Program Accomplishments

School of Business
5 Liberty St, College of Charleston, Charleston, SC 29424
Tel 843-953-1356
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PROGRAM ACCOMPLISHMENTS

EXECUTIVE SUMMARY

STRATEGIC HIGHLIGHTS
In the 2017-2018 academic year we executed strategic changes made to the curriculum during the 2016-2017 academic year, and we worked to better align the curriculum offered in core courses. The department also worked to strategically utilize funds awarded as part of the School of Business Fee program that was introduced in the 2017-2018 academic year. The funds resulted in an increase in study abroad scholarships, student research, student extracurricular support, and faculty certifications and training. The department successfully on-boarded three (3) new management faculty during the 2017-2018 academic year: Dr. Ivana Milosevic, Dr. Chris Whelpley, and Ms. Alexis Carrico.

Our department continues to be a campus leader in on-line curricular offerings, and we continue to work as best we can with the CofC north campus to strategically offer initiatives to non-traditional students. We also continue to serve the MBA program in a variety of capacities.

LOOKING AHEAD
Our department worked to strategically partner with other minors (e.g., exercise science; psychology) to align and implement the proposed Bachelor in General Studies, and we look forward to its implementation in Fall 2018. We also expect to make significant contributions to future efforts to offer more professional and executive programs at College of Charleston, and we are positioning junior colleagues as faculty in the MBA program in order to prepare them to better work with executive audiences. Dean Shao recently asked the department to propose a management major based on requests made by an assessment conducted by the Board of Governors. We plan to enthusiastically oblige. In addition, four faculty in our department are teaching courses that are “sustainability related” or “sustainability focused”, aligning with the CofC QEP. We also are working to strategically alleviate strains on the growing marketing program, as marketing requirements and electives tend to be at capacity. We hope to strategically replace Harland Hodges’ line as he retires. Two new hires at the assistant professor level in marketing brought the faculty back to the roster instructor level they had before the departure of Dr. Ya in 2017. One of these lines was the replacement of Dr. Glen Reiken who was a long-term visiting professor. The two new professors are Dr. Jennifer Barhorst and Dr. Esta Shah.

Rhonda Mack, Ph.D.
Chair, Management & Marketing Department
School of Business
College of Charleston

Carrie Blair Messal, Ph.D.
Associate Chair, Management & Marketing Department
School of Business
College of Charleston
May 30, 2017
The School of Business

THE MANAGEMENT, MARKETING, & INTERNATIONAL BUSINESS DISCIPLINE(S) FROM A NATIONAL PERSPECTIVE

Over half of the business schools reporting to an AACSB study offered a general business degree, over 38% an International Business degree, over 66% a marketing degree. Also a 2015 NACE study reported that three-fourths of companies surveyed planned on hiring business majors from that year’s class with accompanying salary increases over the previous year.

The Department of Management and Marketing houses the Major in Business Administration (BADM), the largest major in the School of Business, and two additional majors which are also among the largest in the School and at the College of Charleston: the Major in International Business and the Major in Marketing (one of the fastest growing). With the introduction of the additional majors in our school in recent years, expectations were that the BADM major would decline. Nevertheless, the BADM enrollment remain strong, the International Business (INTB) major enrollment remains strong, and the Marketing (MKTG) major enrollment continues to grow. As of April 2018, The Department of Management and Marketing serviced 1257 majors. That is 57% of the majors in the School of Business and more than 10% of the student majors at the College of Charleston.

Our Department also offers Concentrations in Entrepreneurship (ENTR), Leadership, Change, and Social Responsibility (LCSR), and in Marketing (MKTG). We offer Minors in Business Administration, Entrepreneurship, Leadership, Change and Social Responsibility, and in Marketing. We service 377 students via these minors and concentrations.

We also offer courses using a number of adjuncts, usually 8 – 10 sections per semester. We offer classes face-to-face on the North Campus as part of the BPS program as well as online and hybrid courses. We are also a leader in offering online courses to serve the needs of our students in summer sessions.
PROGRAM ACCOMPLISHMENTS

ACADEMIC DEGREE PROGRAMS

Majors
• B.S. BUSINESS ADMINISTRATION
• B.S. INTERNATIONAL BUSINESS
• B.S. MARKETING

Concentrations
• Entrepreneurship
• Leadership, Change and Social Responsibility
• Marketing

Minors
• Business Administration
• Entrepreneurship
• Leadership, Change and Social Responsibility
• Marketing

Interdisciplinary programs
• B. S. International Business
SCHOOL OF BUSINESS PROGRAM

PROGRAM VISION AND MISSION STATEMENT
The programs offered within the Department of Management and Marketing are quite diverse. We support the mission and vision of the School of Business across these programs. We have a very strong orientation toward global civic responsibility, intellectual innovation and creativity and synthesis. These as well as additional school goals can be evidenced by examination of our individual annual faculty reports and from reading components of this report.

SCHOOL GOALS
In previous years, the SB’s learning goals centered around four areas: Global Awareness, Problem Solving Ability, Ethical Awareness and Social Responsibility, and Effective Communications. The SB recently updated the learning goals as follows:

• COMMUNICATION SKILLS: Students will demonstrate the ability, via both the written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
• QUANTITATIVE FLUENCY: Students will demonstrate development of relevant computational skills.
• GLOBAL CIVIC RESPONSIBILITY: Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.
• INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience.
• SYNTHESIS: Students will be able to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

PROGRAM GOALS IF THEY DIFFER FROM SCHOOL GOALS
Our School’s goals are incorporated throughout each of our programs via program planning, course delivery and assessment.
STRATEGIC PRIORITIES AS THEY RELATED TO THE COLLEGE’S STRATEGIC PLAN

• Strategy 1: Enhance the Undergraduate Core
• Strategy 2: Develop Nationally Recognized Graduate Programs
• Strategy 3: Develop and Retain a Highly Qualified and Diverse Faculty and Staff
• Strategy 4: Recruit, Enroll and Retain A Academically Distinguished, Well-prepared and Diverse Study Body
• Strategy 5: Enhance Co-Curricular and Extracurricular Programs For the Holistic Education of Students
• Strategy 6: Align Administrative and Academic Policies and Procedures to Support the College’s Purpose and Achieve Its Envisioned Future
• Strategy 7: Provide Up-to-Date Facilities and Infrastructure to Enhance Academic, Co-curricular and Extra-curricular Programs
• Strategy 8: Collaborate with Local, National and International Institutions To Leverage Higher Education For a Stronger South Carolina
• Strategy 10: Pursue National Recognition for the College to Charleston’s Personalized Liberal Arts and Sciences Education and For the Distinctive Features of Its Undergraduate and Graduate Programs
DEPARTMENT STRATEGIC PRIORITIES

Our strategic priorities for Academic Year 2018-19 fall into several areas.

First, we have been given clarity and support to form a management major. As we navigate curricular changes to offer a management major, we will also consider implications for the existing generalist BSBA degree.

Second, if the Bachelor of General Studies (BGS) receives approval at the state level, we anticipate increased interest in on-line offerings, especially in courses that count as minor electives or requirements. We plan to continue to offer on-line options for students in a variety of disciplines.

Third, our management faculty will be working in the upcoming year to assess the inclusion of an ethics measure within MGMT 301 and MGMT 408. Several of the classes in the department are listed as “sustainability-related” or “sustainability-focused” in accordance with the college’s QEP, and the faculty who teach in the minor for Leadership, Change, and Social Responsibility are considering seeking approval to have all courses in the minor listed as sustainability related.

Fourth, we have two brand new marketing faculty members joining us in August 2018. Successful onboarding of these new faculty is one of our top priorities.

Fifth, as the funds from student fees become more stable, we plan to strategically determine how to structure sustainable programs that utilize those fees in a way that continues to directly impacts students.

Sixth, we are working to “do more with less”. That is, for the 2018-2019 academic year, we have plans to crosslist an Arts Management course and a Biology biomimicry course to count as entrepreneurship electives. We are also working to offer management and other classes that are popular to non-traditional students (adult BADM, BPS, and BGS students) at times and in formats that meet the needs of those populations.

Seventh, we’ve worked with the Student Success Center during the 2017-2018 Academic Year to streamline advising issues with the BADM, and to decrease the barriers to entry in the internship program. During the 2018-2019 academic year, we would like to further streamline the advising issues with the BADM and see the number of internships increase.
DEPARTMENTAL ENROLLMENTS AND TRENDS

Our department is the largest in the School of Business and our majors are among the most heavily subscribed at the College of Charleston:

- B.S. Business Administration: 736 students
- B.S. International Business: 191 students
- B.S. Marketing: 330 students

Although the BADM major saw a “predicted, planned due to cannabilization” decline just over a year ago, it remains more than twice the size of the next major in the School of Business. The next largest major in the School of Business is marketing, which grew by 13% during the 2018-2019 academic year. In addition, the Marketing minor grew by about 25%. Furthermore, our Entrepreneurship program continues to show success with a high levels of exposure on its IMPACTx (formerly known as ICAT), contributions to the campus QEP in sustainability, and other initiatives.

