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EXECUTIVE SUMMARY

STRATEGIC HIGHLIGHTS

• Our most significant impact is that of our students. 564 earned their Bachelor of Science degrees from the School of Business during the 2013-2014 Academic Year.

• Our enrollments remain strong as we introduced our new majors in Finance and Marketing. As anticipated, we are beginning to see some cannibalization of our Business Administration into these majors as we provided our students with the opportunity to pursue these options.

• In-line with our strategic plan’s emphasis on globalizing the School of Business, a total of 21 global travel scholarships totaling $72,622 were awarded in 2013-2014. In addition, 22% of our faculty published global topic journal articles and sixteen made international conference presentations. Twenty-three of our faculty either taught abroad or led travel-study courses.

• Approximately 300 School of Business students studied abroad during the Academic Year 2013-2014 with over half of those traveling on school faculty led programs.

• Board of Governors members Stan Schottland and George Spaulding received emeritus status.

• Solid Faculty credentials, 97% of our full-time faculty are terminally qualified. We also hired 11 new outstanding faculty.

• We surrounded our students with world renowned speakers, including:
  - Pete Selleck, Chairman and President of Michelin, North America
  - Keith McLoughlin, President and CEO of AB Electrolux
  - Robert Martinez, Vice President of Business Development, Norfolk Southern
  - U.S. Senator Tim Scott
  - Steve Cannon, President and CEO of Mercedes USA
  - Anita Zucker, Chair and CEO, The InterTech Group and School of Business BOG member
  - Will Marre’, co-founder and former president of the Covey Leadership Center
  - Joe Scarlett, retired chair and CEO of Tractor Supply Company

• Our MBA graduated its largest class with 40 students completing their degree requirements.

• One new minority faculty member (African American) and 2 females were recruited during the year to join our faculty in August 2014.

• Our new School of Business Investment Program was launched with 23 students in the Fall of 2013. This first cohort populated the public investment fund, currently holding fourteen assets, including three ETFs, with current returns in excess of 8% on a $50,000 investment.
• Our major in Supply Chain Management awaits final approval at the State Commission on Higher Education at the time of writing this report. (Final approval is expected in October 2014).

FUND RAISING HIGHLIGHTS

• FY2013-2014 new commitments eclipsed $2M. This represented the second consecutive year of $2M+ results.
• FY2013-2014 Dean’s Excellence Fund cash receipts eclipsed $250,000.
• For the first time in more than 10 years, the School of Business received a $1,000,000 commitment. An estate commitment was also received by the School of Business that has an expected value of $1,000,000 when its funding becomes available in the future.
• Gifts of note:
  o $1,000,000: Peter and Susan Schottland to establish the “Schottland Program Endowment”
  o $163,000: Daimler Vans Manufacturing to create a career-oriented scholarship program to support students studying finance and supply chain management.
  o $150,000: Gifts of $50,000 each from Charlie Dana, Joey Kaempfer, and Steve Pond to support the Schottland Programs Challenge
  o $100,000: Betty Beatty to provide support to the Beatty Scholarship Fund
  o $50,000: Stewart ’02 and Shannon ’02 Vernon to create the “Tommy Baker Entrepreneurship Fund” which supports the Center for Entrepreneurship.
  o Planned gift: Eric ’94 and Lee ’96 Cox to support the School of Business; donor’s intention is for gift to provide $1,000,000 when its funding becomes available in the future.
  o $30,000: Bill and Sharon Asbill to fund the Asbill Scholarship Fund over three years.
OPERATING HIGHLIGHTS

Several major changes were made in our organizational structure at year’s end with the formation of new departments. First, the Department of Economics & Finance split to form two departments: The Department of Economics and The Department of Finance. A new department, The Department of Supply Chain and Information Management, was formed to directly address the growing interest of our students in this field as well as an aggressive decision to develop programs to meet industry needs and incite economic development throughout our state. Two areas, management and entrepreneurship, and marketing were combined to form the Department of Management and Marketing. Dr. Dave Wyman also completed his first year as Director of the Center of Entrepreneurship.

The 2013-2014 Academic Year is the Year of Record for our AACSB reaffirmation. Our team visit will occur in the Fall of 2014.

Alan T. Shao, Ph.D.
Dean, School of Business
College of Charleston
June 30, 2014
The School of Business

THE BUSINESS DISCIPLINE FROM A NATIONAL PERSPECTIVE

The 2013-2014 Academic Year is the Year of Record for our School of Business with respect to our AACSB accreditation. Business education is increasingly focused on global education and technology, as is our School of Business. A recent EFMD-sponsored international survey of business schools on the future of business education reported a number of key findings, some of which are particularly relevant to our school. Results of the study indicated that students are concerned about the fulfillment of their job, not just their salary. There is also a desire to increase business schools’ societal engagement, responsibility to giving back to our communities, and sustainability and ethics. The study also found that most respondents had serious reservations about MOOCs, yet wanted technology that facilitated lifestyle learning. These findings are consistent with AACSB’s increasing focus on Innovation, Impact and Engagement and are reflective of the progress of our programs described in the following document. These are, in fact, areas in which we at the CofC School of Business take a great deal of pride.

Simultaneously, as tuition increases and students take on greater student debt, federal and state policy makers are beginning to tie federal aid to student and college performance via quality indicators such as graduation rates and employment outcomes. This again emphasizes the importance of providing our students with a quality education not only meeting the needs of our industry employers but also providing the engagement needed for their appropriate academic support.

The Academic Year 2013-2014 saw an almost 12% increase in the number of declared and pre-declared majors in the School of Business at the College of Charleston. The School now offers seven majors, seven minors and seven concentrations and participates in several multidisciplinary academic programs. New programs introduced during the year were majors in Marketing and in Finance and a minor in Real Estate. The Minor in Entrepreneurship was approved to begin in Fall 2014. We are comprised of 65 full-time faculty members, 24 adjunct faculty members, and 17 full time staff members. (See Appendix for our Organizational Chart).

DEPARTMENTS

- Accounting and Legal Studies (ACLS)
- Economics and Finance (ECFN)
- Hospitality and Tourism Management (HTMT)
- Management and Entrepreneurship (MGMT)
- Marketing and Supply Chain Management (MSC)
ACADEMIC DEGREE PROGRAMS

Undergraduate Majors
- BS in Accounting
- BS in Business Administration
- BS in Economics
- BS in Finance
- BS in Hospitality and Tourism Management
- BS in International Business
- BS in Marketing

Master Degrees
- MSc in Accounting
- Masters in Business Administration

Concentrations
- Entrepreneurship
- Finance
- Global Logistics and Transportation
- Hospitality and Tourism Management
- Leadership, Change and Social Responsibility
- Marketing
- Real Estate

Minors
- Business Administration
- Economics
- Finance
- Global Logistics and Transportation
- Hospitality and Tourism Management
- Leadership, Change and Social Responsibility
- Real Estate
INTERDISCIPLINARY PROGRAMS
- Arts Management and Administration
- Global Trade
- Pre-actuarial Studies

CENTERS OF EXCELLENCE
- Carter Real Estate Center
- Global Business Resource Center
- Center for Entrepreneurship

OFFICES AND PROGRAMS
- Initiative for Public Choice and Market Process
- Office of Economic Analysis
- Office of Tourism Analysis
- Paul T. Nelson Global Logistics & Transportation Program
MISSION STATEMENT
The School of Business serves our state, region, and the global business world by educating socially responsible graduates through practical undergraduate, graduate and professional programs and by advancing the development of our community of scholars in their intellectual pursuits.

