



COGGIN COLLEGE OF BUSINESS

ALL ROADS LEAD TO BUSINESS

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Associate Dean

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# Coggin College of Business Overview

Develop business professionals through rigorous, relevant  
accredited degree programs

- AACSB Accredited in Business and Accounting since 1977.
- Princeton Review “Best Business School” for the past decade.
- Undergraduate Enrollment: 2300

ACC	391	ECON	49
FIN	367	FIN SVCS	63
IB	154	MAN	735
MAR	316	TRL	174

- Graduate Enrollment: 610

MBA	358
MSM	170
MAcc	82

*81% of graduates stay in the region after graduation*

# Faculty

- Well-known in areas of expertise
- Provide hands-on, transformational learning experiences on and off campus
- Distinguished researchers
- 70 full-time and 30 part-time faculty
- 15 of the full-time faculty hail from countries other than the U.S.



# Academic Departments

- Accounting and Finance
- Economics and Geography
- Management
- Marketing, Transportation & Logistics

# Programs of Study

- Accounting
- Economics
- Finance
- Financial Services
- International Business
- Management
- Marketing
- Transportation & Logistics



# Why Coggin?

- Outstanding FTIC students (2<sup>nd</sup> highest GPA)
- Relevance with particular strengths in Accounting, Finance, Financial Services, and T&L which align with the needs of the region
- “Gritty” students that leave Coggin “market ready” with strong business competencies and tools they need to hit the ground running
- Houses two of UNF’s six flagship programs:
  - International Business
  - Transportation and Logistics



# International Business Flagship Program

- Heavy emphasis on study abroad
- Coggin students study abroad well above the national average; our students represent about 40% of UNF study abroad participants
- More than 250 Coggin students study abroad annually in as many as 23 different countries
- All IB majors are required to complete an internship

# Coggin Resources

- Career Management Center - Celebrating 10 year anniversary in 2017
- Learning laboratories
  - LITSLAB
  - TEA Center for Portfolio Management
  - Bloomberg Lab (in progress)
- Coggin Study Abroad
- Active student clubs that are ranked among the largest and best on campus

I WANT TO BE A...

SALES SPECIALIST  
LEADERSHIP DEVELOPMENT ASSOCIATE  
MARKETING ANALYST  
INVESTMENT SPECIALIST  
CREDIT MANAGER  
PORTFOLIO ANALYST  
CUSTOMER SALES AND SERVICE REPRESENTATIVE  
SALES REPRESENTATIVE  
LOAN OFFICER  
MARKETING COORDINATOR  
RELATIONSHIP SPECIALIST  
FIELD MARKETING REPRESENTATIVE  
SALES ACCOUNT EXECUTIVE  
TAX REPORTING SERVICES ANALYST  
PAYROLL COORDINATOR  
MARKET DEVELOPMENT MANAGER  
OPERATIONS ASSOCIATE  
HUMAN RESOURCES COORDINATOR  
MARKETING ANALYST  
ACCOUNTANT  
MANAGEMENT TRAINER  
FINANCIAL REPRESENTATIVE  
OPERATIONS COORDINATOR  
TAX STAFF

MARKETING ANALYST  
INVESTMENT SPECIALIST  
CREDIT MANAGER  
PRODUCT MANAGER  
SUPPLY CHAIN ANALYST  
ACCOUNT MANAGEMENT COORDINATOR  
TAX STAFF  
IMPORT ADMINISTRATOR  
PAYABLES SPECIALIST  
INLAND OPERATIONS REPRESENTATIVE  
MARKETING COORDINATOR  
INTER  
ACCOUNT EXECUTIVE  
PARTS LOGISTICS ANALYST  
OPERATIONS  
FINANCIAL SOLUTIONS ADVISOR  
TRAINING SPECIALIST  
PROJECT  
MARKETING SPECIALIST  
LOGISTICS MANAGER  
MARKETING SPECIALIST  
FINANCIAL  
REVENUE ANALYST  
CREDIT MANAGER  
RELATIONSHIP SPECIALIST  
IMPORT STAFF  
SALES SPECIALIST  
BUDGET



# Challenges

- Brand awareness; limited marketing of UNF brand
- SUS metrics at odds with UNF mission
- Continuing decreases in state support and need to develop new revenue streams
- Faculty acceptance of online and hybrid teaching models
- Increased demand for experiential learning activities (i.e., internships, case competitions) and international learning experiences (i.e., study abroad) in an environment of challenged resources
- Increasing cost of hiring research-active business faculty

# Growth

## New Graduate Programs

- Master of Science in Management (MSM)
  - launched summer 2016
  - over 240 active students
- Master of Logistics & Supply Chain Management (ML&SCM)
  - targeted fall 2019
- Master of Finance
  - compliance and/or investments focus
  - early planning stages

# On the Horizon

- Establish a presence in downtown Jacksonville
- UNF Entrepreneurship Center
  - Living/learning lab
  - Students, entrepreneurs, executives, professionals
- Healthcare Professions Opportunities
  - MBA for physicians/healthcare professionals
- Professional Sales Program
- A focus on relevance and increasing stakeholder engagement

# How Can You Help?

- Recruit our graduates
- Provide internships for business students
- Host site visits
- Encourage employees to pursue undergraduate and graduate business degrees at UNF
- Establish scholarships for business students
- Join the Coggin Speakers Bureau
- Sponsor Coggin events
- Serve on the Dean's Business Advisory Council
- Serve on Departmental Advisory Councils
- Connect with us and share needs/ideas

# Key Contacts

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