The Department of Management and Marketing delivered 11,818 Student Credit Hours in the 2017-2018 academic year (this is up from 11,446 student student enrollments the prior year). Our faculty supervised fourteen (11) Independent Studies, 58 Internships and 10 semester Bachelor’s Essays (5 students). We delivered over 20 courses either on North Campus, or in online/hybrid form during the fall and spring semesters . In the 2018 summer, we are teaching thirteen (12) online courses.

Our department offers 50% of classes at non-traditional times (e.g., outside of “primetime”, online, or at North Campus); Entrepreneurship (47%), International Business (71%), Management (65%), Marketing (42%). Given the limitation of classroom space during primetime hours, and given a desire by the college to meet the needs of nontraditional students, this high percentage at non-traditional course times is noteworthy.
FACULTY AND ORGANIZATIONAL STRUCTURE

We have 22 roster faculty members/lines in our department. One of these has a joint appointment (Affonso-Instructor) with Computer Science (his home department) and another teaches largely North Campus oriented courses (Coetzer – Visiting Associate Professor). One, Dr. Glenn Riecken is a Visiting Professor. Harland Hodges is retiring this this summer.

Regarding discipline breakdown, several of our faculty teach across programs. We are grouped somewhat loosely as follows:

Desplaces (ENTR, MGMT, INTB)  Blose (MKTG)
Hansen (ENTR, some MKTG)  Pitts (MKTG)
Shaver (ENTR)  Xie (MKTG)
Wyman (ENTR)  Mack (MKTG)
Riecken (MKTG)
J Mueller (MGMT, INTB)  R Mueller (MKTG, some INTB)
Hodges (MGMT)  Affonso (ENTR, MGMT, INTB, MKTG)
Messal (MGMT)  + 2 MKTG lines
Passarelli (MGMT)  
Perrault (MGMT)  
Milosevic (MGMT)  
Whelpley (MGMT)  
Carrico (MGMT)  
Coetzer (visiting, split MGMT and BPS)

We have successfully recruited two of the three vacant/visiting marketing lines for AY 2018-2019. Still, we continue to be at capacity in our core courses and in our marketing electives. One of our faculty members, Dr. Angela Passarelli, successfully completed the third-year review process during the 2017-2018 academic year. Dr. Carrie Messal continued in the role of Associate Chair.

Our faculty are heavily engaged in pedagogical innovation as can be examined in the following sections. Several of them published in top-ranked journals and they present their research in national and global arenas. All of our tenure track assistant, associate and full professors meet AACSB’s SA qualifications. Faculty in our department won awards at the School level and College level, and several won major national and international awards this year.

A group of business professional met for the third time to form a Marketing Advisory Board. They represented companies including: Benefitfocus, Blackbaud, the Gotcha Group, BoomTown, Pharma industry, LeCreuset, Quoizel and Levelwing.

Throughout all of these demands, Ms. Chris Rodgers continues in the always demanding role of Administrative Assistant for our department.
ACADEMICS

UNUSUAL CURRICULAR OFFERINGS

We are engaged in the development and offering of innovations in Instruction/Service Learning. It is noteworthy that so many of these innovations include integration of speakers and community members into academic coursework, and our faculty are known for offering courses in a learner-centered environment and providing students with practical, thought-provoking readings and materials.

Examples are:

FALL 2017

**ENTR 200 - 001 - Dr. David E. Desplaces**
Pedagogical Innovations: New workshop created by team teaching. Offered every week as part of team teaching activity (Wyman and Affonso), I personally designed 5 activities including large section activities from dealing with failure to mind mapping exercises.
Enhancements to Student Learning: Following speakers attended Larry Blackwell, Anita Zucker (CEO of Intertec), Christine Osborn (Owner of Wonderworks), Krissa Watry (entrepreneur), Mike Gaumer (CEO of Vineyard Vines), Leanna McDonald (Attorney), Randy Dobbs, oks (Entrepreneur/Alumni), Stephen Gildchrist) and Cindi May (DEMOS workshop with class competition)

**ENTR 320 - 001 - Dr. Dave Hansen**
Pedagogical Innovations: I implemented specifications grading. This is a newer structure for setting up the course and puts control of the final grade in the students' hands.
Enhancements to Student Learning: In class mentor - Pat Manna
SCORE mentor for the class - Jeff von Freymann
Each team had their own SCORE mentor
Several angel investors served as judges in the final pitch competition.
Two guests from the angel community attended class to provide feedback to teams
Arranged for students to be able to attend the Venture South Angel group meetings.

**ENTR 407 - 001 - Dr. Dave Hansen**
Pedagogical Innovations: As with ENTR 320, I implemented Specifications grading.
Applied the QEP theme of water
I also changed the structure of the class to: individual work on understanding problems (Sep), class work to develop ideas/models (Oct), team work to further develop a business model (Nov), concluding with a pitch competition (Dec)
Enhancements to Student Learning: One big highlight every year is having a Skype call with Tom Szaky, founder of TerraCycle, a multinational firm focused on finding value in waste.
I had a regular class visitor in Lia Colabello - Five Gyres Institute and Founder of Plastic Pollution Solutions
I had Stuart Williams as a guest lecturer.
I had 3 judges for the pitch competition - Lia, Chris Hatzis (former student and donor for the 320 pitch prize) and Tim Oolman (Cargill)
MBAD 504 - 001 - Dr. Carrie Blair Messal
*** Author Steve Kincaid made presentation to the class***
CASE: Mukunda, G. & Holtom, B. C. (2017, May 26). Fresh to Table. HBSP.
Enhancements to Student Learning: FINAL PROJECT: Semester-long group project conducting an interview with a local business leader. Created report, analysis, and presentation for class.
EXERCISE: What's Changed in Business?
SIMULATION: Harvard's Change Simulation Game
EXERCISE: Real-estate negotiation exercise.
ASSESSMENT: Completed and debriefed personality assessment

MGMT 301 - 010 Ivana Milosevic
Pedagogical Innovations: I have successfully used framex exercise to illustrate the importance of frameworks to external analysis (Sept. 11) as well as numerous Ted talks.
The students were also required to develop a team charter and engage in Marshmallow challenge team building activity to experience the concept of "teaming"
Teaching Material Developed: •Students were required to read 12 Harvard Business Review Articles dealing with topics discussed in class.
  oTheir understanding was assessed via Hot Seat assignment as well as via exam questions.
•In addition to reading Harvard Business Review Articles, students were required to analyze the article and be ready to individually present their analysis each class. Each class session, I randomly selected two students to present the article via Hot Seat activity.
Enhancements to Student Learning: Each class included discussion of a current issue and how the knowledge from the class applies to the issue. For each class, I selected relevant news articles and the class would analyze the events in those articles using class material

MGMT 301 - 011 Ivana Milosevic
Pedagogical Innovations: I have successfully used framex exercise to illustrate the importance of frameworks to external analysis (Sept. 11) as well as numerous ted talks.
The students were also required to develop a team charter and engage in Marshmallow challenge team building activity to experience the concept of "teaming"
Teaching Material Developed: Students were required to read 12 Harvard Business Review Articles dealing with topics discussed in class.
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•In addition to reading Harvard Business Review Articles, students were required to analyze the article and be ready to individually present their analysis each class. Each class session, I randomly selected two students to present the article via Hot Seat activity.
Enhancements to Student Learning: Each class included discussion of a current issue and how the knowledge from the class applies to the issue. For each class, I selected relevant news articles and the class would analyze the events in those articles using class material
MGMT 301 - 015 - Dr. Angela M. Passarelli
Enhancements to Student Learning: Guest speakers:
Cory Werkheister, SB Student Success Center
Kevin Cheesebrough, retired USN Captain

MGMT 301 – 002, 004, 006, 008 Alexis J. Carrico
Pedagogical Innovations:
•Mock Group Consulting Project: Leveraged group project content developed by Dr. Angela Passarelli for her MGMT 301 course and tailored it to enable a Mock Consulting project for groups of three to five students in each of my MGMT 301 classes. The project was focused on developing research, data analytics, spoken communication and teamwork skills while mastering and teaching fellow students about a management or organizational behavior topic.
•Career Fair/Informational Interview Experience: Required students in three MGMT 301 classes (approximately 100 students) to attend the College of Charleston career fair to learn about companies, organizational culture, and careers of interest. Supported students in their career fair preparation including review of employers, preparation of “elevator pitch” and general navigation of the event.
•Corporate Social Responsibility Introduction for Students: As much of MGMT 301 focuses on driving efficiency and effectiveness, our class spent the last session of the semester reviewing the importance of corporate social responsibility; leveraging content from Boston Consulting Group Study Sustainability and Competitive Advantage by Maurice Berns, Andrew Townend, Zayna Khayat, Balu Balagopal, Martin Reeves, Michael S. Hopkins and Nina Kruschwitz, as well as the Triple Bottom Line concept by John Elkington.