We fulfill this Mission by:

*Engaging diverse students in personal educational experiences that encourage a global mindset, inspire creativity and innovation, and develop leadership skills in preparation for business challenges and opportunities.

*Building a globally oriented faculty whose teaching, research, and service influence students, the business community, and other constituents.

Our Values
The School supports and reflects the values articulated in the College’s strategic plan document which:

• provides academic excellence furthering intellectual, creative, ethical and social development through our broad range of programs centered on the liberal arts and sciences
• creates a student-focused community that embraces mutual respect, collaboration and diversity for the welfare of the individual and the institution
• embraces the history, traditions, culture and environment of Charleston and the Lowcountry that foster distinctive opportunities for innovative academic programs and relationships that advance our public mission in the city of Charleston, the state of South Carolina and the world.

Below is our Vision for 2020, along with strategies to achieve each objective:

Vision Statement: The College of Charleston School of Business is committed to being an application-oriented learning environment that graduates “ready-to-work” students who have been constantly exposed to real-world business challenges. We utilize the Charleston region as our business laboratory and partner. The business community is a seamless presence in the educational lives of our students and faculty. It is our responsibility to prepare our students to effectively compete in the global economy.
**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.

**STRATEGIC PRIORITIES AS THEY RELATED TO THE COLLEGE’S STRATEGIC PLAN**

**STRATEGIC MANAGEMENT AND INNOVATION**

*Overview of the Plan*

The School’s current plan comprises five priority goals in alignment with the College’s Strategic goals\(^1\). The plan is reviewed and revised (when appropriate) on an annual basis by the School’s leadership with advisory input by the Board of Governors.

**TABLE 1**

<table>
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<tr>
<th>College of Charleston Strategic Plan Goals 2009 -2020 revised 2013</th>
<th>School of Business Top Six Priority Goals 2014- 2020</th>
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<td>SPG 2- Develop or enhance nationally recognized undergraduate, graduate and professional programs in areas that take advantage of our history, culture and location in Charleston and contribute to the well-being of the region.</td>
<td>1) Develop a supply chain management program that prepares graduates on the undergraduate and graduate levels and partners with industry and government to advance the region’s economy.</td>
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### College of Charleston Strategic Plan Goals 2009 -2020 revised 2013

| SPG 1 | Provide students a highly personalized education based on a liberal arts and sciences cores and enhanced by opportunities for experiential learning. |
| SPG 4 | Establish and promote a vibrant campus-life atmosphere dedicated to education of the whole person through integration of curricular and co-curricular or extracurricular activities. |
| SPG 1 | Provide students a highly personalized education based on a liberal arts and sciences cores and enhanced by opportunities for experiential learning. |
| SPG 2 | Develop or enhance nationally recognized undergraduate, graduate and professional programs in areas that take advantage of our history, culture and location in Charleston and contribute to the well-being of the region. |
| SPG 3 | Provide students the global and interdisciplinary perspectives necessary to address the social, economic, environmental, ethical, scientific and political issues of the 21st century. |
| SPG 2 | Develop or enhance nationally recognized undergraduate, graduate and professional programs in areas that take advantage of our history, culture and location in Charleston and contribute to the well-being of the region. |
| SPG 5 | Achieve financial security by creating a new financial model for the College of Charleston. |
| SPG 1-5 | |

### School of Business Top Six Priority Goals 2014-2020

| 2) | Establish a fully staffed Student Advancement Center. Continue to invest in Centers of Excellence and career-ready programs to better position our students to compete for and secure employment. |
| 3) | Reinforce the distinction and value of our one-year MBA program by achieving and sustaining annually 100 percent job placement for those who seek it within three months of graduation. |
| 4) | Prepare all business students with global perspectives and experiences that position them to effectively compete in today’s business world. |
| 5) | Expand the School of Business through self-sustaining professional training courses, executive MBA program, M.S. in mathematical finance, and a Ph.D. program to satisfy the educational needs of the region’s business community. |
| 6) | A new business education center is an essential foundation in achieving each top priority goal |

### Planning Process and Outcomes

Our School of Business has been engaged in strategic planning for over two decades. The current strategic planning process at the School level began in spring 2010 with several faculty, staff focus groups, and additional Board of Governors focus groups guided by a retired vice president of the Coca-Cola Company who is a current member of the School’s Board of Governors. The groups developed a SWOT analysis and further discussions were held by departments throughout the year. The strategic plan and vision were finalized at the School’s leadership retreat in August 2011 and communicated to faculty and staff that fall.
The School has accomplished the following outcomes in support of the College’s strategic plan and fulfilling the School’s annual strategic priorities.

- Build an environment and facility to excel:
  - The Beatty Center has been upgraded with new interactive technology and furniture to facilitate more student and community engagement.

- Globalization:
  - Global topics integrated into the majority of the courses throughout the curriculum.
  - Developed a more effective system to track and report faculty publications on global topics. Approximately 19 percent of faculty have global topic publications 2013/2014 up from 15 percent in 2012/2013. Sixteen faculty had international conference proceedings in 2013/2014. Nine faculty taught abroad in 2013/2014.
  - Approximately 13 percent of our undergraduate business students study abroad each year. Including graduate students, the School sent 289 students abroad 2013/2014 (approximately one-third of the College’s total).
  - Hosted 68 undergraduate students 2013/2014 from countries including Austria, Brazil, China, Estonia, France, Germany, Japan, Netherlands, Spain, and United Kingdom.
  - MBA 2013/2014 cohort: 15 percent of cohort comprised of international students from China, Germany, Italy, Russia, and Vietnam.
  - Bilateral programs: Madrid, Spain; Kansaigaidai, Japan; Nottingham-Ningbo, China; Unisul, Brazil; MCI, Austria; Ecole de Management, France; ESPEME/EDHEC, France; University of Tartu, Estonia; Universite Catholique de Lille, France; Universite de la Rochelle, France; Xiamen, China; Fudan, China; Universitaet Tuebingen, Germany; University of Ludwigshafen, Germany; Universitaet of Bamberg, Germany; University of the Cape Coast, Ghana; University of Groningen, Netherlands; Universidad Carlos III de Madrid, Spain; National Kaohsiung Normal University, Taiwan; Bahcesehir University, Turkey; Queens University Belfast, Ireland; University of Nottingham, England; University of Hertfordshire, England.
  - International internships: 4 students – Ghana; 2 students – London; 2 students – Amsterdam; 2 students – Vietnam; 3 students- Munich (SC Department Commerce); 1 student- (Caravita) Germany, 13 students – CDS German internship program, 3 students- Mexico.

