, scale, exit, or pitch on Shark Tank. The FSBDC at UWF, housed within the College of Business, is dedicated to making each year more impactful.

A long the balmy Gulf Coast, an ardent educator with roots in Puerto Rico embarked on a journey that would transform her love for teaching into a thriving, expanding business.

Tucked into another corner of the panhandle, a military spouse and pilot's wife created a company out of togetherness and memories through salt and ink. Her family's Japanese artform would later become featured in area restaurants and homes from here to Alaska as well as in the Pensacola Museum of Art.

And few may know that a local restaurant boasting fresh, quality Latin food (including tacos, tamales, and aguas frescas) features a mosaic the owner and his family created using over 500 plates and pots sourced from across the region.

Stories Tell the Most

These are just a few of the recent success stories the Florida Small Business Development Center (SBDC) at the University of West Florida (UWF) has highlighted. The Florida SBDC at UWF assists entrepreneurs and small business owners throughout Northwest Florida with no-cost consulting, training, and research tools to better set them up for success.

"Local businesses are more successful with help, and community economies do better with successful local businesses," emphasizes Regional Director Kelly Massey.





Don't Just Take It From Us

Client Kiani Richardson's brainchild, the Navarre Montessori Academy, stands today as an example of a quality childcare business. It provides educational excellence including bilingualism as well as both individual and community empowerment.

With SBDC support, she improved her business, secured a loan via the U.S. Small Business Administration, is carving out a place for expansion, and she's launched deeper into leadership as a mentor to other childcare entrepreneurs helping tackle area childcare shortages.

"It was kind of like walking with my eyes closed," Kiani says of opening her own business, until she met resource partners like the SBDC. "The SBDC helped me be confident in my business. Judy Otero of Saltwater Impressions agrees.

"I had the vision, but I wasn't sure how to proceed to make it happen," she explains about what it was like before learning about the SBDC and gaining the wherewithal to make the leap and pursue a dream in retirement. Judy's family performs Gyotaku, the Japanese method of printing fish and a practice that dates to the mid-1800s. Gyotaku (魚拓) means gyo (fish) and taku (stone impression). Those who fished used this form of nature printing to record their catches and keep the memory of that day. Judy and her family create the impression by gently painting the fish with non-toxic sumi ink and laying rice paper over the fish to make the impression. By using non-toxic ink, the fish can still be washed, eaten, and enjoyed.



The founder of this local sustainable business effort adds with a smile:

"I think SBDC is such a fabulous resource, and even though I'm small fish — no pun intended — I love that something or someone encourages and motivates you to do it. And do it right."

Geo Zelaya owns the gem Tacos El Fluffy on Pace Boulevard.

As a young kid from Honduras, Geo was brought to the United States by his mom. He would go on to serve in the United States Navy. Then he would continue to cultivate his longtime culinary skills and clinch Pensacola's 2023 Entrepreneur of the Year award.

"Programs like the SBDC that have been, I mean, amazing is an understatement," he says. "Helping entrepreneurs like myself navigate the unknown of opening up a business ... it's been beyond incredible."

Geo continues to explain how the SBDC team made obstacles and barriers feel much smaller if not insignificant.

"A tip I would tell my younger self," he reflects with a grin, "if I would've known earlier, I would've reached out to the SBDC."



Enrollment Statistics

18% enrollment increase in Lewis Bear Jr. College of Business with **16%** increase in undergraduate and **22%** in graduate students.

17%	Accounting Online
31%	Finance Online
7%	General Business
64%	Global Marketing
51%	Human Resource Management Online
22%	Sport Management*

17%	Master of Accountancy
10%	Master of Business Administration
80%	Master of Sport Administration*

*Not AACSB Accredited



Learning by the Numbers

\$300,312 Scholarship Money Awarded

283 Students Awarded Scholarships

26,084 Faculty Citations According to Google Scholar

52 Journal Articles

57 Significant Publications

73 Student Internships

625 Taxes Filed Through Accounting Students

\$961,284 Total Value from Filing with Accounting Students

63 Significant Service Activities by Faculty

55 Executive Mentors

51 Executive Mentees