Teaching Material Developed:
CASE Apple and Its Suppliers: Corporate Social Responsibility from HBR by Sun Hye Lee; Michael Mol; Kamel Mellahi to examine and apply the concepts of stakeholder analysis and ethical decision-making.
Also explored aspects of the case Gravity Payments: $70,000 Minimum Salary Company from HBR by Won-Yong Oh; Youngkyun Chang to examine and apply the concepts of motivation, pay inequality, and the equity theory.

Enhancements to Student Learning:
SPEAKER: Nicole Gianoukos (Executive Team Leader-Human Resources & CofC Alum)- Target
SPEAKER: Matt Harris (Store Team Leader) – Target, Inc
SPEAKER: Tim Carrico (Software Development Manager & CofC Alum))- IBM Corporation
SPEAKER: Debora McGee (Associate Professor)- College of Charleston Communications Department
SPEAKER: Meredith Gerber (Assoc. Dir of Career Education)
SPEAKER: Emma Waugh (Career Counselor, Career Center)

MGMT 325 - 001 - Dr. David E. Desplaces
Enhancements to Student Learning: Luc Georget, LMG Industries spoke about international management and culture
MGMT 345 - 001 - Dr. Carrie Blair Messal
Pedagogical Innovations: Along with the textbook, students were assigned to read 9 Harvard Business Review articles, 2 cases from Harvard Business School Press, interact with 7 class speakers, participate in a Harvard Business School simulation, and participate in 4 classroom learning exercises.
Teaching Material Developed: CASE ANALYSIS: Mukunda & Holton (2017) Fresh to Table. HBSP.
EXERCISE: Meaningful & complex work: An exercise to help students understand intrinsic motivation.
Enhancements to Student Learning: EXERCISE: Values & Decision-Making
EXERCISE: Personality Assessment & Feedback
EXERCISE: Meaningful & complex work: An exercise to help students understand intrinsic motivation.
EXERCISE: HBSP Change Game Simulation
SPeaker: Brigadier General Jack Hagan
SPeaker: Stephen Kincaid, Principal, GhSmart
SPeaker: Bill Finn (Chairman) and Kevin Frank (President & CEO), Asten Johnson
SPeaker: Erin Benson, Executive Director, WithPurpose
SPeaker: Bharet Malhotra, Senior VP, CVent
SPeaker: Anita Zucker, Chairperson, The InterTech Group
SPeaker: Tom Pate, VP SaaS Business Transformation, Blackbaud

MGMT 350 - 001 - Dr. Elise Perrault
Teaching Material Developed: New customized textbook including new cases and "Taking sides" articles

MGMT 401 - 001 - Dr. Angela M. Passarelli
Enhancements to Student Learning: Guest speaker
Ann Read, Founder & CEO, Boop Baby
Project Mentors
Liz Guthridge, Managing Director, Connect Consulting Group
Mike Mills, retired P&G executive

MGMT 408 - 005 - Dr. Elise Perrault
Pedagogical Innovations: BSG simulation
Teaching Material Developed: New customized textbook
Enhancements to Student Learning: BSG simulation

MGMT 420 - 001 - Dr. Elise Perrault
Enhancements to Student Learning: GUEST SPEAKER: Richard Alexander Pommes, Co-founder Ghost Tequila

MKTG 302 - 006 - Dr. Julie E. Blose
Enhancements to Student Learning: Guest Speaker - Ms. Christa Poparad, Head Research Librarian, Addlestone Library; "Secondary Research and CofC's Databases"

MKTG 320 - 001 - Dr. Julie E. Blose
Enhancements to Student Learning: 1. Guest speaker - Ms. Traci Rhoden, Americorps Vista Grant Fellow, Our Lady of Mercy Community Outreach
MKTG 320 - 002 - Dr. Julie E. Blose
Enhancements to Student Learning: 1. Guest Speaker - Ms. Traci Rhoden, Americorps Vista Grant Fellow, Our Lady of Mercy Community Outreach

MKTG 3290 - 001 - Dr. Rhonda Mack
Enhancements to Student Learning: 1. Guest Speaker – Mr. Micah Mallace, South Carolina State Ports Authority

MKTG 355 – 001 - Dr. Robert Pitts
Class project - Groups of students worked with Charleston Country School District Meals I School nutrition project staff to develop plans to increase in school meal consumption at 5 local middle and high schools.

MKTG 360 - 001 – Lancie Affonso
Enhancements to Student Learning: 1. GUEST SPEAKER – Matthew Ledford, President, Fast Pivot
Pedagogical Innovations: Incorporation of new professional certifications for class projects from Hubspot (Inbound marketing, Content Marketing) and Hootsuite social media marketing
Student served as marketing consultants for digital media projects for the Sustainability Literacy Institute and the QEP

SPRING 2018

ENTR 200 - 001 - Dr. David E. Desplaces
Teaching Material Developed: I developed workshops as part of the teaching with activities where students engaged in activities with group/pair participation including developing a voice, created passion in a presentation.
Enhancements to Student Learning: We had many speakers including the following:
Stuart Williams
Krissa Watry
Dan Henderson
Brandon Brooks (Alumni)
Mark Richards (Entrepreneur)
Ernest Andrade (CEO of digital corridor)
Perry MacLennan (Attorney/adjunct Faculty)
Melissa Barker
Sergio Fernando de Cordova (Spaulding speaker)
Michael Cahill
Dr. Cindy May

ENTR 335 - 001 Dr. Kelly G. Shaver
This New Venture Financing course was offered for the first time in two years. Students read two books (one written by angel investors, one written by venture capitalists) designed to provide them with critical insights into equity financing for entrepreneurial ventures. There were four major pedagogical innovations. First, to ensure that students read thoroughly – and retained – material from the two books, there were four “team challenges.” For each of these the class was divided into 5 randomly-constituted teams. Within each of these teams, one student was randomly selected on the day of the challenge to be the team’s first spokesperson. That person was asked a question from the readings, and the answer of the one person constituted half of the team grade for the challenge.
Then the entire team was asked a second question, and given a few minutes to develop a team-based answer that constituted the other half of the team grade. The second pedagogical innovation was to have students work through the Wilson, Sonsini Goodrich & Rosati professional Term Sheet Generator to learn the details of a standard investment term sheet. The third innovation, borrowed from the prior time the course had been offered by Dr. Wyman, was the use of the Conscious Capitalism version of the Marketplace Live Simulation. This simulation was also done in teams (this time, self-selected teams) and produces a “balanced scorecard” that represents the triple bottom line. Finally, these self-selected teams gave end-of-semester pitches to an investor group that included Steve Swanson (a recently named new member of the Board of Trustees), Eric Thome (Director of Venture South), and Stuart Williams (CEO of InPlaceImpact).

**ENTR 360 - 001 - Drs. David E. Desplaces, Kelly G. Shaver, and David M. Wyman**

This was a one-hour readings course jointly developed to offer “opposite” the ever-popular ENTR 445 one-hour entrepreneurship seminar to provide an opportunity for students who had taken 445 for two semesters to complete a standard course equivalency. Each participating faculty member led discussions of selected entrepreneurship books over a four-week period, and did so on a voluntary overload basis.

**INTB 313 - 001 - Dr. David E. Desplaces**

Pedagogical Innovations: Use a consulting approach working to produce analysis in a business document/deliverable following worksheets or regular other deliverables

Enhancements to Student Learning: Had Luc Georget, LMG Industries CEO be part of the class (5 times) but be the client where students conducted real international market analysis and presented work to the client at the end of the semester with other guests.