- Prepare “ready-to-work” graduates aligning our academic strengths with the most salient needs of the Charleston business community:
  - Increased enrollment in Global Logistics and Transportation minor. Average enrollment has been 13 (varying between 7 and 20 students), 2013/2014 the enrollment was 37.
  - New supply chain management major is under final review at SC Commission on Higher Education (CHE).
  - 50 member School of Business Board of Governors advisory group representing local, regional, national and international companies and organizations provides mentoring opportunities to all MBA students and undergraduate students in Schottland Scholars Leadership Program.
  - Alliances with BMW Manufacturing, Michelin North America, Bosch, Marriott, Destination Hotels & Resorts (Wild Dunes Resort), PGA, Kiawah Island Golf Resort, SAP, Daimler Vans,
SCHOOL OF BUSINESS PROGRAM

Gildan, International Cross-Curricular Accelerator for Technology (I-CAT), Charleston Area Convention and Visitors Bureau, City of Charleston, SC State Port Authority, SC Department of Commerce

• Expand high quality graduate programs
  ▪ Added hospitality revenue management track to MBA fall 2012
  ▪ Added dual JD/MBA degree with Charleston School of Law 2012

• Faculty Development:
  ▪ More than doubled faculty travel support since last AACSB visit
  ▪ Increased summer research grants from an annual average of $98,650 in 2009 to $185,000 this year

• Student Development
  ▪ Established position of Assistant Dean of Student Learning and reorganized Student Success Center
  ▪ Established Student Engagement Coordinator position in Student Success Center
  ▪ Updated scholarship application and award process connecting it to donor stewardship
  ▪ Increased number of scholarships including study abroad scholarships
  ▪ Two new majors added fall 2013 - finance and marketing. Supply chain management major will begin fall 2015 pending CHE and SACSCOC approval.
  ▪ Dean’s Student Forum (DSF) continues to act as liaisons between the student body and Dean Shao. They implemented professional services for students including the career launch services, suit valet services and club leadership training. This organization acted as a consulting team and also organized our School of Business tailgate and other networking events.
  ▪ Schottland Scholars celebrated its fifth year and has included 52 student scholars since 2010. Last year these students visited 22 companies and participated in numerous professional development experiences.
  ▪ The Beatty Scholars (The Beatty Bunch) celebrated the long standing scholarship program with a luncheon hosted by Betty and Susie Beatty.
Program Accomplishments

Consistent with AACSB’s adoption of new accreditation standards, our programs and initiatives revolve around Innovation, Engagement and Impact. In addition, as a continuation of our long-standing international focus, we continue to stress global initiatives in much of our work. Recognizing that these areas are often overlapping, the following is a summary of some examples of our accomplishments organized into these structural areas:

INNOVATION

We continue to be innovative in the academic programming we offer as well as in the co-curricular opportunities we provide to our students and our professional community. A variety of examples are provided below from the 2013-2014 Academic Year.

Our School of Business Investment Program was launched this year with a major goal of developing elite students with career-relevant skills with a competitive advantage in the job market. During its first year, the students populated the public investment fund, currently holding 14 assets, including three ETFs. Current returns are in excess of 8% over the 6-month investment period with YTD returns in excel of the market.

The Student Investment Program also secured internships with Goldman Sachs, Jefferies, and Fitch, to name a few, for rising seniors who will be part of the program next year.

Our school continues to be involved in global service learning experiences. This year, fifty of our students traveled to either Honduras (micro-finance) or Ghana (clean water systems, sanitation, and assisting women on marketing/branding gari - cassava root powder). In each country our students worked with Global Brigades and in Ghana also worked with Project Okusea affiliated with the Medical University of South Carolina. For the Ghana Project, Drs. R. Mueller and D. Desplaces worked with Possibilities without Borders (a SB affiliate) to raise $11,000 for a clean water system.

Dr. Elise Perrault initiated South Carolina’s 2020 Women on Boards, along with Drs. Rhonda Mack and Elaine Worzala, Ms. Angela Boyd, Ms. Chris Rodgers, and Mr. Bill Hassett. WOB 2020 is a national campaign to increase the percentage of women on U.S. corporate boards to 20% by the year 2020. Two major, well-attended events were held during the year, the first of which included panel discussions with thought leaders addressing this issue along with our students, faculty, and industry professionals. Another event hosted Ellen Gustafson, one of Fortune magazine’s most powerful women entrepreneurs.

Dr. Kelly Shaver developed and taught “Health Sciences Entrepreneurship,” an Interdisciplinary course co-offered by MUSC and Clemson University. The purpose of the course is to develop capabilities in the commercialization of biomedical discoveries.
The Center for Entrepreneurship in collaboration with the Computer Science Department and the Office of Economic Development submitted an innovative plan for funding a student accelerator, I-CAT (International Cross-Curricular Accelerator for Technology, which was awarded $250,000 in matching funds from the S.C. Department of Commerce.)

The Center for Entrepreneurship also held a campus-wide Wild Pitch Contest to identify scalable business ideas and opportunities with eight student-led teams presenting two-minute pitches followed by a three-minute question time from a shark tank panel of successful entrepreneurs. Two teams received prize money of $500 each and three of the teams entered Dig South’s Wild Pitch contest with one of our teams receiving second place.

Our MBA Marketing focus students participated in a Google AdWords competition during May and June of 2014.

Our accounting program introduced a partnership with the National Association of State Boards of Accountancy (NASBA) Student Chapter of the Center for Public Trust to provide a platform for engagement of our students and faculty for the promotion of ethical leadership across their professions.

Our Masters in Accountancy program recently completed a two-semester thesis system that required students to identify theoretical and practical issues related to their career aspirations and develop and write a thesis on the subject in the context of the two required courses.

Six students in our MBA Hospitality Revenue Management focus spent approximately three weeks in Shenzhen, China and Hong Kong during May and June for their final two focus area classes. While abroad, they worked on a case-based project study with the J W Marriott hotel in one of the two cities. Prior to their departure to China, these students worked with the Charleston Place Hotel on a case-based project before which they spent additional classroom time in preparation.

Our Hospitality and Tourism Management Department continues to be a leader in innovative programming. Dr. Bob Frash not only taught a study abroad course in Germany (German Wine Tourism: From Grape to Table), but also included German students from Worms in the course. CofC students traveled to Germany with Dr. Frash for the course that included Worms students as well. At the end of the first week, all of the students (German and US) traveled to Charleston for the second week of the experiential class. In addition, the HTMT department continues to offer new and different curricular offerings through their one-credit special topics courses allowing their students to put ideas into practice.

