# Table of Contents

MESSAGE FROM THE DEAN ........................................ 2  
SCHOOL OF BUSINESS ........................................... 3  
  MISSION ......................................................... 3  
  VISION STATEMENT ........................................... 3  
  VALUES ......................................................... 3  
STRATEGIC MANAGEMENT ........................................ 4  
  LEARNING GOALS ............................................. 4  
  STRATEGIC GOALS ............................................ 4  
  S.W.O.T. ANALYSIS ........................................... 5  
  CHALLENGES .................................................... 8  
PROGRAM ACCOMPLISHMENTS .................................... 9  
  INNOVATION .................................................... 9  
  ENGAGEMENT ................................................... 11  
  IMPACT ........................................................ 15  
ENROLLMENT, DECLARED MAJORS AND DEGREES EARNED. .... 19  
  PHILANTHROPIC SUPPORT ...................................... 21  
  SCHOLARSHIPS .................................................. 21  
  STUDENT AWARDS ............................................. 22  
  SCHOOL OF BUSINESS FACULTY AWARDS .................... 25  
  EXTERNAL FACULTY AWARDS ................................ 26  
  FACULTY PROMOTIONS ......................................... 28  
GLOBAL ........................................................... 29  
DIVERSITY ......................................................... 32  
RESEARCH AND PROFESSIONAL DEVELOPMENT ................. 33  
FACULTY AND STAFF NEW HIRES ................................ 33  
  FACULTY ......................................................... 33  
  STAFF .......................................................... 34  
OTHER ACCOMPLISHMENTS ....................................... 35  
  SCHOOL OF BUSINESS RECOGNITION AND RANKING ........ 35  
  REACH PROGRAM-SPECIAL THANKS ........................... 35  
  STUDENT SUCCESS CENTER .................................... 36
MESSAGE FROM THE DEAN

One of my favorite quotes from Abraham Lincoln is, "I will prepare and some day my chance will come." As Dean of the School of Business, I feel that we must prepare our students to handle all types of business scenarios. And I believe we do, because we have excellent faculty, staff, technology, and a strong link to the business community.

As a progressive business school, we are committed to application and innovation to meet the challenges of today's dynamic environment. I strongly feel that if we are not opening up our students' minds and making them "ready to work" after graduation, then I am not effectively doing my job. To properly prepare our students, we must have them straddling both the academic and business communities.

On the academic side, we have top-notch faculty who are excellent teachers and accomplished researchers. Many of them have received teaching awards for being both insightful and innovative in the classroom. Our faculty also conduct high quality research, sometimes with coauthors from other excellent universities and sometimes with their inquisitive students.

When I get a chance to talk to students, the first thing I typically ask them is, what do they think makes them special and appealing to prospective employers. Their responses are all over the place. So, I explain to them that prospective employers will want to know what they did in college and why they should be hired over all other applicants. I share with them that they need to do a study abroad, become an intern at a company they feel they would be interested in working at after graduation, study and have a respectable grade point average, join student clubs, network on campus and in the business community, and whenever possible they should demonstrate that they can apply what they learned in the classroom. All these activities are what makes our students special. By the time they graduate, the majority of our students have taken advantage of most—if not all—of these opportunities.

I believe the greatest strength of our business school is the engagement with the business community. In our halls, CEOs and company presidents are commonplace, sharing their expertise and secrets to success. Our faculty and staff serve the regional business needs by offering professional development programs and conducting research to support key industries, such as supply chain management, hospitality, tourism and real estate. At the end of the day, we all benefit through collaboration.

I invite you to explore in more detail all the interesting and challenging academic programs that we offer. While this Annual Report covers only the excellence throughout the past academic year, it provides insight into how we optimally prepare our students for the next step of their lives.

Respectfully submitted,

Alan T. Shao, Dean
School of Business
School of Business

Mission Statement

The School of Business provides a quality education for its students by ensuring that they have the knowledge, skills and experiences to effectively and responsibly address business challenges.

“What's best for students is always my first concern.”

Vision Statement

To be recognized as a premier business school that provides personalized, transformational and research-based experiences that stimulate a global mindset, inspire creativity and innovation, develop leadership skills, and instill ethics and integrity.

Values

Provide academic excellence furthering intellectual, creative, ethical, and social development through our broad range of programs centered on the liberal arts and sciences.

Create a student-focused community that embraces mutual respect, collaboration and diversity for the welfare of the individual and the institution.

Embrace the history, traditions, culture, and environment of Charleston and the Low country 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.
STRATEGIC MANAGEMENT

Learning Goals

COMMUNICATION SKILLS: Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY: Students demonstrate competency in logical reasoning and data analysis skills.

GLOBAL AND CIVIC RESPONSIBILITY: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.

INTELLECTUAL INNOVATION AND CREATIVITY: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

SYNTHESIS: Students integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Strategic Goals

The School of Business goals include personalized educational experiences for students, globally oriented faculty and students, community outreach and engagement, innovation, impact, and faculty development. The School’s current plan comprises five priority goals in alignment with the College of Charleston’s strategic goals.

- Foster innovation in programs that prepare students to meet global economic and social challenges.
- Develop our employees and infrastructure.
- Offer experiential learning experiences to our students.
- Support faculty research and teaching.
- Engage the business community and alumni.