**MBAD 522 - 001 - Dr. Julie E. Blose**

2. Guest Speaker - Mr. Matt Chan, Executive Leader Fellow, Charleston Animal Society

**MGMT 301 - 011 Alexis J. Carrico**

Enhancements to Student Learning:

SPEAKER: Justin Altum - VP Maslansky and Partners (also CofC Alum)
SPEAKER: Deb McGee - Associate Professor of Communication (Focus on public speaking)
SPEAKER: Cory Werkheiser - Assistant Director of Career and Professional Development, School of Business

**MGMT 332 - 001 Alexis J. Carrico**

Pedagogical Innovations:

EXERCISE: Leveraged Peace Corps *Communicating Across Cultures* Exercise: Exploring cross-cultural differences and communication through simulation

Enhancements to Student Learning:

SPEAKER: Justin Altum - Communications Consultant (VP) for Maslansky and Partners (also CofC Alum)
SPEAKER: Dorie Wallace - VP Blackbaud Customer Success (also CofC Alum)
SPEAKER: Janice MacRatchie - Former Director at Ford Motor Company
SPEAKER: Deb McGee - Associate Professor of Communications
SPEAKER Tim Carrico - Manager IBM (also CofC Alum)
MGMT 325 - 001 – Lancie Affonso
Pedagogical Innovations: Students learnt how to use business analytics in the CESIM Global Challenge: Cesim Global Challenge is an educational business game simulation that improves learners’ understanding of the global business operations of a firm in a dynamic, competitive environment.
Enhancements to Student Learning: Students generated questions for the guest panel and attended the 2nd German American Business Summit.
SPEAKER: Michael Goltz, CIO SAP Americas,
SPEAKER: Dr. Mathias Boehmisch: IT Senior Manager & Information Officer, Mercedes-Benz Vans Ludwigsfelde & Charleston, Lead of the IT Center of Competence for Manufacturing Execution & Shopfloor Systems
SPEAKER: Vincent Halma, President & CEO, KION North America
SPEAKER: Dr. Shane Porzio, Vice President, Global Business Management Kaolin, BASF.
SPEAKER: Carolin Wolfsdörfer, Vice President of Operations, ZF Transmissions Gray Court
SPEAKER: Ike Fleetwood CofC ’01, Account Manager, Splunk

MGMT 345 - 001 - Dr. Carrie Blair Messal
ASSESSMENT: https://www.16personalities.com/free-personality-test
SPEAKER: Stephen B. Kincaid, Principal, ghSMART, Discussing scorecards for leader selection
SPEAKER: Chip Coyle, Chief Marketing Officer, Infor
SPEAKER: Jerry Callahan, Currently: ISI Technology, Heatworks, Former: Founder, Blue Rhino
SPEAKER: Erin Benson, Executive Director, With Purpose
Meaningful and complex work: An exercise to help students understand intrinsic motivation
SPEAKER: Charlie Ackerman, Vice President, Human Resources, Bosch North America
SPEAKER: Anita Zucker, Chairperson, The Intertech Group
SPEAKER: Tom Pate, Blackbaud Vice-President SaaS Business Transformation
SPEAKER: Bill Finn, Chairman, Kevin Frank, President & CEO, Asten Johnson
READ: Botelho, Powell, Kincaid, & Wang (2017). What sets successful CEOs apart. HBR.
READ: Lovegrove & Thomas (2013). Triple-Strength Leadership. HBR
READ: Cuddy, Kohut, & Neffinger (2013). Connect, then lead. HBR, 77-87

Teaching Material Developed:
PUBLISHED at exercise in Management Teaching Review relevant to the content of Erin Benson (With Purpose)’s presentation.

MGMT 401 - 001 - Dr. Angela M. Passarelli
Enhancements to Student Learning: Guest speaker
Ann Read, Founder & CEO, Boop Baby
Dianne Culhane, retired Coca-Cola executive
Project Mentors
Liz Guthridge, Managing Director, Connect Consulting Group
PROGRAM ACCOMPLISHMENTS

Mike Mills, retired P&G executive
Shauna Rowland, consultant & former change manager at McKesson

**MGMT 420 - 001 - Dr. Elise Perrault**
Enhancements to Student Learning:
GUEST SPEAKERS: Samantha Siegel - Oceana
Marlo Shedlock - Charleston Surfrider
Olivia Bueno - Department of Natural Resources
Caroline Foster and Ashley Lavender - CoF Professors
Lia Colabello - Founder of Plastic Pollution Solutions
Kelly Thorvalson - South Carolina Aquarium
Mark Messersmith - South Carolina Ports

**MKTG 320 - 001 - Dr. Julie E. Blose**
Enhancements to Student Learning: 1. Guest Speaker - Mr. Brandon Olesh, Nationwide Data Analyst Intern and Ohio State University MBA student/CofC ’13.

**MKTG 320 - 002 - Dr. Julie E. Blose**
Enhancements to Student Learning: 1. Guest speaker - Mr. Brandon Olesh, Nationwide Data Analyst Intern and Ohio State University MBA Student/CofC ’13

**MKTG 355 – 001 - Dr. Robert Pitts**
Andrea Lee-Zucker – Spoke to Marketing and Society via video conference from Washington DC on socially conscious Investing and issues of artificial intelligence and consumer privacy.

Class projects – Charleston Hope - student groups developed marketing plans to increase College of Charleston student participation with Chicago Hope and presented plans to Chicago hope personnel. Participating CH staff were Emily Kerr Founder & Executive Director, Brittany Hoisington Classroom Mentor Advisor and Emily Weisler Marketing Coordinator.

Gullah Gechee Institute for Georgetown SC – Student groups developed comprehensive marketing plans for the development of the Gullah Geechee Institute planned for Georgetown SC. Participating with the class from Georgetown were Gloria Bromell-Tinubu, Director of Economic Development Georgetown SC, Ramona La Roche, Phd, Gullah Society Education and Community Engagement Strategist, Ama Saran and other community representatives interested in the Institute.

**MKTG 360 - 001 – Lancel Affonso**
Enhancements to Student Learning: 1. GUEST SPEAKERS – Ike Fleetwood CoF ’01 Account Manger Splunk, and Jeff Breunsbach CoF ’01 Account Director, Levelwing
Pedagogical Innovations: Incorporation of Marketing Analytics using the Stukent Mimic Pro Simulation – students write targeted ads, perform strategic keyword research, create high converting landing pages and learn to measure key performance indicators. Students evaluate product and pricing for their e-mail campaigns.
Enhancements to Student Learning: New academic content and professional certifications for class projects from Google Analytics. Advanced Google Analytics
PROGRAM ACCOMPLISHMENTS

HONORS COURSES

**HONS 205 - 001 – Lancie Affonso (Fall 2017)**

Pedagogical Innovations:
Integration of Growth Mindset assignments into PACE Navigator: (Professional, Academic, and Community Engagement)
This course was approved as a QEP Sustainability Related Course and integrated a 30 min United Nations Sustainable Development Goals (Sulitest) funded by the Sustainability Literacy Institute and the Office for Institutional Effectiveness and Strategic Planning (OIEP)
The Sulitest is designed to improve students sustainability awareness and knowledge. The test has a global and local focus and covers the whole scope of sustainability and CSR issues.
This course was required for the students in the interdisciplinary Honors Entrepreneurship Living Learning Community (ELLC) in Berry Residence Hall and extracurricular activities were supported by the Center for Entrepreneurship and the Honors College.

SPEAKERS: Students joined with ENTR 200 sections (Desplaces and Wyman) speakers included Larry Blackwell, Anita Zucker (CEO of Intertec), Christine Osborn (Owner of Wonderworks), Krissa Watry (entrepreneur), Mike Gaumer (CEO of Vineyard Vines), Leanna McDonald (Attorney), Randy Dobbs, Brandon Brooks (Entrepreneur/Alumni), Stephen Gildchrist) and Cindi May (DEMOS workshop with class competition)

FIRST-YEAR EXPERIENCE AND REACH

Alexis Carrico

MGMT 301. REACH student participated in class.
Also participated on a REACH prospective student panel.

CONTRIBUTIONS TO OTHER CAMPUS DISCIPLINES

**Dr. Julie E. Blose**


**Dr. Dave Hansen**


**Dr. Angela Passarelli**

Hosted a 1-day case teaching seminar led by Dr. Don Vanderwall. Approximately 25 faculty attended the morning or afternoon session of the institute.
DISTANCE EDUCATION OFFERINGS

We offered nearly 20 online/hybrid or North Campus classes during the fall and spring semesters in addition to twelve online courses during the summer sessions of 2017.

Courses taught during the regular semesters and summer sessions included: MGMT 301, MGMT 308, INTB 322, MGMT 345, MGMT 350, MKTG 302, MGMT 308, MGMT 350, MKTG 334, MKTG 345, MKTG 337, INTB 409, MKTG 326.

INTERDISCIPLINARY COURSES

The department offers courses cross-listed with other departments.

