



MOVING AT SPEED OF BUSINESS

The College of Business at the University of Central Florida is built on a simple idea: business education must operate at the speed of business. This means technology shapes every decision, data guides insight, learning feels active and relevant and students develop confidence through meaningful practice.

The College of Business becomes a place where knowledge and action blend into one experience. Students learn the rhythm of work by doing real tasks in settings that mirror the fast-changing world they will enter. Faculty become architects of new ways to learn, and industry partners become contributors who help shape a model focused on impact.

Our College of Business is built to prepare graduates not just to join the economy but to push it forward.

NUMBERS THAT MATTER

TOP 5

MOST INNOVATIVE PUBLIC
UNIVERSITIES IN THE NATION
(U.S. News & World Report)

TOP 5%

OF BUSINESS SCHOOLS
WORLDWIDE WITH AACSB
ACCREDITATION

12+

NATIONAL CHAMPIONSHIPS
EARNED BY PROFESSIONAL
SELLING PROGRAM

15+

UNDERGRADUATE
AND GRADUATE BUSINESS
DEGREE PROGRAMS

#21

AMONG U.S. PUBLIC
UNIVERSITIES FOR PATENTS
(National Academy of Inventors)



**Advancement
and Partnerships**

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CASE FOR SUPPORT



**GO FOR
LAUNCH**
THE CAMPAIGN FOR UCF'S NEXT MISSION

 **Barry S. Miller**
COLLEGE OF BUSINESS

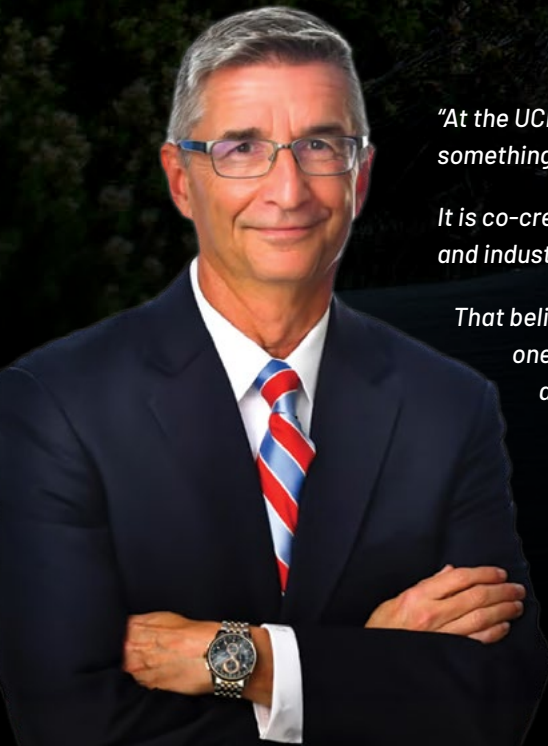
**WE MEAN
BUSINESS!**

INVESTING IN FUTURE

Central Florida is one of the nation’s most dynamic regions for technology, space and advanced industry. As Florida’s Technology University, UCF and the College of Business are uniquely positioned to meet this moment.

Our College of Business prepares students for careers that barely existed a decade ago, from financial technology to space commercialization.

Public funding cannot move at the pace required. Private investment fuels top faculty, high achieving students, modern learning spaces and industry-connected experiences. Go For Launch is more than a campaign. It is an invitation to shape what comes next. Our future. Your move.



“At the UCF College of Business, we believe education is not something that simply happens in a classroom.

It is co-created—between students and faculty, between the college and industry, and between curiosity and opportunity.

That belief has led us to create a fiercely practical education—one where ideas are tested in the real world, where failure and the ability to pivot are part of the journey, and where students leave not just with a job, but a career in hand.

And when it works the way it should, that kind of education transforms people.”

— Paul Jarley, Ph. D.
Dean, College of Business

BUILDING FUTURE OF BUSINESS EDUCATION



Before he established a successful business career and founding Voloridge Investment Management, Barry Miller ’95 learned how apply himself academically at UCF.

“I was learning strategy and project management as I made my way through school,” says Miller, a finance major who graduated magna cum laude. “I didn’t know how impactful those habits would be until later in life. I realize now that everything I learned at UCF has been foundational to my success.”

Determined to future generations of students and transform the College of Business into a global leader in global leader in fintech, AI and innovation, Miller committed to a \$50 million gift to UCF, establishing the Barry S. Miller College of Business.

FUTURE OF INDUSTRY PARTNERSHIP: THE MARKET PLACE



The Marketplace turns the courtyard between Business Administration 1 and Business Administration 2 into a working hub where applied learning and co-creation happen every day.

Students meet with mentors; faculty connect with industry, and partners bring forward challenges that require thoughtful solutions. This space becomes a living laboratory where collaboration feels natural and learning comes alive.

The Marketplace supports the belief that students grow fast when they are surrounded by energy, ideas and opportunity. It is a physical expression of the College’s commitment to building a model centered on practice and partnership.

By investing in The Marketplace, you make your name synonymous with the UCF College of Business, an institution built for the future.

WELCOME TO OUR MAJORS

BNY AND UCF: BUILDING TALENT FOR NATIONAL SECURITY ECONOMY

BNY and UCF have formed a strategic relationship that places UCF at the center of a growing national need for professionals who understand the intersection of finance, computer science and security.

This collaboration helps align academic preparation with emerging needs in data integrity, secure transactions and trusted information systems. Students benefit from access to expertise and career pathways tied to sectors that safeguard economic infrastructure. The partnership highlights the role the College of Business plays in preparing graduates for high-demand fields where business fluency and technical skills unite.

THE WRIGHT STUFF

When **Brian Wright ’06** enrolled in UCF’s DeVos Sports Management program, one of his professors was so impressed with his dedication and volunteer work with UCF athletics, he helped him land an internship with the Orlando Magic. That internship started Wright on the path to his current role as general manager of the NBA’s San Antonio Spurs.

“You never really know in life who those mentors will be and who will be able to help you,” says Winters, who was named GM of the Spurs in 2019. “To this day, I still use a lot of my coursework from my time at UCF. The lessons learned in my finance and organizational behavior courses still apply to my day-to-day job, but it’s really about those relationships and bonds I built through UCF – they’re unlike anywhere else.”



As technological disruption, escalating cyber risks, and shifting workforce dynamics redefine business education, our commitment to staying agile remains absolute. By recruiting leading scholars to our MS in FinTech, launching the School of Technology Leadership and Innovation, and pioneering new initiatives in AI and blockchain, we are actively shaping the future of digital commerce.

“Addressing modern cyber risks and workforce shifts requires an education as fluid and resilient as the markets themselves,” says Ajai Singh, Truist Eminent Chair of Banking in UCF’s College of Business. “With the right investments, we can scale our efforts and build a workforce that doesn’t just adapt to the changing landscape—they define it.”