The School of Business goals include personalized educational experiences for students, globally oriented faculty and students, community outreach and engagement, innovation, impact, and faculty development. The School’s current plan comprises five priority goals in alignment with the College of Charleston’s strategic goals. This 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>
<thead>
<tr>
<th>College of Charleston Strategic Plan Goals 2009 -2020 (revised 2013)</th>
<th>School of Business Strategic Plan Goals 2016- 2020 (revised Fall 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPG 1</strong> - Provide students a highly personalized education based on a liberal arts and sciences cores and enhanced by opportunities for experiential learning.</td>
<td>Provide a comprehensive set of majors, minors, and concentrations that require prerequisites from the liberal arts core (e.g., Economics). Increase the number of internship experiences that will provide our students with experiential knowledge and experiences related to their majors. Enhance communication skills by incorporating outside guest lecturers, oral presentations, and written assignments in classes.</td>
</tr>
<tr>
<td><strong>SPG 2</strong> - 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>2) Reinforce the distinction and value of our one-year MBA program by achieving and sustaining annually 100 percent job placement for those who seek employment within six months of graduation. Maintain #1 ranking for MBA job placements. Increase the visibility of select programs to enhance community interaction and job placement: Commercial Real Estate Finance, Supply Chain Management, Hospitality &amp; Tourism Management.</td>
</tr>
<tr>
<td><strong>SPG 3</strong> - Provide students the global and interdisciplinary perspectives necessary to address the social, economic, environmental, ethical, scientific and political issues of the 21st century.</td>
<td>3) Prepare all business students with global perspectives and experiences that position them to effectively compete in today’s business world. Increase the number of study abroad and international trips for our students which are led by faculty. Increase the number of courses that focus on international topics. Increase faculty research on global topics so that instructors incorporate international issues into their courses. Increase the number of interdisciplinary courses and programs that focus on global topics.</td>
</tr>
<tr>
<td><strong>SPG 4</strong> - Establish and promote a vibrant campus-life atmosphere dedicated to education of the whole person through</td>
<td>Increase the number of students participating in business clubs and programs. Increase the number of joint activities among business school clubs.</td>
</tr>
</tbody>
</table>
### College of Charleston
#### Strategic Plan Goals 2009 -2020
(revised 2013)

| Integration of curricular and co-curricular or extracurricular activities. |

### School of Business
#### Strategic Plan Goals 2016- 2020
(revised Fall 2018)

| Document community service and participation in professional organizations. |
| Encourage club and class activities that facilitate social consciousness within the School of Business and College of Charleston (i.e. sustainability). |

### S.W.O.T. ANALYSIS

The School of Business evaluates its strengths, weaknesses, opportunities, and threats (S.W.O.T.) to match strengths to external opportunities, transform weaknesses into strengths, convert external threats into opportunities, and eliminate or minimize weaknesses and threats for sound strategy development and decision making.

#### Helpful (to achieving the objective)

<table>
<thead>
<tr>
<th>Revise August 2018</th>
</tr>
</thead>
</table>

#### Harmful (to achieving the objective)

<table>
<thead>
<tr>
<th>Internal Origin (attributes of SB)</th>
<th>Weaknesses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vast experiential learning opportunities</td>
<td>Shortage of space creates limitations throughout business school (i.e. enrollment growth, class size, new programs, transfer students, break out rooms for students)</td>
</tr>
<tr>
<td>Professional programs strengthened by strong liberal arts core</td>
<td>“Stepchild syndrome” due to professional nature of business school in a liberal arts environment</td>
</tr>
<tr>
<td>Close relationship with business community (i.e. guest lecturers, mentors, internships, etc.)</td>
<td>Shortage of qualified faculty and staff</td>
</tr>
<tr>
<td>Credentials of the Board of Governors</td>
<td>Limited resources for faculty research</td>
</tr>
<tr>
<td>Responsiveness to workforce gaps, especially with new majors (e.g., CREF, SCIM)</td>
<td>Delays of approvals throughout campus</td>
</tr>
<tr>
<td>Stable enrollment &amp; new curriculum offerings</td>
<td>Community perspective of our infrastructure quality compared to competitors in state</td>
</tr>
<tr>
<td>Fundraising</td>
<td>Lack of full-tuition scholarships (4-year)</td>
</tr>
<tr>
<td>Student Success Center</td>
<td></td>
</tr>
<tr>
<td>AACSB International accreditation</td>
<td></td>
</tr>
</tbody>
</table>
- Close interaction with faculty and students (internships, special topics, student projects, non-curricular activities)
- Number of nationally recognized as faculty Fulbright scholars

<table>
<thead>
<tr>
<th>External Origin (attributes of environment outside the SB)</th>
<th>Opportunities:</th>
<th>Threats:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rapidly growing business community (i.e. hospitality, manufacturing, technology)</td>
<td>Increase need for faculty due to overcrowded classes</td>
</tr>
<tr>
<td></td>
<td>Philanthropy through department advisory boards</td>
<td>Competition from other state universities in terms of better infrastructures</td>
</tr>
<tr>
<td></td>
<td>Adding revenue generating programs, (e.g., EMBA, Executive Education)</td>
<td>Higher salaries offered to our best faculty researchers by other universities</td>
</tr>
<tr>
<td></td>
<td>Rapidly growing Finance, Marketing, Commercial Real Estate Finance, and Supply Chain Management majors</td>
<td>Limited ability to change curriculum associated with general education requirements</td>
</tr>
<tr>
<td></td>
<td>Increase study abroad</td>
<td>Non-Scholarly Academic classification of some faculty threatening AACSB accreditation</td>
</tr>
<tr>
<td></td>
<td>New programs in high demand (e.g., Information Systems, MBA focus in Data Analytics)</td>
<td>Increased competition for our students from other business schools</td>
</tr>
<tr>
<td></td>
<td>Increase events to engage stakeholders</td>
<td>Uncertainty of institutional commitment to business school growth due to limited infrastructure and low state operating budget</td>
</tr>
<tr>
<td></td>
<td>Offer more business programs and courses for liberal arts students</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase industry partnerships</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase demand for flexible educational programs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name the business school after a generous donor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Build a new building to satisfy students' needs and meet competitor's infrastructure standards</td>
<td></td>
</tr>
</tbody>
</table>
CHALLENGES

The existing building is a major challenge to creating new program offerings as space is at a premium. The scarce classroom, office, and meeting spaces limits course offerings and reduces conducive learning environments for students to develop ready-to-work skills. The expensive maintenance on 100+ year old buildings across campus reduces the institution's available funds for new projects.

The growth and development of new programs, especially graduate and executive education programs, is limited because of the School’s small number of faculty. Reallocation of administrative resources to academic programs has been necessary. Likewise, limited faculty resources and full capacity classes at the main campus constrains support of the North Campus classes. The necessity of high teaching course loads (3-3) further limits the amount of high-quality scholarly research that can be produced which supports increased rankings.

Table 1 reveals why the lack of faculty and building space (offices and classrooms) are challenges. Business faculty workloads show that the average student credit hour per FTE faculty has been the highest on campus in the last several years. In fact, the School of Business has increased their class size over the past several years, even when enrollment at the College declined.