MGMT 377 Psychology of Entrepreneurship (crosslisted with PSYC)

ENTR 407 Ecopreneurship (crosslisted with ENVS)

In the 2018-2019 academic year, two additional courses will be crosslisted (ARTM 360 and BIOL 360) with entrepreneurship courses.
INTERNATIONALIZATION/GLOBALIZATION

Our departmental faculty are well engaged in various aspects of global education. A few examples of these follow categorically. Because our department also houses the Global Business Resource Center and the International Business major, these activities are captured in more detail in the Global Business Resource Center report. A few items are sampled below.

Dr. David E. Desplaces

Dr. Yu Xie
Certification, Internal and External to College of Charleston, NASBITE CGBP - Global Trade Initiative, School of Business.

Fulbright (or other) Scholars Program Participation

Global Scholars Faculty
Global scholars from our department include:
Dr. David Desplaces
Dr. Jim Mueller
Dr. Rene Mueller
Dr. Henry Xie

SHORT-TERM FACULTY-LED OVERSEAS PROGRAMS INCLUDED:
INTB 390 Social Enterprise and Development – Tanzania (M Nunda and R. Mueller)
MKTG 326 International Marketing – Management Center Innsbruck (R Mueller)

SERVICE LEARNING

INTERNATIONAL, or INTERNATIONALLY-FOCUSED INTERNSHIPS (IB majors)
Reported in the Global Business Resource Center Report

TEACHING INTERNATIONALLY
Rene Mueller, International Marketing, Management Center Innsbruck, Austria
Rhonda Mack, Services Marketing, University of Worms, Germany
Rhonda Mack, Services Marketing, Ecole de Management, University of Strasbourg
Dr. Rene Mueller (with Drs. M Gonzalez and K Gourdin), Federal University of Minas Gerais, Brazil
Dr. Graeme Coetzer, University of British Columbia, Simon Fraser University
Dr. Henry Xie, gave a lecture and had CofC undergraduate students attend joint lectures at Lingnan University.

OTHER INTERNATIONAL WORK
Dr. David Desplaces had his 28 INTB 313 Global Enterprise course students work on projects for five local companies. The focus of these projects were import/export assessments for the following countries: Chile, Germany, China, Israel, Estonia, Mexico and the US for S. African imports.

Dr. Rene Mueller worked with the SC Department of Commerce for which her 66 MKTG 326 International Marketing course students produced export plans for regional pharmaceutical/nutritional supplements and sports water bottle companies for the following country markets: Bulgaria, Finland, Poland, Cameroon, Hungary, Sweden, Czech Republic, Norway, Ukraine.
PERSONALIZED EDUCATION

The following are examples of the departments’ contribution to a more personalized education:

- Bachelor's essays (7 students)
- Internships for Academic Credit (approximately 40 students)
- Independent Study projects (6 students)

A few of the projects are itemized below.

Lancie Affonso


Dr. Julie E. Blose


Dr. David E. Desplaces


Other, Develop research skills, "Business Ethics", La Porta, L., University of Groningen, Undergraduate, Philosophy. (2016-2017).

Other, Assistant to program director (William Veal), "Kick It Forward in Cameroon", Undergraduate. (2016-2017).
Dr. Dave Hansen


Dr. Rhonda Mack


Dr. Ivana Milosevic


Dr. Angela M. Passarelli


Dr. Elise Perrault


INTERNSHIPS (other than those of our IB major students)

A few of the organizations our students interned with include:

- Advantage Media
- Bauer International, Inc.
- Charleston Wine & Food Festival
- Chilton & Chadwick
- CofC Residence Life
- Go To Team
- Healthy Human
- Levelwing
- The American Heart Association
- Brackish
- Chernoff Newman
- CofC Athletics Communications
- Dance Lab
- Harbor Entrepreneur Center
- Le Creuset
- Little Dog Agency
PROGRAM ACCOMPLISHMENTS

Litton Entertainment  
Nolan Transport Group  
Rafa Distributing  
Ronald McDonald House  
South Carolina State Ports Authority  
The Boulevard Company  
The Modern Connection  
The Sophia Institute  
Visiture  

Mercedes-Benz Vans  
Pickney Palm  
Rawle Murdy  
Roper St. Francis  
Tara Guerard Soiree  
The Local Palate  
The Padgett Smith Project  
Trio Solutions

STUDENT ORGANIZATIONS

Dr. Carrie B. Messal

Chairman of Board - Schottland Scholars Program, Internal to College of Charleston, School of Business & Schottland Family. (February 2009 - May 2017).

Dr. Julia Blose

AMA – American Marketing Association

EVENTS

• Please see reports from the Center for Entrepreneurship, the Schottland Scholars Program, etc.

SPEAKERS

Of those that recorded pedagogical innovations for their classes, over 70 speakers were hosted across classes in the Management & Marketing department during the 2017-2018 academic year.

For names and affiliations, please refer to the above separate listings in course innovation section.

DEPARTMENTAL ENROLLMENTS

<table>
<thead>
<tr>
<th>Major/Minor</th>
<th>Enrollment</th>
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<td>MKTG Major</td>
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<td>Marketing Minor</td>
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WORKLOAD PRODUCTIVITY
As previously cited, the Department of Management and Marketing produced 11818 Student Credit Hours during AY 2017-2018.
ASSESSMENT (SEE COMPLIANCE ASSIST FOR MORE DETAIL)

While each program carries out assessment (as reported in the SB Assessment Report), all of our capstone courses required administration of ETS testing in the spring semester of 2018. Results are yet to be distributed with major breakouts.

In addition to assessment for the majors and minors (listed above), our department was also responsible for assessment in several core courses that contributed to the curriculums of all the SB majors:

MGMT 301, MKTG 302, and MGMT 408.

DIVERSITY and plans for improvement

Nine of our current tenure track faculty are female and two of the new faculty members joining us in the fall of 2018 are female. We have six faculty members of nationalities other than U.S. citizenship. While we made efforts to hire minority faculty in the recruiting efforts this past year, we were not successful. Several others of our faculty members have also lived and worked abroad. Many are involved in international research and teaching.
ACADEMIC PUBLICATIONS (TO QUALIFY AS AN ACADEMIC PUBLICATION IT MUST BE: A) EXTERNALLY REVIEWED BY AT LEAST 2 REVIEWERS AND B) PUBLICALLY AVAILABLE)

Journals

Dr. Carrie Blair Messal

Dr. David E. Desplaces

Ivana Milosevic

Dr. Jim D. Mueller

Dr. Rene D. Mueller

Dr. Angela M. Passarelli

Dr. Elise Perrault


**Dr. Kelly G. Shaver**


**Dr. Dave M. Wyman**


**Dr. Henry Xie**


**Research Awards/Recognition**

**Dr. Carrie Blair Messal**

Howard F. Rudd Jr Distinguished Faculty Award for Service Leadership, College of Charleston School of Business, Service, School, $5,000.00. (February 2018).

**Dr. David E. Desplaces**


- “Expat pay and compensation: fair or not fair?,” by David Desplaces, College of Charleston and Steven Congden, University of Hartford (published in TCJ (13, 2). (Winner)
Dr. Dave Hansen
Outstanding Reviewer Award, Academy of Management - Entrepreneurship Division, Service, Professional. (August 2017).
• Received this award two consecutive years.

Dr. Angela M. Passarelli
Distinguished Research Award, School of Business, College of Charleston, Research. (March 2018).
• Symposium title: “High-Tech or High-Touch? Developmental Relationships in the Digital Age.”
  Selected from among all MED symposiums at the 2017 Academy of Management Meeting.

Dr. Elise Perrault
Distinguished Teaching Award, School of Business, College of Charleston (March 2018).
Tenure and Promotion to Associate Professor, College of Charleston. (August 2017).

Dr. Bob E. Pitts
Beta Gamma Sigma, Beta Gamma Sigma International Honor Society, Elected to Membership.
Phi Beta Delta, Phi Beta Delta Honor Society, Elected to Membership.
Marquis Who's Who recognizes national leaders and achievers and from every significant field of endeavor.

Marquis Who's Who recognizes regional leaders and achievers and from every significant field of endeavor.

Dr. Kelly G. Shaver
Research Champions Award, Global Entrepreneurship Network (GEN), Research. (April 2018).
For developing a comprehensive scale of entrepreneurial mindset that was tested on a nationally representative sample in South Africa.

Finalist, Groundbreaking Policy Thinking, Startup Nations Award, Research. (November 2017).
**Program Accomplishments**

**Other Intellectual Contributions**

**Other Articles, Chapters in Books, Publications of a Special Nature, including Book Reviews**

**Dr. Ivana Milosevic**


**Dr. Kelly G. Shaver**

Shaver, K. G., (2018). Who is the entrepreneur? The right question has been asked, in the wrong way. In M. Brännbeck & A. L. Carsrud, A research agenda for entrepreneurial cognition and intention (Cheltenham, UK: Edward Elgar), 47-61.