Two of our HTMT faculty (Dr. Canberg and adjunct faculty member, David Holscher) taught two cross-listed courses with the CofC Arts Management Department. One of these, a venue/event management course, is actually taught at the North Charleston Coliseum and is sponsored by Sales Management Group (SMG) whose president and executive vice president are members of the program’s advisory board.

We continue to demonstrate excellence in globalization of our faculty as reflected in our section on Globalization. One innovative offering in this area is our Global Scholars Program which recognizes students who have completed 18 hours of multidisciplinary international study, passed a national foreign
language proficiency and have had a study abroad experience. Likewise, faculty who have completed similar requirements also serve as mentors for these students and become Global Scholars. This year, eight School of Business students completed these requirements and graduated with the Global Scholars honor. The following School of Business faculty members are Global Scholars: Maldonado Bird (ECFN), Delaurell (ACLS), Gavidia (MSC), Hefner (ECFN), J Mueller (MSC), Pan (HTMT), Wang (ECFN), Chou (MSC), Desplaces (MGEN), Gonzalez (MSC), Liu (ECFN), R Mueller (MSC), Quesada (MSC) and Xie (HTMT).

Through our Global Business Resource Center (GBRC), our School of Business is one of a handful of universities that has attained the EX-IM Bank City-State Partner designation. We also have an MOU with the U.S. Department of Commerce recognizing us as a preferred trade education partner. This year, the GBRC served on the steering committee of the Brookings Institute Charleston Metro Export Initiative promoting international business in the State of South Carolina.

Mr. Buddy Morgan, CEO of Litton Entertainment, continues to offer his course in the Business of Television. Mr. Morgan is a five-time Emmy Award recipient. His course examines the anatomy of the television business and host speakers such as Steve Koonin, President of Turner Entertainment Networks; Barbara Argentino, Senior VP of Advertising and Media Sales at NBC; Andrew Ruf and Jeff Benson, Co-Heads of Paradigm Motion Picture Finance group and others.

Our Real Estate Program hosted “Speed Careers” with about 20 professionals meeting 20 of our students. In addition, twelve industry professionals at seven sites in Atlanta hosted twenty of our Real Estate Club students. They were also hosted by the CofC School of Business Alumni Association at an event where about 100 alums attended and four prominent developers spoke to our students and alumni attendees.

Dr. Carrie Messal served as Director of the Schottland Scholars program with twelve student scholars, each of whom had a professional mentor. These students visited 22 companies during the year and participated in numerous professional development experiences including etiquette dining with a nationally renowned etiquette consultant. On its four-day kick-off tour of organizations in Rochester, New York, the group visited Dixon Schwable, American Packaging Corporation, Home Properties, PayChex, The Revelry, M7T Bank, Constellation Brands, Monro Muffler, and Wegman’s.

Our Office of Tourism Analysis, the Center for Entrepreneurship and the Carter Real Estate Center collaborated to offer a seminar, “Entrepreneurial Trends in Hotel Development, with approximately 150 guests and students in attendance.

Our School of Business Honors Program included over eighty (80) students this year at the freshman through senior level. These students were enrolled in various combinations of eight honors courses offered in the School designed specifically for these students.

Dr. Jocelyn Evans and Mr. Lancie Affonso offered a First-Year Experience providing entering students with an overview of personal and family financial planning. They also worked with the campus REACH program.

We continued our level of on-line course offerings including two courses each in Decision Science, Economics, International Business, and Management and one each in Finance, Hospitality, and Marketing.
Many of our faculty offered site visits to our students throughout the year including, to name just a few:

- Worzala/Atlanta Real Estate trip, The Boulevard, Carter Yacht, Real Estate Market Forecast, The Sanctuary at Kiawah; Las Vegas, NV
- Mack/Blue Ion, LeCreuset North American Headquarters
- Messal/The Cloisters, Sea Island; The Energy Authority, Jacksonville, FL; IDS Technologies; Pilot Pen; Blackbaud, Rawl Mury, Urban Electric, CRDA, SCSPA, Santee Cooper, Intertech, ALCOA

**ENGAGEMENT**

*Our Student Success Center provided one-on-one advising to almost 1000 students each semester in 2013-2014. Marcia Snyder, Assistant Dean of Student Learning advises all student athletes (@100) and academically at-risk students (@40) each semester. This center processes just less than 2000 major declarations each semester.*

Five REACH students attended our MGMT 105, Introduction to Business course, this year.

Our Beta Alpha Psi Chapter students volunteered their time and knowledge participating in the Volunteer Income Tax Assistance (VITA) program.

Our MBA Association participated in the James Island Connector Run, Organized Chaos (a College of Charleston event), and Dig South.

Our Economics faculty members continue to contribute to the Masters of Environmental Studies program by offering our Environmental Economics course (Blackwell and Bilas).

**Our faculty serving their profession:**

Some examples include:

- **Shao** External Evaluator, University of Hong Kong (HKU) MBA and IMBA programs - AACSB
- **Dehler** Coordinator/Facilitator, Pre-Conference Doctoral Institute, 2013 OBTC Teaching Conference for Management Education
- **Hansen** Associate Editor, *Journal of Research in Marketing*
- **Shaver** Faculty Representative to the Federal Demonstration Partnership
- **Chou** Editorial Board Member, *Journal of Management Studies*.
- **Davis** Reviewer, Academy of Management (SIM), Southern Management Association.
- **Davis** Reviewer, *International Journal of Production Research, etc.*

Gourdin Editor, *Defense Transportation Journal*

Kindley Reviewer, Harvard Publishing

Pitts Editorial Board Member, *Cornell Hospitality Quarterly*


Quesada Reviewer, *Benchmarking: An International Journal*, etc.

Xie Reviewer, Academy of International Business 2013 conference, etc.

Worzala Reviewer for *Journal of Housing Research, Journal of Real Estate, Real Estate Economics*, etc., Board Member, Real Estate Research Institute, Member, ULI SC Coastal Executive Committee, Chair of Counselors in the Classroom, Counselors of Real Estate

Maynard Referee for *Journal of Economic Growth*

Hefner Referee for *Journal of Regional Science*


Liu Reviewer – *Journal of International Financial Markets, Institutions & Money*

Maldonado-Bird Referee for *American Political Science Review*

Walker Reviewer for *Administration and Society, American Journal of Economics and Sociology, Annals of Tourism Research, Atlantic Economic Journal*, etc. Vice President, Asia-Pacific Association for Gambling Studies, Taipa, Macao


Delaurell President of the International Law Section, American Academy of Legal Studies in Business.


Evans Board Member and President, Academy of Economics and Finance

Clary Board of Editors, Review of Social Economy, Board of Editors, *Forum for Social Economics*


Frash Reviewer for *Journal of Hospitality Marketing and Management, International Journal of Hospitality and Tourism Administration, Journal of*
Dr. Steve Litvin of the HTMT department instructed a special class for Admissions for visiting “First Generation” college candidates.

