2013-14 Annual Report

For the Department of Management & Entrepreneurship

Narrative Description of the Status of the Discipline from a National Perspective (including emerging issues and trends)

There are no issues, per se, of national or regional concern. But, it is important to note that while recent media attention has been on Boeing and other large companies have moved into the state, the state of South Carolina is predominated by small businesses. Most of these are owned and operated by entrepreneurs. This department intends to increase its’ already large role in the community in this regard, and to expand its’ presence in the state and region over time.

Department of Management & Entrepreneurship

Mission: The Department of Management & Entrepreneurship believes organizations have an obligation to optimize the “Triple Bottom Line;” that is, to achieve financial, ecological, and social objectives in increasingly competitive global markets.

As teachers, we seek to prepare our students to be global citizens who will think and act systemically regarding the multiple purposes of creating and managing organizations in this responsible way.

Through our faculty service we reach out to the greater community, creating business relationships and partnerships. We serve as a resource to international, national, regional and local organizations.

The faculty take pride in the fact that their research represents a variety of disciplinary perspectives.

Short-Term Goals for Improvement

Develop an increasingly widespread experiential learning program for BS/BA students including focused internships, work-study programs, summer internships, etc.

Design and gain approval for a Management Major

Develop and communicate expectations for student and faculty success to guide student behavior within the department.
Summary and Analysis of Departmental or Program Accomplishments

We designed and gained approval for a new Entrepreneurship Minor that is available to students throughout the College.

The department managed 17 internships directly during the year.

We were able to design and gain approval for a new Introductory class in Entrepreneurship – ENTR 200. This course will be offered to the entire college as a way to introduce both business students and all other students to the elements of entrepreneurship.

ENACTUS (formerly SIFE), comprised of 33 students, initiated and ran 6 separate projects during the year. These projects raised $15,000 for various charitable organizations.

Five REACH students attended MGMT 105 over the course of the year.

Dr. Gordon Dehler received the prestigious David L. Bradford Outstanding Educator Award presented by the OBTS Teaching Society for Management Education based on his career accomplishments in the classroom, contribution to the domain of management education through published scholarship, and service to the Society.

The department initiated and managed $1200.00 worth of micro loans for women in Cameroon. All loans have been repaid.

Department members worked on the design details of a new Management Major. The design will be completed by this academic year. It is hoped that approvals will be attained during next academic year.

Unique Curricular Offerings

Dr. Kelly Shaver conducted the innovative Health Sciences Entrepreneurship course. This is a truly interdisciplinary course co-offered by MUSC (CGS 729) and Clemson University (BIOE 850). The purpose of the course is to develop capability in the commercialization of biomedical discoveries.

Dr. David Wyman developed and gained approval for a new course – ENTR 200 – which is offered to all College of Charleston students as an introduction to entrepreneurship.

Additionally, Dr. Wyman introduced the use of a simulation in his ENTR 335 -- Funding New Ventures. The simulation is called Marketplace.

Instructional Contributions to Other Units

Five REACH students attended two different sections of our MGMT 105.
The department conducted 7 courses at the North Campus during the year and 2 on-line courses.

**Internationalization/Globalization**

Dr. Desplaces established a micro-loan process through ENACTUS which set up $1200 in loans to women of Cameroon. All these loans have been repaid.

**Student/Graduate Accomplishments**

We have very little formal or informal information about the accomplishments of graduates of our program.

Several of our students have started up businesses or are in the process of starting businesses or charitable organizations. For example:

- Matt Welch is growing his company, Giftgad.
- Greg Ulbrich expanded his company, RUB, which provides portable ATMs for concert venues, including at least one national event.
- Darren Boulton added to his list of businesses with Charleston memorabilia vending machines.

**Curricular Assessment**

The year has been spent in a total review of the BSBA curriculum and the ENTR and LCRS concentrations. As a result we have begun the development of a new major to replace the BSBA. The design of this new major is in its’ final stages. Additionally, a course has been added to the ENTR concentration. This course is designed for students from across the campus and will serve as an introduction to the concepts and practices of entrepreneurship.

**Departmental Diversity**

The department is made up of 22% females and 11% people of color. We have hired a new faculty member to start in the Fall of 2014. During that search, and in our current search for a faculty member who will teach at both the downtown campus and the North campus, we used several minority list serves provided by Academic Affairs and by other scholastic/academic organizations such as the Academy of Management.

For the position that is now filled we interviewed 2/3 women. To our knowledge, no people of color applied. The current opening is currently being processed. We are screening applications at this time.
Research and Publications

The department’s record of scholarship is in good stead. 100% of our tenure track faculty who were not on sabbatical during the year have produced PRJ and/or OIC articles, texts or conference presentations and have a very solid stream of research in their pipelines. The average number of PRJ’s for tenure track faculty is 1.9. Specific publications are listed below by faculty member. The average number of OIC’s for tenure track faculty is 2.4.

Dr. Gordon Dehler

PRJ


*on the 6 January 2014 journal website list, this article was number 6 of top 50 ‘most read’ articles


OIC


Dr. David DesPlaces

PRJ


Dr. Thomas Kent

PRJ


OIC


Dr. Carrie Messal

PRJ


OIC


Dr. Elise Perrault

OIC


Dr. Kelly Shaver

OIC


Dr. David Wyman

PRJ


Professional Development

Staff:

Ms. Christine Rodgers is a member of the American Society of Administrative Professionals and the National Association of Professional Women. She was awarded the “Professional Woman of Excellence” Award by the NAPW for 2014. She has attended several on-campus training seminars during the year.