Table 1
Average Class Size (credit hour per FTE faculty)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SB</td>
<td>30.8</td>
<td>31.1</td>
<td>30.5</td>
<td>31.5</td>
<td>30.7</td>
</tr>
<tr>
<td>CoF</td>
<td>23.7</td>
<td>23.6</td>
<td>23.4</td>
<td>23</td>
<td>23.2</td>
</tr>
</tbody>
</table>

*Instructional Full-Time Equivalent
**Defined by UG enrollments/UG sections.
PROGRAM ACCOMPLISHMENTS

Consistent with AACSB’s adoption of new accreditation standards, our programs and initiatives revolve around Innovation, Engagement, and Impact.

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 2018-2019 Academic Year.

- ProtoX was founded in 2015 by Christopher Starr, former Chair of Computer Science and now Associate professor of Information Management and is currently directing the program. The purpose is to help students learn how to revolutionize business with digital transformation using internet design and prototype technology. Specifically, ProtoX is a product design, prototyping and distributed manufacturing studio that also includes IoT (Internet of Things) capabilities. The experiential activities emphasize how digital transformation creates efficiencies, drives growth and improves profitability in every industry. Community mentors work directly with School of Business students, which enables them to translate business goals into an achievable technology roadmap. Six community members from Boeing IT, Reforge, Fount Studio, Porter Gaud and Reify mentor students and contribute to the development of ProtoX through their contributions of talent and expertise. By framing digital transformation in terms of business goals, students add value by helping companies increase their return on new technology investments.

- Providing job-related certifications for business school students helps them excel in the classroom and obtain valuable skills that are needed for employment. Many positions require specific technical expertise or knowledge of industry-related software. Earning certifications is a credible way to convince employers of high-level skill sets and knowledge. As a result, the School of Business continues to invest in major software packages and industry data subscription such as Certiport, Bloomberg, PrivCo Dataset, CTRP, COMPUSTAT, SAP and ARGUS to both provide research resources for our faculty and to equip our students with a working knowledge of industry standards. All of these programs are used by within our graduate school curriculum and at major corporations.

- The School of Business continues to offer innovative curriculum within each major, minor or concentration. Among these courses are:
  - DSCI 306 Introduction to Electronic Commerce-Christopher Starr
  - ECON 307-Urban Economics-Christopher Morthorpe
  - ECON 360-Sports Econometrics-Mark Witte
  - ENTR 320-New Venture Modeling-Dave Hansen
  - ENTR 321-New Venture Planning-Riley Csernica
The Entrepreneurship program continues to show success with high levels of exposure on its IMPACT contributions to the campus QEP (Quality Enhancement Plan) in sustainability, and other initiatives. David Wyman, Chris Starr and IMPACT Entrepreneur in Residence Stuart Williams are the driving force behind this program.

The Economics Book Colloquium (approximately 12-15 students) meets each semester to discuss interesting contemporary writing in economics with faculty and the author of the book. For example, in Spring 2019, 14 students read and actively discussed the book “WTF?!: An Economic Tour of the Weird,” by Peter Leeson. This book reveals the hidden sense and benefits behind some of the weirdest practices in the world from an economic perspective. The students had the privilege to discuss the book directly with the author as Dr. Leeson was featured speaker during this year’s Adam Smith Week. This Colloquium is part of the College’s reading and writing across the curriculum initiative.

In Spring 2019, the School of Business hosted the inaugural Supply Chain and Business Analytics Summit (Organizer/Director: Marvin Gonzalez Administrative
Assistant: Sandra Sea-Fisher). The Supply Chain and Business Analytics Summit assembled executives, business owners, supply chain experts, students and other professionals for in-depth conversations related to best practices, innovative technology trends, and the rules and regulations affecting the supply chain. This was an exciting opportunity for students to gain insight into today’s growing market, exchange ideas, and to meet supply chain leaders.

**ENGAGEMENT**

We continue to grow and enhance our engagement efforts with students, industry, community, and academia through our curricular and research programs, extra-curricular activities, and industry partnerships. A variety of examples are provided below from the 2018-2019 Academic Year.

- This year we celebrated the 10-year anniversary of the Schottland Scholars program. Over the last decade this program has blossomed from an incredible, innovative concept to a thriving program that has become the model for others like it in the School of Business and across the College of Charleston. With just over 100 Scholar graduates or current students, plus the army of advocates, guests, hosts, mentors and supporters, our Schottland Scholar network continues to grow and evolve in dynamic and valuable ways. Dr. Jeremy Clement is the Director of the program.

- The Center for Public Choice and Market Process celebrated its eleventh annual Adam Smith Week March 4-8. Approximately 461 students, faculty, and community members attended the various events. The program’s theme was “Economics Way of Thinking”. They hosted eight areas of major programming for a total of 19 individual events, including four co-sponsored events, for more than 900 guests. This fall the Center began with eight Market Process Scholars, their largest cohort yet. (Rachel Bradley, Taylor Crawford, Patrick Crotty, Amelia Janaskie, Will McEwan, Eliza Quillen, Maria Urbina Salgado, Stephanie Tanzi) They also
introduced a new mentoring program, the Public Choice Associates, with one participant. 2018-2019 Public Choice Associate Jackie Jensen. The Free Market Speakers Series had 93 participants, and guest speakers were Thomas Leonard, Princeton University and Dr. Siri Terjesen, American University.

- The Global Logistics and Transportation Program had a very successful 2018-2019 year. Student demand remains high due to continued interest in the FYE class. Seventy students were enrolled in the GLAT Program: 59 as minors and 11 as concentrations. Seventeen seniors successfully completed the BMW Logistics Advantage program and received $1200 each towards their cost of the Rotterdam trip. TRANS 431 students again participated in a multi-cultural interactive logistics group case study with students in Finland with great success. 27 Students completed the GLAY minor/concentration. In the IANA Case Competition, the College of Charleston won the 2018 competition.

- Marketing students competed in the American Advertising Federation Weinerschnitzel case study competition in Cary, NC based on their pitch to a local advertising agency based on primary research on 250 participants. Although the team did not progress to the nationals, they gained excellent practical experience developing a marketing strategy for a national brand and competing with other students from Clemson, USC, UNC and several others.