The “Young Guns” program, which features a group of recent HTMT alumni who come back to campus to share their industry experiences with current students, continues to be a very successful and valuable avenue of engagement. Six Young Guns participated this year. In addition to this, nine of our HTMT students worked with alumnus Georgia Richardson of the Precision Meetings and Events, Inc. in providing support to all facets of the American Israel Public Affairs Committee Conference (AIPIC) in Washington, D.C.

Several of our student organizations hosted guest speakers through our Meet the Firm speaker series.

Almost 200 of our students were engaged with our professional community through for-credit internships this year. While this is a required component of our HTMT major (approximately 100 companies hosted these students this year), we encourage all of our students to be active in internships. Amy Solomon in our Student Success Center coordinates internships for all departments other than Accounting and Hospitality and Tourism Management. A few examples of our intern hosts for other majors are: Biltmore Estate, E & J Gallo, MUSC Children’s Hospital, Spoleto Festival USA, SPAWAR, S C Stingrays, Northwestern Mutual, Orchard Holdings LLC, Fluor, Merrill Lynch, Levelwing Digital Marketing, Ronald McDonald House Charities of Charleston, Colliers International, Mercedes/Germany, Ben Carter Enterprises, NAI Avant.

In addition, 28 of our faculty supervised Bachelor’s Essays, and 48 Independent Studies were supervised during the academic year.

External funding for our Office of Tourism Analysis increased to $129,500 this year from the previous $90,000. Several examples of the projects completed by the OTA are: Tracking of hotel room inventory in Charleston, Vacation Rental Market Performance Tracking System, 2014 SEWE Survey Research Report, Charleston Area Visitor Intercept Survey, Charleston County Accommodation Tax distribution study, Economic impact studies for Charleston as well as for the Charleston Convention Center, etc.
Through our GBRC, the school has initiated active exchanges with the following international universities:

- Applied University of Worms;
- Applied University of Ludwigshaven;
- EDHEC-Nice, France;
- Management Center – Innsbruck;
- University of Caterina of the South (UNISUL), Brazil;
- University of Groenegin;
- University of Juan Carlos, Madrid, Spain;
- University of Nottingham, England;
- University of Groenegin;
- University of Juan Carlos, Madrid, Spain;
- University of Nottingham, England;
- University of Hertfordshire, England;
- l'ecole de Management Strasbourg, France;
- Xiamen University, China.

Our BB&T Free Market Process Speaker Series this year included Nigel Ashford/Program Officer at the Institute for Humane Studies, Surse Pierpoint/President of Colon Free Trade Users Association, Virginia Postrel, author and columnist, Bruce Benson/Economics Department Chair at Florida State University and Joe Scarlett/retired Chairman and CEO of Tractor Supply Company.

The Initiative for Public Choice and Market Process offered nine presentations this year during its 6th annual Adam Smith Week and also launched its first Faculty Research Fellowships to aid faculty in the pursuit of research in the areas of political economy, public choice and free enterprise. The initiative hosted over 1000 participants in its events this year.

Our Center for Entrepreneurship’s Advisory Board was created to help fulfill its mission and to promote financial sustainability. Five founding members were appointed, with each pledging a significant contribution totaling $75,000.

Overall, our Real Estate program hosted over seventy real estate professionals to speak in classrooms or in other programs offered by the Carter Real Estate Center.

Dr. Jocelyn Evans (Finance) participates in the KPMG Minority Ph.D. Association Conference that is tied to the prestigious Western Finance Association meeting.

Frank Hefner, through our Office of Economic Analysis, provided forecasting efforts to the Charleston Metro Chamber of Commerce Economic Outlook and represented the College of Charleston on the Regional Advisory Board of the S.C. Board of Economics.

CofC Board of Trustees member, Don Belk, hosted our Schottland Scholars for a South Carolina Foundation Dinner. These students also met with Charleston Mayor Joe Riley.

Many of our faculty supervised students in Honors Bachelor Essays during the year including: Drs. Frank Hefner, Peter Calcagno, Jocelyn Evans, Carrie Messal, Elise Perrault, Rene Mueller and we also supervised Academic Magnate Graduation Thesis Projects: Dr. Rhonda Mack.

As of July 2014, we have 50 Board members who make up the advisory board. We a formal Nominating & Governance committee, there is an active process for being invited and accepted onto the Board with set standards and criteria for serving.

64% actively serve on one of the standing or ad hoc committees.
**PROGRAM ACCOMPLISHMENTS**

78% attend at least one of three standing meetings per year. 60% attend at least two of the three meetings per year.

20 members have guest lectured, participated on an industry panel, or presented their company’s case study to an undergraduate or graduate class.

12 members have actively served as a mentor to a student in the MBA program and/or the Schottland Scholars program.

Noteworthy in reporting our ENGAGEMENT is the number and diversity of our student organizations and activities.

During the 2013-14 academic year, we had 10 active organizations including:

- Beta Gamma Sigma
- CHAT
- Dean’s Student Forum
- Enactus
- Marketing Club
- Microfinance Club
- Schottland Scholars
- Student Finance and Investment Club
- Student Port
- Real Estate Club

Additional organizations include:

- Human Resources Management Club
- College Entrepreneurs’ Organization
- Institute of Management Accountants
- Omicron Delta Epsilon

**IMPACT**

We have achieved significant and positive impact on our faculty, our students, our profession and our community. Various and diverse examples are provided.

The Board leads philanthropic giving to the School of Business. Since 2011, virtually 100% of the Board has given annually to the Dean’s Excellence Fund.

14 members have provided extraordinary levels of philanthropic support (beyond their annual gift of the Dean’s Excellence Fund) to increase scholarships, advance unique programs, create unique learning opportunities for our students, or support faculty scholarly research.
Three of our faculty members received sabbatical leaves to pursue their research activities during the 2013-2014 academic year: Drs. Mark Witte, David Desplaces and David Hansen.

Dr. David Wyman led 33 of our ENACTUS students in six projects ranging from environmental cleanup to teaching the entrepreneurial mindset to elementary students that helped raise over $15,000 for social entrepreneurship operations. These students performed over 1300 outreach hours in their projects.

Our student entrepreneurial society, Enactus, achieved quarterfinal placement in the National Enactus Team Competition. Our team president, Matt Mintz, earned the 1000 hours award for service to Enactus and joined the Enactus team as an employee upon graduation.

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

Students in Dr. Messal’s fall leadership course participated in Charleston’s Trident United Way Day of Caring and raised almost 1400 boxes of cereal for the food bank, Helping Hands, in addition to $200 in cash contributions. Another 800 cereal boxes and $200 cash donations were raised in the class in the spring semester.

Our Real Estate leadership Club attended the International Council of Shopping Centers (ICSC) RECon meetings in Las Vegas (10 students) along with three faculty members (Worzala, Evans and Henderson).