Outstanding Service Items

Dr. Elise Perrault initiated and leads *2020 Women on Boards*. It is a national campaign to increase the percentage of women on US company boards to 20% or greater by the year 2020. 2020 Chapters are forming in cities across the US to help achieve that mission.

Dr. Perrault also initiated and leads the *Think Differently Forum*. The Forum represents the minority point of view on a controversial cultural topic, challenging the mainstream opinion and assumptions of the campus community. The purpose is to facilitate and inspire open-minded debates among the College of Charleston community. The scholars encourage critical thinking and idea exchange during an event with discussion questions and individual inquiries for the speakers, ultimately encouraging attendees to think outside the box.

Dr. Perrault served as a Reviewer for the Academy of Management Review, and for the Journal of Business Ethics, Business and Society. She was on the editorial board of the Journal of Management Studies special edition: Accounting for Stakeholders, and served as a conference reviewer for the Academy of Management Meeting and for the Southern Management Association. Finally, she was a committee member of the Social Issues in Management Division of the Academy of Management.

In the category of outreach, Dr. Perrault created a class project with Mr. Mike Mitaro, Ex-CEO of Carlberg USA. The students had to analyze the craft beer industry concluding with an
analysis of the company’s competitive position and strategy. The students then made a presentation to Mr. Mitaro about their findings.

Dr. Gordon Dehler served as a coordinator and facilitator at the pre-conference Doctoral Institute at the 2013 OBTC Teaching Conference for Management Educators. He continues to serve on a number of editorial boards. In that capacity he reviewed 24 journal submissions -- exceeding the Academy Of Management norm of 3 to 5 per year – as well as 4 textbook chapters for a publishing house.

Dr. David Hansen became Associate Editor of the Journal of Research in Marketing and Entrepreneurship, and he received the 2013 Emerald Literati Network Outstanding Reviewer Award for the Journal of Research in Marketing and Entrepreneurship

Dr. Carrie Messal served as the Director of the Schottland Scholars program. The Schottland Scholars Program is for exceptional undergraduate business students who have been selected through a rigorous application and interview process. The program fosters the professional development of highly motivated students by providing them with challenging, extracurricular opportunities in the business community.

Dr. Elise Perrault served as Reviewer for the Academy of Management Review, and the Journal of Business Ethics, Business & Society. She is also an Editorial Board Member of the Journal of Management Studies, special issue “Accounting for Stakeholders.” She served as a Conference Reviewer: Academy of Management Meeting (SIM), Southern Management Association (SMA); and as a Committee member, domain constitution, Social Issues in Management division of AOM. And, as mentioned above she initiated and leads 2 huge new programs – 20/20 Women on Boards, and Think Differently Forum.

Dr. Kelly Shaver is the Faculty Representative to the Federal Demonstration Partnership. This is an organization of 119 (mostly intensive research) universities and 10 federal agencies designed to reduce the administrative burdens required of the recipients of federal funds. The objective of this extensive survey was to document in detail the administrative workload issues that take researchers out of their laboratories to do required paperwork. The results of this survey have captured the attention of the Office of Management and Budget, and of the National Science Board – the official science advisor to the President.

In 2013 Dr. Shaver became one of the Associate Editors of the Journal of Small Business Management (JSBM), responsible for obtaining reviewers, supervising the review process, and making final decisions regarding the disposition of manuscripts submitted to JSBM.

He is also one of the external members of the MUSC committee that reviews Conflict of Interest policies and filings, and he continued as a member of the Academy of Management Entrepreneurship Division’s Committee to review nominations for the annual Dedication to Entrepreneurship Award.
Dr. David Wyman is the faculty coordinator for our student entrepreneurship society, ENACTUS. The society has 33 active students that meet weekly. In the fall semester, ENACTUS students engaged in six projects that helped raise over $15,000 for different social entrepreneurship operations. The students also ran their own non-profit store, CUBE.

Dr. Wyman is also a Member of the Chamber of Commerce Entrepreneurial Committee that is dedicated to building a collaborative entrepreneurial ecosystem. He is Member of the board for the Harbor Accelerator that is dedicated to helping nascent firms. Finally, he is a Member of the nascent Social Entrepreneurship council that is dedicated to spreading the Social Entrepreneurship message.

**Departmental Goals and Accomplishments**

The department was able to design and gain approval for a new minor in Entrepreneurship along with a new course in the Principles of Entrepreneurship – ENTR 200.

Our primary goal – that of creating a new major in Management to replace the current major in Business Administration -- has seen progress grudgingly. It has taken us far too long to design the new major, but it appears the penultimate design is within reach. We have yet to gain approval from Academic Affairs for the 2 page CHE Summary Proposal which has seen 7 revisions thus far. The effort to gain Academic Affairs’ approval for the document was dropped last Spring after much editing and revising to focus on the actual design of the major.

The effort to finalize the Proposal will be renewed in the new Fiscal year.

**Curricular Development**

The Department is finalizing a new major in Management. This is the only plan for curricular development in the near future. Our aspirations are to have the new major completely designed and approved during the next fiscal year.