- The strengths of the MBA program include a dedicated faculty, high involvement with our students, and close ties to the business community through the School of Business board. Our business community regularly volunteers their time to lecture and be mentors. 40 of 40 students had mentors in 2018/2019.
The College of Charleston American Marketing Association under new leadership started a marketing speaker series. Esta Shah, and Jennifer Barhorst took on the role of co-advisors for the School of Business AMA chapter, and hosted some amazing events as part of this series. The 3-part speaker series showcased prominent marketing experts from the industry. Each event started with a networking soiree where students networked and mingled with local professionals in one-on-one meetings. Following the networking event, the speaker gave a formal presentation. On average 150 to 200 students attended the last three events.

The core group of the AMA Chapter (including all of the student officers) once again held the annual Bake Sale & Silent Auction in conjunction with the Charleston Alzheimer’s Association annual “Walk to End ALZ”. All proceeds from this event went directly to the ALZ Association. Their mission is 3-fold: Awareness, Education, and to raise funds for Research.

On April 2nd 5 of the most outstanding Real Estate students were inducted into the Alpha Sigma Gamma Honors Society. Alpha Sigma Gamma was created in 1993 to recognize the academic and scholarly achievements of real estate students, faculty and professionals throughout the world.

The annual George G. Spaulding Distinguished Executive Speaker Series was established in 1995 and the roster has included executives from all areas of business. The series was established to connect the Charleston community with the nation’s leading entrepreneurial, executive and military minds. This year David Koysza was selected as a Spaulding Speaker in fall 2018. He was well received by the CofC students, alumni and faculty and community members. David Koysza is senior counsel and a member of the Executive Leadership Team at Boeing South Carolina. He has been closely involved with Boeing’s expansion in South Carolina.

The Think Differently Forum Student Scholars, and Director Elise Perrault, reached out to big, impactful name, to communicate minority viewpoints. The students created a forum with Melissa Barker, who previously worked at Coca-Cola and Winona LaDuke, an Environmental Activist who is currently working to rebuild the first fabric hemp mill in America.
• The School of Business Investment Program, under the guidance of Mark Pyles, gave students high impact experiences and provided an opportunity for students to demonstrate they are ready to be a productive member of the investment profession. One of the program’s goal is to build relationships between the School of Business and members of the local, regional, and national investment communities.

The School of Business Investment Program transforms the classroom into a laboratory. This is a very personalized education opportunity that is based largely upon experiential learning. As part of the Investment program, students are given the opportunity to manage real money in real world funds. There is simply nothing more realistic that can be offered to students who desire a career in the field of investments. Our students need to be prepared to work in a global environment, as the world of investments is rapidly moving beyond borders.

• ImpactX Demo Day was organized by Christopher Starr and David Wyman as a celebration of ImpactX’s achievements with student entrepreneurs through a business plan competition that included the adoption of 17 sustainable development goals. Over 170 people attended. Special thanks go to Stuart Williams for his consistent commitment and support (time, money, network). Notable attendees included members of the community, as well as (incoming) CoC President Dr. Hsu and Mayor Tecklenburg.

Congratulations to Candace Pfister, Tristan Soliven and Daphne Lerner for winning the Impact X Demo Day Competition. The winning team, Foodfightersapp, is a business idea for solving food waste by our students and the younger generation.
The School of Business’ goal and vision is to positively impact our students, faculty, the community, and business professions.

- The Office of Economic Analysis, Frank Hefner and Mark Witte, continues their forecasting efforts with Dr. Frank Hefner as director. The faculty provide local, regional, national and international forecasts for the Chamber of Commerce and several media outlets.

- The Office Tourism Analysis within the Department of Hospitality and Tourism Management forecasts hospitality performance and various other economic impact studies for the Charleston Area Convention and Visitors Bureau.

- The School of Business Honors Program in Business offers a unique, rigorous, and challenging academic experience to a select group of students each year. They are complete both Honor College and business program courses. There were 90 out of 768 total honors students affiliated with the School of Business at the College for the 2018/2019 academic year. Regrettably Dr. Wesley Burnett had to step down as director, and Dr. James Malm will assume the duties in the upcoming year.

- In March 2019, Taylor Crawford, an Economic and Finance major honors College student, presented a paper on the “Analysis of Trade Agreements and Political Corruption” at the Student Presentations of the Association of Private Enterprise Conference in Nassau, Bahama.

- In January 2019, the Global Logistics and Transportation (GLAT) Program received a three-year commitment from the Intermodal Association of North America (IANA) to continue in their Scholarship Award Program. This year, GLAT spent the second half of the 2018 gift ($22,000) in summer student travel to Panama, FYE course development, academic scholarship for a FYE student committed to our program.

- Each semester Robert Frash’s hospitality capstone course allows students to become entrepreneurs by creating their own businesses. With the financial support of ServisFirst Bank and CresCom Bank, students compete for the best business plan monetary award. The ceremony and awards are given at the end of each semester during a HTMT 488 Business Plan Awards Ceremony held at Mellow Mushroom. Winners were announced at the ceremony.

- The Center for Entrepreneurship continues to strongly collaborate with partners such as the Harbor Accelerator, Boeing, SCORE and the Small Business Development Council. Additionally, the Center for Entrepreneurship engages with partnerships that build coalitions of potential entrepreneurs inside and outside of College. The goal is to continue to build relationships that act as a community catalyst for the development of our entrepreneurial ecosystem across the greater Charleston community and beyond.

- This was an exciting year for the Carter Real Estate Center and the new real estate major at the College of Charleston. The program graduated eleven students with the new Commercial Real Estate Finance (CREF) major, and as of March 25, 2019 they have 65 students that have declared the new major. The graduation rate is a substantial increase from the previous year’s totals of 33 majors and 5 graduates. They also have a total of 95 students that have declared a minor or
concentration in real estate.

- John Crotts has a teaching case included in the prestigious teaching resource in Northwestern University’s Dispute Resolution Research Center. This case will have a great impact on the practice of teaching conflict and dispute resolution across business disciplines within academia.

- Jocelyn Evans, the Associate Dean, Denise Fugo, Finance Adjunct at the School of Business, and the Microfinance Club participated in the end-of-year sustainability effort at the College of Charleston. They recycled items left in the student dorms at the end of the semester to indigent elderly with the help of Hope for the Homeless and Meals on Wheels. These items will be used to help furnish apartments for low income and previously homeless occupants. The students also renovated the inside of indigent elderly group homes by painting, cleaning, refurnishing and decorating rooms within the homes. The projects were funded with private donations, an award from the Trident Area Aging Association and fund raisers.