**Papers and Posters Presented at Conferences**

**Invited Lectures/Readings**

**Dr. Rene D. Mueller**


**Dr. Kelly G. Shaver**


Other

Dr. Carrie Blair Messal


Carrie A. Blair, Kelly G. Shaver, Southern Management Association, "An exercise: Creating a system that inspires creativity.." St. Petersburg Beach, Florida. (October 2017).

Carrie A. Blair, Kelly G. Shaver, Mark Kindy, Southern Management Association, "Individual motives of entrepreneurial science faculty: Toward a research agenda.." St. Petersburg Beach, Florida. (October 2017).

Alexis J. Carrico


Dr. David E. Desplaces


Dr. Dave Hansen

David J. Hansen, TLT Con, "Flipped Class: Lessons Learned," TLT, Tate. (March 2018).


Dr. Rhonda W. Mack


Dr. Ivana Milosevic


Ivana Milosevic, A. E. Bass, Academy of Management Meeting, "When there were none: Discovering the origins of dynamic capabilities in a high-growth firm," Atlanta. (August 2017).

Dr. Rene D. Mueller


Dr. Angela M. Passarelli

Angela M. Passarelli, Midwest Regional Coaching Conference, "In the mind's eye: The power of an inspiring vision," International Coach Federation, Pittsburgh, PA. (June 2018).


Angela M. Passarelli, Sarah V. Moore, Coaching Research Lab Day of Discovery, "Client accounts of executive coaching outcomes," Case Western Reserve University, Cleveland, OH. (May 2018).


Dr. Elise Perrault

Elise Perrault, Kelly G. Shaver, Southern Management Association Meeting, "Toward a mid-range theory of CSR: A process model," SMA, St Pete Beach, FL. (October 2017).


Dr. Kelly G. Shaver


Carrie A. Blair, Kelly G. Shaver, Mark Kindy, Southern Management Association, "Individual motives of entrepreneurial science faculty: Toward a research agenda.,” St. Petersburg Beach, Florida. (October 2017).

Elise Perrault, Kelly G. Shaver, Southern Management Association Meeting, "Toward a mid-range theory of CSR: A process model," SMA, St Pete Beach, FL. (October 2017).


Dr. Chris Whelpley


Conferences and Workshops Attended/Panels Chaired/Other Professional Activity

Dr. Julie E. Blose

Attended Workshop, "Enhancing Student Motivation with Evidence-Based Teaching," College of Charleston. (April 25, 2018).
Description: Participated in workshop led by Dr. Don Vandewalle.

Description: Participated in case method teaching workshop led by Dr. Don Vandewalle.

Description: Completed CofC online course in distance education

Alexis J. Carrico
Description: Attended 3-day conference focused on developing teaching methodologies in the Management and Organizational behavior discipline.

Description: Cross Department training focused on Sustainable Literacy. Objective: to reach across disciplinary boundaries and engage together in ways that will help our pedagogy, research, and scholarship grow in stimulating ways, as the end result are opportunities for us to engage with our students and campus about analyzing and solving complex 21st century problems related to interconnected social, environmental, and economic systems.

Description: Workshop Focus: Focused on developing skills and strategies for successful case method teaching.

Continuing Education, "Completed Certification for Distance Education." (January 25, 2018 - March 15, 2018).
Description: 7 week class focused on preparing and certifying professors in distance education.

Continuing Education, "Participated in REACH training for teaching students with intellectual disabilities," College of Charleston, Charleston, SC. (February 1, 2018).
Description: Participated in REACH training in preparation for having a REACH student in MGMT 301 course. Training included broadening understanding of intellectual disabilities, the scope of the REACH program, and how to make modifications of course content.

Dr. David E. Desplaces
Description: research funding for faculty members to conduct and publish research on free society and political economy, and which has an impact on the free enterprise system. The Center is specifically interested in supporting projects in the field of Public Choice across multiple disciplines and especially in the areas of Philosophy, Politics, and Economics (PPE) as each of these disciplines examines the institutional arrangements that are suitable for the support of free and prosperous societies.

Dr. Dave Hansen

Description: Global Research Symposium on Marketing and Entrepreneurship
PROGRAM ACCOMPLISHMENTS

Description: Annual Meeting of the Academy of Management

Dr. Rene D. Mueller

Description: Learned the new(er) PLS SEM statistical program.

Dr. Angela M. Passarelli

Fellowship, "Faculty Research and Development Grant," College of Charleston. (August 2017 - December 2017).
Description: Supported data analysis and manuscript writing for project titled "Can you hear me now? Media richness predicts relationship quality in executive coaching."

Attended Seminar, "Place-based Pedagogy," Sustainability Literacy Institute (CofC), Charleston, SC. (September 15, 2017).
Description: attended seminar on using placed-based pedagogy for sustainability education by Bobbi Patterson, Emory University

PROFESSIONAL CONTRIBUTIONS

Alexis J. Carrico

Arm in Arm (http://arminarmsc.org/) is a bipartisan nonprofit organization focused on driving responsible gun ownership throughout South Carolina. Consulting efforts include enhancing communication collateral and approach.

Dr. Angela Passarelli

Board Certified Coach, Center for Credentialing & Education (Feb. 2018)

Dr. Kelly G. Shaver

GRANTS (EXTERNALLY FUNDED SB)

Dr. Graeme H. Coetzer

Funded


Funded

Coetzer, Graeme H, "Seed Funding for the Institute of Community Development," Corporate, awarded $48,000.00. (January 2015 - December 2018).

Funded

Coetzer, Graeme H (Principal), "Diversity Events and Database Support," Sponsored by Denny's, Corporate, requested $12,000.00, awarded $12,000.00. (May 2016 - April 2018).

Dr. Angela M. Passarelli

Submitted

Passarelli, Angela M (Principal), "High-tech or high-touch? The effect of media richness on coaching relationships and outcome," Non-profit/Foundation, requested $7,500.00. (January 2018 - December 2018).

Submitted


Dr. Kelly G. Shaver

Submitted

Shaver, Kelly G (Principal), "ADVANCE: Increasing the Participation and Advancement of Women in Academic Science and Engineering Careers (ADVANCE)," Sponsored by MUSC, Federal governmental agency, requested $258,400.00. (October 2017 - September 2022).

Submitted


Dr. Dave M. Wyman

Funded

Starr, Christopher W., Wyman, David M, "International, Cross-curricular Accelerator for Technology A talent accelerator at the College of Charleston," Non-profit/Foundation, requested $50,000.00, awarded $25,520.00. (March 2015 - February 2018).
**Program Accomplishments**

**College Funds**

**Dr. David E. Desplaces**

Desplaces, David E, Crawford, Taylor (Supporting), "Venture Funding & Economic Freedom," College of Charleston, requested $5,000.00, awarded $5,000.00. (September 2017 - August 2018).

**Collaborative Arrangements:** Work with The Center for Public Choice and Market Process student scholar on research project and support mission of the center including co-sponsoring events, attending events and promoting event attendance.

**Service Contributions**

**College of Charleston**

**Dr. Carrie Blair Messal**

Accepted Students Weekend - Faculty Panel, Conference Panel. (February 2018 - Present).

Accepted Students Weekend, College Representative. (February 2018 - Present).

Schottland Scholars Program, Advisory Board, Board Member. (May 2017 - Present).
Establish and serve as chair of Schottland Scholars Board of Advisors

Faculty Senate Representative, College Representative. (August 2016 - May 2019).

College of Charleston Foundation - Faculty & Staff Giving Committee, Committee Chair, Member. (July 2017 - June 2018).

Communications Department, Tenure and Promotion Panel Outside Reviewer. (August 2017 - December 2017).

College of Charleston - Online BA In General Studies Task Force, Committee Member, Member. (July 2016 - December 2017).

School of Business MBA Committee, Committee Member, Member. (July 2017 - Present).

Curriculum Committee Member, Committee Member, Member. (July 2016 - Present).

**Dr. Julie E. Blose**

CofC Undergraduate Research and Creative Activities (URCA) Committee, Committee Member. (August 2017 - Present).

School of Business Certiport Excel Implementation Committee, Committee Member. (December 2017 - Present).

School of Business MBA Committee, Committee Member. (August 2013 - Present).
School of Business Technology Committee, Committee Member. (August 2017 - Present).

American Marketing Association, CofC Chapter, Student Org Advisor (Professional Org). (August 2015 - Present).

Alexis J. Carrico

College of Charleston REACH Program, Faculty Panel Representative. (January 2018).
Participated in faculty panel for REACH program perspective students and parents.