Our new programs, Minor in Entrepreneurship and Major in Supply Chain Management, are anticipated to greatly impact our students in their professional career choices and greatly impact our region via the quality of professional workforce members available to them.

Our accounting program continued its placement of graduates as well as interns with all of the Big 4 accounting firms as well as numerous regional accounting and consulting firms.

Driven by our faculty, the School of Business joined the SAP University Alliance this year and began incorporating the fundamentals of enterprise resource planning, via SAP, into the school’s curriculum. This will have a great impact on the readiness of our students to more competitively enter the workforce.

Our School of Business Faculty offered five First-Year Experience and some courses qualified as REACH classes during the 2013-2014 Academic Year providing early academic career exposure to our freshman students.

The Angel Oak Scholarship Program was launched providing 28 scholarships to our real estate students (freshman, junior and sophomore).

Numerous graduates of our HTMT program have achieved impressive industry placements. A few examples are: Four Seasons (Washington DC); Double Tree Central Station, Amsterdam; Doubletree Westminster, London; Wild Dunes Resort, Isle of Palms.
Our Economics and Finance Department offers its students major software packages and industry data such as CRSP, CRSP/Zimans, SNL, COMPUSTAT, Eviews and Gauss, and ARGUS to equip our students with a working knowledge of industry standards.

Our Office of Tourism Analysis employees both graduate and undergraduate students, six this year, as researchers working alongside Dr. Bing Pan on its tourism research projects providing the students with valuable hands-on industry experience.

Forty of forty-one of our entering MBA students were mentored this year by major industry leaders. A few examples of our MBA mentors include: Jim Newsome (President/CEO SC State Ports Authority), Andy Berlin (co-founder BPG Spirits Investment Group and marketing executive), Sharon Kingman (telecommunications for such as International Olympic Committee), George Aakerman (former President/CEO Calvin Kline, co—founder of Chaps Ralph Lauren).

In addition to our MBAs, a leading professional personally mentored each of our Schottland Scholars. A few examples are: Mark Fitts (Plant Manager of BP Chemicals Cooper River Plant)’ Jerry Callahan (Founder and CEO of ISI Technology LLC), David Dunlap (President and CEO of Roper St. Francis Healthcare), Madeline McGee (President of SC Association of Nonprofit Organizations), Bill Scarborough (President and CEO of Atlantic Coast Life Insurance Company).

Our Dean’s Student Forum organized our annual SB Tailgate, partnered with the Global Business Resource Center on four career-focused workshops, managed T-shirt sales as a fundraiser and operated the Suit Valet Service among other activities.

Our faculty members have been quite productive in their research and publication activities as can be examined in our departmental reports. To note examples, several have been acknowledged as leading researchers in their fields, Drs. Bing Pan and Steve Litvin have been ranked as two of the top HTM research faculty in the world (#s 15 and 33 respectfully) and Dr. Litvin has been ranked as 7th in tourism research globally. Dr. Doug Walker, who has published over forty journal articles and book chapters on the economic and social impacts of legalized gambling, was invited to Macao, the largest casino market in the world, to give two lectures on the casino industry at the Macao Polytechnic Institute. He also worked as a researcher with Spectrum Gaming Group of New Jersey in writing a key report for the Florida Legislature. In October 2013, Walker testified about the analysis before committees of the Florida Senate and House of Representatives.

Our classes, centers and clubs hosted numerous speakers representing a cross-section of organizations during the year. Just a few examples of these professionals and organizations:

- Tom Griffin - Blackbaud
- Don Bordreux - George Mason University
- Institute for Humane Studies
- Justin McLain, CEO, Duart Mull
- Tom Blazer, eSITE
GLOBAL

Our School of Business faculty continues with their strong global focus. Some examples of our continued global commitment are provided.
The School of Business sent almost 300 students to study abroad during the 2013-2014 academic year; fifty of these were participants in service learning projects to Honduras and Ghana. Over half of the students studying abroad were led by our own business school faculty.

The following study abroad courses/experiences were offered for our undergraduates:

- Dr. Robert Frash/Germany
- Dr. Brumby McLeod, Destination Management/Iceland
- Dr. Marvin Gonzalez, Social Enterprise and Development/Costa Rica
- Dr. Giaconda Quesada, Doing Business in Costa Rica/Costa Rica
- Dr. Elaine Worzala and Dr. Kent Gourdin, Doing Business Panama/Panama
- Dr. Henry Xie, Emerging Marketing in China- Doing Business in China/China
- Dr. Rene Mueller, Ms. Su Frost and Ms. Mary Katharine Bowen, Honduras
- Ms. Mary Katharine Bowen and Ms. Sue Frost, Dr. Rene Mueller, Social Enterprise and Development, Ghana
- Dr. Rene Mueller, International Marketing, Austria
- Dr. Kent Gourdin, Global Logistics/Netherlands

In addition to studying abroad, out students also held international internships: Germany/Munich M&SC US Department of Commerce, Ghana/M&SC Project Okurase- four students, England/London – HTMT Hilton Hotels - 2students, and Netherlands/Amsterdam - HTMT Hilton Hotels – 2 students. A few specifics are: Charles Watson – Institut fuer Zeitgeschichte, Munich; Andrew Sgueglia – greenme, Berlin; Colin McKee – szeneputzen, Paderborn; Daniel Juergens – earthfaves, Saarbruecken; and Stephanie Schnabel – Hochschule Aalen; all in Germany.

Our MBA students traveled as a cohort to Brazil in December for their global immersion for a close look at a variety of businesses and Brazilian institutions.

Dr. Frash and six students in our MBA Hospitality Revenue Management focus spent approximately three weeks in Shenzhen, China and Hong Kong during May and June for their final two focus area classes. While abroad, they worked on a case-based project study with the JW Marriott hotel in one of the two cities. Prior to their departure to China, these students worked with the Charleston Place Hotel on a case-based project before which they spent additional classroom time in preparation.

Dr. Roger Daniels led ten M.S. in Accountancy students on a European Study Abroad focusing on International Accounting (London, Brussels, Venice and Florence)

At the undergraduate level this year, we hosted 68 incoming students from countries including France, Germany, UK, Estonia, Spain, Austria, Turkey, Brazil, China, The Netherlands, and Japan.

Our MBA program consisted of approximately 15% international students year with students from Germany, China, Italy, Vietnam, and Russia.
The GBRC held a mentor match in September matching nineteen of our International Business students with globally focused mentors.

Charleston Women in International Trade continues to be a GBRC sponsor and committee member.

Our faculty members also continue to teach abroad as indicated below for the 2013-2014 Academic Year:

- Dr. Robert Frash/China, Hong Kong, Germany
- Dr. John Crotts/Austria
- Dr. Bing Pan/Hong Kong
- Dr. Rene Mueller, Austria
- Dr. Kent Gourdin/Germany
- Dr. Frank Hefner/Austria
- Dr. Jane Clary/Strasbourg
- Dr. Henry Xie/China
- Wayne Smith/China

Our Global Business Resource Center continues to be active in outreach through various avenues. This year, six students worked on trade research projects for local and regional businesses and provided trade research foreign market entry reports for four South Carolina firms.