The club received recognition from the Trident Area Aging Association for painting and refurnishing six group homes for indigent residents in the Low Country community. Jocelyn Evans is the faculty advisor for the club.

- The Office of Tourism Analysis is one of the Centers of Excellence at the School of Business, College of Charleston. The Office collaborates mainly with the Charleston Area Convention and Visitors Bureau. Last year they received over $152,000 in grants & fellowship.

- Thomas Spade is an instructor for the Accounting and Business Law Department and has had many TV interviews explaining any new or old tax laws. Thomas Spade, a tax expert, joined us in-studio to talk taxes and reassure you that you are not alone.
• SMG gave a student scholarship for attendance at one of their professional sales and service workshops. They provide management services to 248 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, equestrian facilities, and a variety of other venues. Alexis Washington, one of the School of Business Hospitality and Tourism Management majors, was selected to participate in the January session of the SMG k'nekt III 3-day training for leadership executives. This seminar is part of the SMG Sales leadership suite. It is an honor for Alexis to be chosen for this opportunity. These seminars are taught by Paula Miller, Amy Rankin and Katie Wells (Alumnus 2002, Communications Major, Hospitality Minor). Maureen Ginty, the Executive Vice President lends her insight to the class based on her years of experience the industry and her support of the College's initiatives.

• Ready to Work Certificates for Students:
  o Certified Quality Analyst Exam (SCIM)
  o Investment Foundation Certificate Exam given by CFA Institute (Finance)
  o Certified Financial Analyst (CFA) certification Level 1 (Finance)
  o Microsoft Excel Specialist (School of Business)
  o Global Logistics and Transportation Professional Designation
  o Certiport Excel (School of Business)

• The School of Business at the College of Charleston is recognized as a Certiport Authorized Testing Center. Chen-Huei Chou has been the guiding force responsible for the great success of this program. With the help of the Student Success Center and the School of Business faculty the program has produced fantastic results. This semester 219 students received the Core Excel Certification and 24 the Expert Excel Certification. The budget request for the next two years would ensure the program will have two qualified student workers as tutors or proctor, a stipend for the director and a hybrid course offering starting Fall 2019. With this ongoing arrangement and support by the Dean, and Department Chair, high quality service to our students can be assured.

• Weishen Wang teaches the FINC 360 Special topics/Claritas investment Certificate program course. This allows students to earn college credits toward their degree while getting prepared to write Investment Foundations Certificate exam from the CFA institute. Several students recently passed the CFA I certification test.

• The Real Estate Program helped place students in several prestigious companies. See List below:
  o H&R Retail
  o The Davis Group
Bond Street Properties,
Greystar
Dunes Properties
Beach Company
Cardinal Properties
Belk Lucy
Newmark Knight Frank
Cushman and Wakefield
Boomtown, Charleston

- The Investment Program has been working with firms that have or potentially can provide career opportunities for our current and future graduates. A partial list of those is below:
  - CBOE Vest
  - HDH Advisors
  - Lincoln Financial Group
  - Goldman Sachs
  - Raymond James
  - Bloomberg
  - Ellevest
  - Burton-Taylor International Consulting
  - George Weiss & Associates
  - Charleston Angel Partners
  - Alerion Capital
  - SnapCap
# ENROLLMENT, DECLARED MAJORS AND DEGREES EARNED

Table 2
Number of Declared Majors* in the School of Business Undergraduate programs.

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
<th>Fall 2015</th>
<th>Spring 2016</th>
<th>Fall 2016</th>
<th>Spring 2017</th>
<th>Fall 2017</th>
<th>Spring 2018</th>
<th>Fall 2018</th>
<th>Spring 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>250</td>
<td>255</td>
<td>224</td>
<td>243</td>
<td>198</td>
<td>218</td>
<td>210</td>
<td>219</td>
<td>195</td>
<td>205</td>
</tr>
<tr>
<td>BADM</td>
<td>808</td>
<td>892</td>
<td>805</td>
<td>901</td>
<td>793</td>
<td>861</td>
<td>720</td>
<td>736</td>
<td>632</td>
<td>664</td>
</tr>
<tr>
<td>CREF</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>14</td>
<td>33</td>
<td>59</td>
<td>63</td>
</tr>
<tr>
<td>ECON</td>
<td>75</td>
<td>92</td>
<td>87</td>
<td>81</td>
<td>63</td>
<td>70</td>
<td>71</td>
<td>73</td>
<td>69</td>
<td>70</td>
</tr>
<tr>
<td>FINC**</td>
<td>142</td>
<td>197</td>
<td>198</td>
<td>253</td>
<td>228</td>
<td>255</td>
<td>263</td>
<td>284</td>
<td>255</td>
<td>275</td>
</tr>
<tr>
<td>HTMT</td>
<td>256</td>
<td>300</td>
<td>288</td>
<td>327</td>
<td>257</td>
<td>286</td>
<td>249</td>
<td>256</td>
<td>196</td>
<td>198</td>
</tr>
<tr>
<td>INTB</td>
<td>228</td>
<td>257</td>
<td>214</td>
<td>227</td>
<td>184</td>
<td>216</td>
<td>188</td>
<td>191</td>
<td>188</td>
<td>202</td>
</tr>
<tr>
<td>MKTG**</td>
<td>150</td>
<td>203</td>
<td>221</td>
<td>264</td>
<td>246</td>
<td>292</td>
<td>295</td>
<td>330</td>
<td>305</td>
<td>342</td>
</tr>
<tr>
<td>SCIM***</td>
<td>n/a</td>
<td>n/a</td>
<td>41</td>
<td>63</td>
<td>67</td>
<td>82</td>
<td>72</td>
<td>83</td>
<td>95</td>
<td>100</td>
</tr>
<tr>
<td>SB TOTAL</td>
<td>1909</td>
<td>2196</td>
<td>2078</td>
<td>2359</td>
<td>2036</td>
<td>2280</td>
<td>2082</td>
<td>2205</td>
<td>1994</td>
<td>2119</td>
</tr>
<tr>
<td>Avg/academic year</td>
<td>2053</td>
<td>2219</td>
<td>2158</td>
<td>2144</td>
<td>2057</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% change each year</td>
<td>6.57</td>
<td>8.09</td>
<td>-2.73</td>
<td>-0.67</td>
<td>-0.04</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* New program as of 2013/2014 leading to decrease in BADM numbers
**Admissions Standards End
SCIM major begins Fall 2015
CREF major begins Fall 2017

- Business Administration is the second largest major at the College of Charleston. (664). Four of the top minors are Marketing, Hospitality & Tourism Management, Economics, and Global Logistics/Transportation.