Facilitated convocation, Facilitator. (August 2017).
Facilitated group of ~20 freshmen in convocation review of the College Reads selection

Dr. David E. Desplaces

Center for Israel Studies, Advisory Board, Board Member. (January 2018 - Present).
Work with others to develop a mission, strategy and tactics for the creation of a center by July 1, 2018

TLT, DE mentor. (January 2018 - Present).
Work with 7 fellow faculty member and mentor them through the DE course. Position is compensated.

REACH Prorgam, Committee Member, Member. (January 2017 - Present).
Advise reach program

Possibilities Without Borders, Inc, Advisory Board, President/Elect/Past. (October 2016 - Present).
As chairman work to bring back organization in compliance with state and federal revenue services
Coordinate presentation of project (Kick It Forward)
Manage the creation of a web site and manage the fundraising reporting for the last cycle including the successful shipment of 3000 school bags and 150 soccer balls to Cameroon, Africa.

FETC - Faculty Senate, Committee Member, Member. (August 2016 - Present).
Responsible for educational technology policy and strategic review.

Spaulding Distinguished Speakers Series, Facilitator. (August 2016 - Present).
Responsible for coordinating speakers series including selecting speakers (2 a year), coordinate logistics including small group meals, taping, marketing campaign.

Emergency Operation Team/CERT, Committee Member, Member. (February 2016 - Present).
Represent faculty on monthly or other planning associated with responses to emergencies associated with the College.

PAWWS, Faculty Volunter. (September 2015 - Present).
PROGRAM ACCOMPLISHMENTS

Work with admission to plan consulate, schools and other visits in Paris and Dubai for the purposes of recruiting students for our undergraduate and MBA programs as well as attend counselor recruiting events on campus.

ITSAC, College Representative, Member. (November 2013 - Present).
Part of strategic review and facilitation of IT annual plan

Facilitate small group discussion (20 students) including participating in faculty awareness meeting

Dr. Dave Hansen

Implementation Committee for the Quality Enhancement Plan, Committee Member. (June 2017 - Present).
Oversee implementation of the QEP

Innovation Fellow, Sustainability Literacy Institute (part of the QEP)

FACULTY COMMITTEE CONTINUING EDUCATION, Committee Chair. (August 2017 - May 2018).

Dr. Rene D. Mueller

Israel Studies Steering Committee, Advisory Board, Member. (January 2018 - Present).
To develop an Israel Studies program that focuses on business with Israel

QEP Steering Committee, Committee Chair. (August 2015 - Present).

Distance Education Committee, Committee Member, Member. (August 2014 - Present).

Co-Director Global Scholars Program, Co-Director. (August 2007 - August 2050).

Director of Global Business Resource Center, Committee Chair. (July 1998 - July 2050).


Director, International Business, Committee Chair. (January 1998 - January 2050).

Center of International Education, Meeting Attendee, Member. (January 2018 - March 2018).
Review approximately 85 study abroad scholarship essay 3 times per year

Dr. Bob E. Pitts

Academic Planning Committee, Committee Member. (August 2016 - Present).
PROGRAM ACCOMPLISHMENTS

Cornell Hospitality Quarterly, Editorial Review Board, Member. (January 2016 - Present).

Departmental Recruiting Committee Chair, Committee Chair, Member. (August 2012 - December 2050).

Business School Curriculum Committee, Committee Chair. (August 2010 - December 2050). Ensures currency and appropriateness of Undergraduate Program curriculum.
- Monitors course descriptions, syllabi, and coverage.
- Considers new course and program proposals.
- Monitors degree requirements.
- Monitors coordination of interdisciplinary course content.
- Monitors coordination of multi-section courses.

Course Coordinator - Marketing Concepts, Committee Member, Member. (August 2009 - December 2050).

Dr. Henry Xie

CofC Intitutional Review Board (IRB), Committee Member. (July 2015 - Present).

Global Scholar Program, mentor. (March 2012 - Present).

Tenure and Promotion Committee, Committee Member. (August 2013 - August 2017).

SCHOOL OF BUSINESS/DEPARTMENT

Department

Dr. Carrie Blair Messal

SACSCOC Coordinator - Leadership, Change, Social Responsibility. (December 2015 - Present).

MBA Program - Selection Committee for Director of Professional Programs and MBA, Committee Member. (January 2018 - May 2018).

MBA Program, Faculty. (July 2010 - Present).

Dr. David E. Desplaces

Management and Marketing, Facilitator, Other. (August 2016 - Present).

responsible for Management and Entrepreneurship internship including reviewing program, coordinate application/sessions for applicants and internship providers
PROGRAM ACCOMPLISHMENTS

Dr. Angela M. Passarelli

MGMT 301 Course Coordinator. (October 2015 - Present).
Convened roster faculty meetings in service of improving MGMT 301 offering.
• Led meetings
• Reviewed cases to narrow for faculty vote
• Integrated 3 case assignments into one standardized assignment
• Created template for resume assignment (suggested approaches)
• Updated assessment process procedures (e.g. collecting sample papers)

Dr. Kelly G. Shaver

SACSCOC Assessment Coordinator, Entrepreneurship. (August 2015 - December 2017).

Dr. Dave M. Wyman

Center for Entrepreneurship, Director. (August 2013 - July 2050).

Dr. Henry Xie

Marketing Major Assessment, Facilitator. (September 2015 - Present).

MKTG302 Assessment Coordinator, Facilitator, Member. (August 2015 - Present).
Coordinating MKTG302 faculty for assessment and newly designed hybrid module.

COMMUNITY

Dr. Carrie Blair Messal

Presentation to Local Engineering Firm, Interaction with Industry. (December 2017 - Present).

Hogan Development Feedback Certification, Facilitator. (July 2009 - Present).
Certified facilitator and coach of the Hogan System, implementing the Hogan Leadership Forecast series with students and professional groups.

Dr. Julie E. Blose

Collaborated with ZeroN Research principals to design and conduct satisfaction study of CAS donors, adopters and spay/neuter clients
PROGRAM ACCOMPLISHMENTS

Dr. Graeme H. Coetzer

Institute for Community Development, Director of the Institute of Community Development, Other. (May 2016 - Present).
Proposed and established the Institute for Community Development, and secured 4 years of seed funding from Denny's ($12000 x 4 years)

Interaction with Industry. (June 2015 - Present).
Supported the formation of a relationship between the Tri-county society for Human Resource Management and the North Campus in which all future meetings, training programs, conferences etc will be developed in cooperation with the School of Professional Studies and held at the North Campus

Dr. David E. Desplaces

US Coast Guard Auxiliary, Vice Flotilla Commander/Crew Qualified, Other Officer. (January 2018 - Present).
Flotilla Staff Officer elected by membership and responsible for Flotilla 12-6 staff coordination and communication, objectives - act as chief of staff for FC (12 staff officers)

Mission Vision and Objective Committee, Advisory Board, President/Elect/Past. (October 2017 - Present).
Chair of addoc committee tasked with reviewing and shaping vision and strategic objective. Responsibilities including coordinating group schedule, gathering multi department data/reports and reporting to chair/dean/school.

Boy Scout of America, Committee member (Training), Other. (February 2017 - Present).

Faculty Development Committee, Committee Member. (September 2016 - Present).
Review sabbatical applications, school FAM and faculty awards yearly

US Coast Guard Auxiliary, Officer/Crew Qualified, Other Officer. (August 2016 - December 2017).
Flotilla Staff Officer responsible for Flotilla 12-6 operations planning including facilities coordination, monthly reporting and station/section coordination (including major events like Bridge Run)

Center for Entrepreneurship, Global Entrepreneurship Week Coordinator, Other. (September 2017 - November 2017).
Responsible for coordinating Global Entrepreneurship Week programming including marketing, attendance management, room/food and signage for 4 events.

Dr. David Hansen

Organized the “Floodathon” involving students, faculty, staff and community members, which was a day-long creative problem solving event to learn about and develop solutions for mitigating the impact of chronic flooding in disadvantaged neighborhoods around Charleston
Dr. Rene D. Mueller

SC District Export Council, Advisory Board, Member. (March 2016 - Present).

Charleston Metro Chamber of Commerce FDI Steering Committee, Committee Member, Member. (January 2016 - Present).

WTC Charleston Brookings Institute Export Initiative, Committee Member, Member. (September 2014 - Present).

SC International Trade Coalition, Committee Member, Member. (August 2008 - Present).

Dr. Angela M. Passarelli

Student Development Committee, Committee Member. (August 2017 - Present).


Dr. Elise Perrault

BSBA assessment coordination, Facilitator. (August 2015 - Present).

BSBA curriculum, Facilitator. (August 2015 - Present).