The GBRC also continues its offerings for NASBITE Certified Business Professional Training Workshops with 40 attendees this year.

**AWARDS AND ACCOMPLISHMENTS**

We take pride in acknowledging excellence in our students, faculty and staff. Almost $300,000 in scholarships was awarded within the School of Business for 2013-2014.

**Students**

*Student Scholarships awarded School-wide*

Beatty
Sauls
Grooms
Cato
Kingman
Boeing
Sottile
Asbill
Maclean
Mattox
Hale-Westbury

Edmonston
Figg
SC Stevedores
Independent Insurance Agents
Herring
Maybank
Knox Global
Knox Financial Need
Wells Fargo Business Scholarship
Barkley Travel (Honors)
Steadman
PROGRAM ACCOMPLISHMENTS

*Student Scholarships awarded Departmentally*

Angel Oak Real Estate Scholarship
Graduate Accountancy
Patrick Ringwald Memorial
Charleston Bed and Breakfast Association
Wild Dunes Resort
Charleston Restaurant Association
Charleston Harbor Resort & Marina
Stephanie Sheffield Memorial (French Dept.)

*Outstanding Student Awards*

Awards were made at the end of the academic year to the outstanding students in our majors as follows:

**Dean’s Office**

Outstanding Student Achievement Award – Allison L. Crowell
Outstanding Student Achievement Finalist – Dhana M. Meyrowitz
Frank H. Stoll Service Award – Sydney M. Banks
Schottland Business Leadership Award – Allison L. Crowell
Schottland Business Leadership Finalist – Alyssa A. Nejaime

**HTMT Department**

Outstanding Student – Katelyn C. Rahn
Outstanding Student (Minor) – Alaina J. Watkins
South Carolina Governor’s Award – Aaron D. Jacobson
Non-Traditional Student – Janis Y. Mallula

**MGMT & ENTR Department**

Outstanding Student – Matthew A. Mintz
Outstanding Leadership Student – Alyssa A. Nejaime
Entrepreneurship Award – Rachel N. Pirkkala and Jeffrey R. Sledden

**ECON & FINC Department**
Fanchon Morrow Condon Memorial Award – James W. Clark
High Achievement Finance Student – Joshua M. Schmidt
Outstanding Economics Student Award – James W. Clark
Outstanding Finance Student Award – Frederick G. Bannerot

**MKTG & SC Department**
Outstanding International Business Student – Allison L. Crowell
Outstanding Marketing Student – Courtney L. Hinton
Department of Marketing and Supply Chain Management Outstanding Student – Allison L. Crowell

**ACCT Department**
Outstanding Undergraduate Student – Andrew T. Bettke and Dhana M. Meyrowitz
Outstanding Graduate Student Award – Alexandra M. Bailey
William F. Muckenfuss Award – Stanley W. Motley
William Young Warren Ripley, Jr. Award – Steven A. Sheppard
Department Honors Award – Katherine A. Santa Cruz, Ryan G. Millar, and Katelynne Salzillo

**Transfer Student Academic Achievement**
Samuel C. Cooper
John J. Dougherty
Julia P. McGuire
Timothy S. Wood
Kevin Melson
PROGRAM ACCOMPLISHMENTS

Additional SB Awards (Program Recognition Only)

Beta Gamma Sigma Inductees
Sarah E. Attaway
Erin E. Butcher
Cara G. Caputo
Sarah E. Cardamone
Kathryn J. Carroll
Julia P. McGuire
Dhana M. Meyrowitz
Alyssa A. Nejaime

HTMT Merit Award Winners
Kathryn J. Carroll
Angela F. Cerasuolo
Michelle A. D'Erario
Mariah L. Fleming
Taylor A. Gleason
Maya L. Iwasaki
Lindsay N. Louise
Erin N. Markert
Matthew A. Mintz
Jennifer T. Rosene
Brittany R. Umstead
Walter L. Ziegler
Faculty

Our Outstanding faculty members were recognized as follows:

Teaching Chen-Huei Chou
Research Kelly Shaver
Service Pete Calcagno
MBA Teaching Award Jeff Shockley

Staff

Our outstanding staff members were recognized as follows:

Fall 2013 Sabrina Holloway
Spring 2014 Erin Simmons

ASSESSMENT (SEE COMPLIANCEASSIST FOR MORE DETAIL)

Since the last maintenance of accreditation visit the School has revised its assurance of learning (AOL) process to better align with the College-wide SACSCOC AOL process taking advantage of economies of scale and greater resources while improving faculty engagement in the process. The School’s Assessment Committee is comprised of one faculty member from each department and is charged with shaping School-wide undergraduate cross curricular learning assessment and reporting results to departments for discussion and action. The ETS Major Field Test, ETS Proficiency Profile, internship final-surveys, NSSE, and Business Simulation programs are the primary assessment tools reviewed.

Following SACSCOC Regional accreditation standards, the School gathers assessment data by degree programs and stand-alone minors and will aggregate the data in the discussion that follows. Since the implementation of the ComplianceAssist software there has been increased faculty engagement in the process at the departmental level, which appears to be more effective in the management of the process from data gathering through curricular improvement. Some departments such as Accounting and Legal Studies have created their own assessment committees while other departments meet as a whole. Departmental engagement is creating a culture of data driven decision-making evident in discussions during Curriculum Committee and faculty meetings. Reporting on assessment methodology and expected outcomes is required on all curricular changes to courses and programs at both school and college level.

TABLE 2
### Number of Graduates in the School of Business Undergraduate Programs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>56</td>
<td>53</td>
<td>53</td>
<td>71</td>
<td>62</td>
</tr>
<tr>
<td>BADM</td>
<td>314</td>
<td>318</td>
<td>305</td>
<td>312</td>
<td>279</td>
</tr>
<tr>
<td>ECON</td>
<td>48</td>
<td>46</td>
<td>54</td>
<td>59</td>
<td>44</td>
</tr>
<tr>
<td>FINC**</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>31</td>
</tr>
<tr>
<td>HTMT</td>
<td>53</td>
<td>79</td>
<td>85</td>
<td>86</td>
<td>85</td>
</tr>
<tr>
<td>INTB</td>
<td>67</td>
<td>65</td>
<td>74</td>
<td>55</td>
<td>57</td>
</tr>
<tr>
<td>MKTG**</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>17</td>
</tr>
<tr>
<td><strong>SB TOTAL</strong></td>
<td>538</td>
<td>561</td>
<td>571</td>
<td>583</td>
<td>564</td>
</tr>
</tbody>
</table>

*summer 2014 graduates estimated
** new programs as of 2013/2014 leading to decrease in BADM numbers
*College of Charleston COGNOS data reports*