- BADM is our largest major. We expected enrollment to decline due to the introduction of several new majors in the last several years (736 to 664 over the past year in the spring).

- Marketing is the fastest growing and second largest major in terms of enrollment (330 to 342 over the past year in the spring), followed by Finance (275 in the most recent spring).
  - SCIM is rapidly growing (83 to 100) over the past 12 months. This major has only been available for three years.
  - CREF is rapidly growing (33 to 63) over the past 12 months. Same as SCIM, it has only been around for three years.
  - Entrepreneurship seems to be an area of future opportunity. It has grown to 104 minors/concentrations. Again, healthy numbers.
If the finance and real estate majors are combined the growth would be positive.
Information Management is an area that will be growing as we’ve made some course adjustments, but currently we only have three minors. We should anticipate this minor to rapidly grow over the next few years. It is an area that the campus has its eyes on due to its technology/business mix.

The climate of our campus is that we are highly dependent on enrollment (tuition and fees). We need to strategically monitor our numbers and make sure that we continue to strengthen our majors, minors and concentrations. Like national trends, student enrollment is declining, but to a lesser extent than the university (except for marketing).

Table 3
Unofficial Number of Graduates

| Number of Graduates in the School of Business Undergraduate Programs |
|---------------------------------|------|------|------|------|------|
| ACCT                            | 65    | 82    | 52    | 55    | 46    |
| BADM                            | 290   | 276   | 257   | 240   | 176   |
| CREF                            | n/a   | n/a   | n/a   | 5     | 10    |
| ECON                            | 27    | 30    | 20    | 14    | 13    |
| FINC *                          | 44    | 60    | 58    | 84    | 64    |
| HTMT                            | 87    | 100   | 74    | 86    | 59    |
| INTB                            | 85    | 68    | 46    | 48    | 36    |
| MKTG *                          | 31    | 61    | 63    | 84    | 74    |
| SCIM                            | n/a   | 14    | 19    | 15    | 25    |
| SB TOTAL                        | 642   | 677   | 589   | 631   | 503   |
| % change                        | 7.7%  | 5.5%  | -13.0%| 7.1%  | -20.3%|

* New program as of 2013/2014 leading to decrease in BADM numbers
**Admissions Standards End
SCIM major begins Fall 2015
CREF major begins Fall 2017

Table 4
School of Business Graduates by Academic Year

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY</td>
<td>30</td>
<td>28</td>
<td>29</td>
<td>21</td>
<td>38</td>
</tr>
<tr>
<td>MBA</td>
<td>38</td>
<td>46</td>
<td>41</td>
<td>38</td>
<td>38</td>
</tr>
</tbody>
</table>
PHILANTHROPIC SUPPORT

The School of Business is grateful to our Board of Governors, alumni, parents, corporate partners, and other friends who are making a tremendous impact on the lives of our students. With their generous support, the School of Business raised over $2.3 million this year. Philanthropy is enhancing the landscape of the student experience by allowing us to offer more scholarships, life-changing global business and study abroad programs, and innovative learning opportunities. Our donors are so important to helping us accomplish our student-centric mission while satisfying the needs of our community and beyond.

SCHOLARSHIPS

- Table 5 shows a total of $605,400 in academic merit, needs-based, or travel scholarships were awarded to undergraduate students by the School of Business.

<table>
<thead>
<tr>
<th>Students</th>
<th>Number</th>
<th>Renewed</th>
<th>New</th>
<th># Awards</th>
<th>Total $ Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upperclassmen</td>
<td>118</td>
<td>37</td>
<td>14</td>
<td>51</td>
<td>$240,400</td>
</tr>
<tr>
<td>Freshman</td>
<td>220</td>
<td>0</td>
<td>11</td>
<td>11</td>
<td>$54,000</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>137</td>
<td>---</td>
<td>---</td>
<td>137</td>
<td>$272,000</td>
</tr>
<tr>
<td>Summer Internships</td>
<td>17</td>
<td>---</td>
<td>---</td>
<td>17</td>
<td>$39,000</td>
</tr>
</tbody>
</table>

- Table 6
  Scholarship funds going directly toward student tuition (except to travel scholarships).

<table>
<thead>
<tr>
<th>Freshman Scholarships</th>
<th>Upper-class Scholarships</th>
<th>Additional Department Scholarships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guy E. Beatty</td>
<td>Albert Sottile Memorial</td>
<td>Greater Charleston Restaurant Association</td>
</tr>
<tr>
<td></td>
<td>Maclean Business</td>
<td>Hospitality &amp; Tourism Management</td>
</tr>
<tr>
<td>Charleston Wine &amp; Food Festival Scholarship</td>
<td>Boeing Scholar</td>
<td>Mercedes-Benz Vans</td>
</tr>
<tr>
<td>Marion &amp; Wayland Henry Cato Jr.</td>
<td>Charles &amp; Mary Pratt Edmondson</td>
<td>Patrick E. Ringwald</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rebecca C. Herring</td>
</tr>
<tr>
<td>Mattox Family</td>
<td>Charleston Wine &amp; Food Festival Senior</td>
<td>Robert McCormick Figg Americanish</td>
</tr>
<tr>
<td>R. Keith &amp; Melissa G. Sauls</td>
<td>Hale-Westbury</td>
<td>SC Stevedore Association</td>
</tr>
<tr>
<td>Sharon &amp; Rus Kingman</td>
<td>IANA Excellence</td>
<td>Steadman</td>
</tr>
<tr>
<td>William Nelson Grooms Memorial</td>
<td>Independent Insurance Agents of SC</td>
<td>Warren Capital</td>
</tr>
<tr>
<td>Jack Maybank Maritime</td>
<td>Wells Fargo Maritime</td>
<td></td>
</tr>
<tr>
<td>Kiawah Island Golf Resort</td>
<td>Wild Dunes Resort Hospitality Management</td>
<td></td>
</tr>
</tbody>
</table>

- Real Estate scholarships include CCIM, Rent to Own Labs, Pension Real Estate Association, Appraisal Institute, and FIABCI and International Council of Shopping Centers.
- Study Abroad Travel Scholarships include IANA: Intermodal Association of North American Travel, Knox Global, and the Knox Global Finance.