Think Differently Forum, Facilitator, Other Officer. (August 2012 - Present).

Director of TDF. Panel is comprised of students within School of Business, Management & Entrepreneurship Dept. The actual event (forum) is open to all students college-wide.

Academic Magnet High School, Mentor. (February 2017 - December 2018).

Mentor a student on her senior thesis

Dr. Bob E. Pitts


Dr. Kelly G. Shaver

Student Success Center, Advisory Board, Other Officer. (April 2016 - Present).

Co-Chair of Advisory Board; Chair of Search Committee

Medical University of South Carolina (MUSC). Institutional Conflict of Interest Policy Committee, Committee Member, Member. (July 2015 - Present).
Medical University of South Carolina (MUSC). Financial Conflict of Interest External Review Committee, Committee Member, Member. (July 2013 - Present).

**Dr. Dave M. Wyman**

Small Business Development Council (SBDC), Advisory Board, Board Member. (August 2014 - December 2050).

**Dr. Henry Xie**

School of Business Student Development Committee, Committee Member, Member. (November 2015 - Present).

School of Business Assurance of Learning Committee, Committee Chair, Member. (January 2015 - Present).

MSc HRMOB program at Lingnan University in Hong Kong, Facilitator, Other. (August 2014 - Present).
  - Coordinating with Lingnan University in Hong Kong to secure scholarships for CofC SB graduates to attend the MSc HRMOB program at Lingnan University in Hong Kong. Since August 2015, a total of 14 CofC SB graduates have been offered scholarships and enrolled in the MSc HRMOB program at Lingnan University in Hong Kong.

**Profession (Academic Education)**

**Dr. Carrie Blair Messal**

MOBTS Mid-Career Distinguished Educator Award, Committee Member. (January 2018 - April 2018).
- Reviewed candidates for society award

Roethlisberger Memorial Award - JME Best Paper Committee, Committee Member. (January 2018 - April 2018).

Management & Organizational Behavior Teaching Society - Mid-Career Distinguished Educator Award Committee, Committee Member, Member. (January 2018 - March 2018).

Roethlisberger Memorial Award - JME Best Paper Committee, Committee Member, Member. (January 2018 - March 2018).


**PROGRAM ACCOMPLISHMENTS**

**Dr. Julie E. Blose**
Charleston Professional AMA Annual Bootcamp and Social in Beatty Center, Campus Liaison, Event Organization. (May 2016 - Present).

**Dr. David E. Desplaces**
CASE Association, VP programs, Board Member. (May 2017 - Present).
Responsible for annual meeting conference program

CASE Association, Marketing Director, Board Member. (May 2016 - Present).
Responsible for marketing of program and certification program

**Dr. Dave Hansen**
Research Symposium on Marketing and Entrepreneurship, Advisory Board, Board Member. (July 2007 - Present).
Advise the annual international meeting

Organized a special issue in the *Journal of Research in Marketing and Entrepreneurship* on the Business Model Canvas and Customer Development, which is forthcoming this year.
Submissions came from around the world. Accepted papers came from: the US, Canada, France, Finland, Denmark.

**Dr. Harland E. Hodges**
(AAFA) American Apparel & Footwear Assoc., Committee Member, President/Elect/Past. (January 1990 - December 2050).

**Dr. Angela M. Passarelli**
Scientific Advisory Council, Advisory Board, Board Member. (January 2016 - Present).
Review grant proposals and annual research poster award submissions

**Dr. Kelly G. Shaver**
Medical University of South Carolina (MUSC). Innovation Award Committee, Committee Member. (November 2015 - Present).
Judge annual innovation research award.
REVIEW activity

**Dr. Carrie Blair Messal**

Editorial Board Member, "Human Performance." (September 2017 - December 2020).


**Dr. Julie E. Blose**


**Dr. David E. Desplaces**


**Dr. Dave Hansen**


Associate Editor, "Journal of Research in Marketing and Entrepreneurship." (October 2015 - December 2017).


**Ivana Milosevic**


Editorial Board Member, "Management Decision." (August 2014 - August 2024).

**Dr. Angela M. Passarelli**

Invited Manuscript Reviewer or Referee, "Academy of Management, Management & Education Division (MED)." (March 2018 - April 2018).


Dr. Elise Perrault

Invited Manuscript Reviewer or Referee, "International Journal of Corporate Governance." (January 2017 - present).

Invited Manuscript Reviewer or Referee, "Organization & Environment." (January 2015 - present).


Invited Manuscript Reviewer or Referee, "Business & Society." (January 2012 - present).


Dr. Bob E. Pitts

Editorial Board Member, "Cornell Hospitality Quarterly." (September 2013 - December 2020).

Dr. Kelly G. Shaver

Associate Editor, "Journal of Small Business Management." (January 2013 - present).

Dr. Chris Whelpley


Dr. Henry Xie

Consulting

Alexis J. Carrico

Dr. Kelly G. Shaver
DEPARTMENT STRENGTHS AND WEAKNESSES

Strengths

• Highly qualified faculty; all of our faculty are credentialed to teach via AACSB standards.
• Engaged faculty; our classes are highly experiential and engaging.
• Exceptional teaching; as one metric, department tends to be above college average in teaching ratings across the board.
• Growing programs

Weaknesses

• Insufficient faculty for marketing major growth.
• We offer a large number of service classes for the School of Business and other majors. This often prohibits our faculty from teaching upper-division electives—to maintain qualified faculty coverage in sections of MGMT 301 and MKTG 302.
• Large department size – insufficient focus on majors due to administrative organization of three large majors in one department.
• Worry about highly qualified faculty leaving for higher pay/research funding.
• BADM is popular, yet those students without concentrations tend to be lacking in career direction.

CURRICULAR DEVELOPMENTS AND CHANGES FOR NEXT THREE YEARS

The top strategic curricular priority is the proposition for a management major. The actual form this will take is still on the table but we began planning in the fall of 2017 as our three new management faculty are on board at that time. We plan to usher the proposal through curricular changes in the 2018-2019 Academic year.
PROGRAM ACCOMPLISHMENTS

STUDENT AWARDS

2018 Outstanding Business Student Award: Chad Easterly, winner ($200)
2018 Outstanding Entrepreneurship Student Award: Lerraine Haak ($200)
2018 Outstanding Marketing Student Award: Mary Katherine Bowers & Emma Cvitanovich, co-winners ($200 each)
2018 Outstanding International Business Student Award: Helena Nyikos, winner ($200)
2018 Al Lifton Award: Jayme Baum, Winner ($200)
2018 Schottland Leadership Award Recipient: Kurt Kehrer & Paige Claire Mesher, co-winner ($5000 each)

2018 Department Certificate of Achievement:

Sydney Harris
Gabrielle Bailey
Chad Ross
Samuel Sims
Emma Smith
Sullivan Ford
Sommer Peterman - $100
Joshua Calvert - $100

2017 Fall ENTR 320 Big Pitch Competition
PLEY: AJ Abel & Tyler Namowicz
Navigator: Austin Anderson, Jack Leffel, Matt Nash, Mitchell Smith
AHA: Frankie Heindel, Kate Mizgireva, Anxin Zhou
Three’s a Crowd: Anthony Diesu, Katelyn Hayes, Andrew Shelley
Immerse: Bryce Christian, Kai Sun, Ethan Tiff

2018 Spring ENTR 320 Big Pitch Competition
Wanderfund: Dave Craig, Mike Seabrook, Isaac Waters
Spectate: Walker Harris, Bernell Jackson, Brandon Kay, Connor McCarthy
EnVChain: William Hundahl, Matt Leo, Alex Mackey

2017 ICAT Team Finalist - $10,000
Red Cap: Gabrielle Bailey, George Handy, David Bulmer, Kenny Fuqua

2018 Spring IMPACTx (Formerly ICAT) Team Finalist - $10,000
ImpactCents: Megan Masters, Grayson Stiglbauer, Tily Milburn, Chad Ross

2018 Alphidia Innovation Award – $3,000
Kurt Kehrer, Lauren Furey, Nicholas Saunders
2018 Student Entrepreneur of the Year: Chad Ross, ($1,000)

2018 Gender Equity Pitch Contest – $1,000
Totem: Shaefali Emmanuel, Kimber-Marie Faircloth

DEMOS - $2,000, Megan Doherty (Fall), Cuan Bailey (Spring)

2018 NVP Business Plan Competition Award (Spring) – $500
Team "ParkCore": Caroline Mikouchi, Heather Jamison, Emma Smith
PROGRAM ACCOMPLISHMENTS

Contact Information

Rhonda Mack, Ph.D., chair

Carrie Blair Messal, Ph.D., associate chair

School of Business

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