### Number of Declared Majors* in the School of Business Undergraduate Programs

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Spring 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>172</td>
<td>197</td>
<td>208</td>
<td>222</td>
<td>268</td>
</tr>
<tr>
<td>BADM</td>
<td>759</td>
<td>898</td>
<td>903</td>
<td>863</td>
<td>977</td>
</tr>
<tr>
<td>ECON</td>
<td>137</td>
<td>153</td>
<td>128</td>
<td>103</td>
<td>107</td>
</tr>
<tr>
<td>FINC**</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>29</td>
<td>121</td>
</tr>
<tr>
<td>HTMT</td>
<td>209</td>
<td>252</td>
<td>242</td>
<td>233</td>
<td>302</td>
</tr>
<tr>
<td>INTB</td>
<td>212</td>
<td>217</td>
<td>198</td>
<td>212</td>
<td>262</td>
</tr>
<tr>
<td>MKTG**</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>24</td>
<td>129</td>
</tr>
<tr>
<td><strong>SB TOTAL</strong></td>
<td>1479</td>
<td>1709</td>
<td>1666</td>
<td>1686</td>
<td>2166</td>
</tr>
</tbody>
</table>

*includes pre-declared (intended) and fully declared majors
** new programs as of 2013/2014 leading to decrease in BADM numbers
*College of Charleston COGNOS data reports*
DIVERSITY

The School of Business remains committed to diversity throughout our organization. Of our 65 full-time faculty, 26% are female, 18% are non-white (one is African American, five are Hispanic and five are East Asian). One new minority faculty member (African American) and 2 females were recruited during the year to join our faculty in August 2014.

Full-time faculty demographics by country of origin or birthplace
U.S. Citizens and Permanent Residents

TABLE 4

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
<th>Total Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. American Indian or Alaskan Native</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2. Asian or Pacific Islander</td>
<td>5</td>
<td>0</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3. Black, Non-Hispanic</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>4. Hispanic</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>5. White, Non-Hispanic</td>
<td>40</td>
<td>13</td>
<td>53</td>
<td>46</td>
</tr>
<tr>
<td>6. Race/Ethnicity Unknown</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>7. Total - U.S. Citizens and permanent residents</td>
<td>48</td>
<td>16</td>
<td>64</td>
<td>55</td>
</tr>
<tr>
<td>8. Other country of origin or birthplace (does not include U.S. citizens or permanent residents)</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>9. Grand Total (Amount in this row should equal amounts in row 4 of 1. above.)</td>
<td>48</td>
<td>17</td>
<td>65</td>
<td>55</td>
</tr>
<tr>
<td>Total Last Year</td>
<td>41</td>
<td>15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Our departments and school are currently in the process of developing new recruiting plans joining efforts with College administration to increase its focus on diversity hiring.

RESEARCH AND PROFESSIONAL DEVELOPMENT PRODUCTIVITY

Because of AACSB accreditation, the SB’s minimum research and professional development requirements are incorporated into the SB’s requirements. According to AACSB requirements, to remain academically or professionally qualified, faculty have to have one refereed journal publication in three years. The SB standards further require a minimum of one intellectual contribution each year and two refereed journals in five years; departmental standards are being revised and are generally more stringent. Promotion and tenure candidates must exceed the minimum standards. An approximate
A summary of scholarship output over the last five years is provided in the following table.

**TABLE 5**

<table>
<thead>
<tr>
<th>Table 2-1 Intellectual Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Part A: Five-Year Summary of Intellectual Contributions</strong></td>
</tr>
<tr>
<td><strong>Faculty</strong> Aggregate and summarize data to reflect the organizational structure of the school’s faculty (e.g., departments, research groups). Do not list by individual faculty member.</td>
</tr>
<tr>
<td><strong>Portfolio of Intellectual Contributions</strong></td>
</tr>
<tr>
<td>Basic or Discovery Scholarship</td>
</tr>
<tr>
<td>ACCT</td>
</tr>
<tr>
<td>BLAW</td>
</tr>
<tr>
<td>DSCI</td>
</tr>
<tr>
<td>ECON</td>
</tr>
<tr>
<td>FINC</td>
</tr>
<tr>
<td>HTMT</td>
</tr>
<tr>
<td>MGMT</td>
</tr>
<tr>
<td>MKTG</td>
</tr>
<tr>
<td>REAL</td>
</tr>
<tr>
<td>TRAN</td>
</tr>
</tbody>
</table>

*After each grouping of faculty by organizational structure, please indicate the percentage of faculty producing ICs in the column on the far right.

**Part B: Alignment with Mission, Expected Outcomes, and Strategy**

**Part C: Quality of Five-Year Portfolio of Intellectual Contributions**

**Part D: Impact of Intellectual Contributions**
GRANTS AND OTHER FUNDING

- Office of Tourism Analysis - $129,500 City of Charleston; $4,500 Historic Charleston Foundation
- Global Business Resource Center – Orry Family - $5,000 for 2 student scholarships for Ghana study abroad
- Center for Entrepreneurship - $250,000 matching grant from S. C. Innovation Challenge to pilot International Cross-Curricular Accelerator for Technology (ICAT)
- Carter Real Estate Center – CCIM Scholarships (2) $1,500; Angel Oak Scholarship funding – Sharon Kingman - $1,000.
- Initiative for Public Choice and Market Process (IPCMP) - $50,000 BB&T Charitable Foundation; $46,000 Charles Koch Foundation; $25,000 Apgar Family Foundation, and five Fellows were awarded a total of $35,000.
- Global Logistics and Transportation Program - $82,000 in unrecovered indirect (initial funding of @$300,000 from previous year through 12/13)

STRENGTHS AND WEAKNESSES

Strengths

- Faculty committed to teaching excellence
- Small class sizes
- Faculty research quality and productivity
- Cross-disciplinary research activities of faculty
- High caliber guest speakers, mentors and coaches
- Strong fundraising efforts
- Active/Engaged Board of Governors as well as several departmental center boards
- Extensive global activities and orientation
- Ability to attract and hire new faculty
- Strong student enrollment
- Successful and focused graduate programs
- Increased philanthropy

Weaknesses

- Space limitations
- Below market median salaries for most faculty
- Technology, especially for on-line course offerings
- Lack of state budget support
- Bureaucracy for academic program approval at college and state levels
- Inadequate travel support for faculty
PROGRAM ACCOMPLISHMENTS

• Inadequate research funding support for faculty
• Lack of brand recognition because we are not a “named” school
• Brand recognition as a “college” not a “university”

Opportunities

• Opportunity to name the School of Business and specific programs
• Economic growth of professional community
• Diversity in growth of professional community including “Silicon Harbor”
• Industry support to grow needed programs
• Support of new college president to grow graduate programs

Threats

• Increase focus of Clemson and USC in region
• Late entry to on-line programming due to technology
• Threat of “up-state” politics and potential impact on state support for new programming.
Appendix A

SB Organizational Chart 2013-2014
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