**STUDENT AWARDS**

We take pride in acknowledging excellence in our students and faculty. A Special thanks to our sponsors for their continued financial support.

- 116 undergraduate students received monetary awards from the business school and its programs. 21 of those students received more than one award. A total of 153 awards were given, totaling $71,393. Four $12,000 fellowships were awarded to graduating seniors.
  - The Center for Entrepreneur-total of to 20 students.
  - The IMPACTX-total of to 17 students.
  - Many of these students received multiple awards.
  - Ory Williams Student Award for Global Travel given to 2 students interning or working in Germany, and France this summer.

- HTMT 488 Business Plan Contest Winner
  - Fall 2018 - Sponsored by CresCom Bank -$1,500 for 3 groups
  - Spring 2019 Sponsored by ServisFirst Bank-$1,500 for 3 groups.
<table>
<thead>
<tr>
<th>Outstanding/Distinguished Student Awards (Seniors)</th>
<th>Presentation of School of Business Awards on May 10, 2019.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting-</td>
<td>N/A</td>
</tr>
<tr>
<td>Business Major</td>
<td>Diana Wood</td>
</tr>
<tr>
<td>Entrepreneurship Student of the Year</td>
<td>Jose Chiriboga</td>
</tr>
<tr>
<td>Economics-</td>
<td>Mackenzie Schaich</td>
</tr>
<tr>
<td>Finance-</td>
<td>Hannah Bentz, Taylor Crawford, Chase Westenfelder</td>
</tr>
<tr>
<td>International Business Major</td>
<td>Catherine Shanley</td>
</tr>
<tr>
<td>Marketing Major-</td>
<td>Leanna Conti</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Major</td>
<td>Emma Hart</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Minor</td>
<td>Leanna Conti</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Concentration</td>
<td>Elizabeth Mignon</td>
</tr>
<tr>
<td>Commercial Real Estate Finance</td>
<td>Madison Francis, Noah Eisenberg</td>
</tr>
<tr>
<td>Market Analysis Award in Real Estate</td>
<td>2018-Nathan Sheeley, Jack Aerni, Nicholas Wood, Stephen Rainer/2019 Annalise Luken, Rebecca Worsley, Sara Price, W.A. Legare Hay</td>
</tr>
<tr>
<td>Real Estate- Outstanding Student</td>
<td>Madison Francis, Noah Eisenberg</td>
</tr>
<tr>
<td>Supply Chain &amp; Information Management</td>
<td>Maria Clarette Urbina Salgado</td>
</tr>
<tr>
<td>Student “CWE” Entrepreneur Award</td>
<td>Annie LaMuraglia and Alexis Wright</td>
</tr>
<tr>
<td>School of Business Outstanding Student</td>
<td>Leanna Conti</td>
</tr>
<tr>
<td>School of Business Outstanding Student Finalist</td>
<td>Hannah Bentz</td>
</tr>
<tr>
<td>Departmental Honors-Accounting</td>
<td>N/A</td>
</tr>
<tr>
<td>Distinguished Accountancy Graduate Student</td>
<td>N/A</td>
</tr>
<tr>
<td>Al Lifton Award for Leadership &amp; Management Development</td>
<td>Carlie Antkowiak</td>
</tr>
<tr>
<td>Charleston Place Merit Awards</td>
<td>Mary Best, Elena Bonnefoi, Abbigail Curtis, Robert Dacosta, Paige Durham, William Friedman, Tanner Guthrie, Betsy Hafke, Laura Hall, Benjamin</td>
</tr>
<tr>
<td>Award</td>
<td>Recipient(s)</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Barkley Travel Award</td>
<td>Samantha Hoppe</td>
</tr>
<tr>
<td>Cahill Endowed HTMT International Internship Award</td>
<td>Aaron Canthen</td>
</tr>
<tr>
<td>CCIM Award in Real Estate</td>
<td>Mason Barkley</td>
</tr>
<tr>
<td>CHAT Leadership Award in Hospitality &amp; Tourism Management</td>
<td>Brandi Hawkesworth</td>
</tr>
<tr>
<td>Fanchon Morrow Condon Memorial Outstanding Economics Student Award</td>
<td>Mackenzie Schach</td>
</tr>
<tr>
<td>Frank H. Stoll Service Award</td>
<td>Maria Clarette Urbina Salgado</td>
</tr>
<tr>
<td>Hospitality Academic Achievement Award</td>
<td>Iris Mingrin Guo</td>
</tr>
<tr>
<td>IANA National Case Competition Winning Team</td>
<td>Scott Abrams, Brenden Cornell, Ashley Markow, Patrick Miller, Ruben Urquiza, Alejandro Vega</td>
</tr>
<tr>
<td>Market Analysis Award in Real Estate ARGUS Award</td>
<td>Matthew Battin</td>
</tr>
<tr>
<td>ARGUS Merit Award</td>
<td>Emory Parker</td>
</tr>
<tr>
<td>Non-Traditional Hospitality Student Award</td>
<td>Elizabeth Cizunas</td>
</tr>
<tr>
<td>Schottland Business Leadership Award</td>
<td>Leanna Conti, Kirsten Parker</td>
</tr>
<tr>
<td>South Carolina Governor’s Award (Hospitality &amp; Tourism)</td>
<td>Lauren Furey</td>
</tr>
<tr>
<td>Tommy Baker Ward for Entrepreneur of the Year</td>
<td>Jose M. Chiriboga</td>
</tr>
<tr>
<td>Center for Entrepreneurship 445 Award</td>
<td>Alexandra (Alex) Arnaud</td>
</tr>
<tr>
<td>Center for Entrepreneurship NVP-321 Award</td>
<td>Alexandra (Alex) Arnaud</td>
</tr>
<tr>
<td>William F. Muckenfuss Award</td>
<td>Charlotte Rolston</td>
</tr>
<tr>
<td>William Young Ripley Award</td>
<td>N/A</td>
</tr>
</tbody>
</table>
SCHOOL OF BUSINESS FACULTY AWARDS

Distinguished Teaching in School of Business –
Daniel Huerta-Sanchez, Department of Finance
Jessica Madariaga, Department of Economics

Distinguished Research in School of Business - Christopher Mothorpe,
Department of Economics

Distinguished Service in School of Business - Marcia Snyder,
Department of Finance

Distinguished Instructor Award in School of Business-Alexis Carrico,
Department of Marketing & Management

Howard F. Rudd, Jr. Distinguished Faculty Award- was established in 2013 in honor of founding Dean Rudd to recognize outstanding, high performing Business School professors who lead by example and advance the mission and global vision of the School of Business.

Howard F. Rudd, Jr. Distinguished Faculty Award - Roxane Delaurell,
Department of Accounting & Business Law

2019 ExCEL Awards - The 2019 Excellence in Collegiate Education and Leadership (ExCEL) Awards honored more than 30 students, staff, faculty and community members for their commitment to creating a campus environment that promotes diversity and excellence. The recipients were selected from more than 97 nominations.
EXTERNAL FACULTY AWARDS

- Dr. Jocelyn Evans, Associate Dean and Professor of Finance, has been acknowledged for having Extraordinary Accomplishments in Research and has been deemed worthy of Recognition as RESEARCH FELLOW of the Academy of Economics and Finance and by the membership in 2019. She also received the 2019 PRACTITIONER RESEARCH AWARD at the 2019 American Real Estate Society.

- Dr. George Benson, former President and current professor of Decision Sciences, has been honoured with the Albert Nelson Marquis Lifetime Achievement Award by Marquis Who’s Who for being a leader in the fields of decision sciences, higher education, and academic administration.

- Dr. Rene Mueller, Director of Global Trade and Professor of International Business, has been elected as the Vice-Chair of the South Carolina International Trade Collision for 2019. The SCITC is a one stop shop for all exporting assistance in the state of South Carolina. More about the collision can be found here: https://www.scexports.org/

- Dr. Steve Litvin, Professor for the Hospitality & Tourism Management Department, was awarded Ambassador Emeritus Fulbright status. He had completed a 2 year appointment as Ambassador for the Fulbright Scholars Program. He has also been selected as a US Scholar.

- Dr. Brumby McLeod a member of the Hospitality & Tourism Management Department, is a Fulbright Specialist and a U.S. Scholar.

- Dr. John Crotts a member of the Hospitality & Tourism Management Department, is a Fulbright Specialist.
• Dr. Mark Witte a member of the Economics Department has also been selected as a US Scholar.

• The student employee in the Dean’s Office won a Fulbright Award. Hillary McLaurin, a graduating senior, won a Fulbright Award to teach Germany.

• Sharon Brock Kingman ’80 is the 2018 Howard Rudd Jr. Business Person of the Year, an honor that celebrated impactful alumni leaders. She earned her degree in business administration from the College of Charleston and is an accomplished consultant for firms and organizations including the International Olympic Committee. With her own consulting practice and a marketing background, she provides strategic planning for sponsorship negotiation, management, integration and timetables. The Kingman’s have established the Incoming Freshman Sharon & Rus Kingman Scholarship Fund to aid prospective students.

• The Best Table Display, voted on by the students, was awarded to the School of Business, earning the coveted 2018 P.O.S.M. award. It was a tight race this year with 42 departments and 400 students represented. The School of Business table had fun games students could play, practice interview questions, and a sweet treat for all who stopped by the table. The students could win School of Business apparel, water bottles, and frisbees. Our secret weapon was Cleo the School of Business Student Success Center 2018 mascot. Cleo along with the Success Center Staff wore a Student Success Center gray polo shirt.
FACULTY PROMOTIONS

**Associate Professor**
Dr. Norman Maynard-Department of Economics  
Dr. Robert Hogan-Department of Accounting & Business Law  
Dr. Dave Wyman-Department of Marketing & Management

![Associate Professor Photos]

**Associate to Full Professor**
Dr. David Desplaces-Department of Marketing & Management  
Dr. Wayne Smith-Department of Hospitality & Tourism Management  
Dr. Henry Xie-Department of Marketing & Management

![Associate to Full Professor Photos]

**Appointments**
Director of the Honors Program in Business

![Appointments Photo]

Dr. James Malm-Department of Finance
GLOBAL

This year, the Institute of International Education ranked the College of Charleston #1 in students sent abroad (the School of Business contributes 40% of these numbers). The School of Business sent 375 students including the 39 MBA and 9 Master of Accounting abroad with 13 participating in two programs during the academic year.

School of Business students studied in 37 countries this academic year. For semester programs, Spain continues to be the destination of choice, followed by Italy and Australia. The clear majority (74%) study in Europe; less than 20 percent study in regions of strategic interest like Africa, Latin America, Middle East and Asia.

Argentina
Belgium
Chile
Cuba
Estonia
Ghana
Hungary
Australia
Cambodia
China
Czech Republic
France
Greece
Iceland

Austria
Canada
Costa Rica
Denmark
Germany
Hong Kong
India
Undergraduate Courses Taught Overseas

- HTMT 360 Adventure Tourism
- FINC 360 Commercial Lending in the Beer Industry
- JWST 210 Business Climate of Israel
- TRAN 312 Global Logistics
- HTMT 360 Destination Management & Marketing
- INTB 390 International Social Enterprise and Development
- FINC 360 Microfinance in Ghana
- JWST 326 International Marketing
- MKTG 3460 Doing Business in China
- INTB 309 International Business Study Abroad
- SCIM 360 Lean Process in Asian Ports
- TRAN 360 Global Logistics in a Major Asian
- HTMT 362 Events Management
- MGMT 301 Organizational Behavior
- HTMT 380 Managing Global Tourism
- TRAN 360 Panama Canal-Its Impact on Global Trade
- REAL 360 Panama Canal-Its Impact on Global Trade
- MGMT 301 Organizational Behavior
- MGMT 332 Business Communications
- FINC 360 Global Financial Markets
- SCIM 360 Global Information Technology

Graduate Courses

- ACCY 570 European Origins of Modern Accountancy
- ACCY 575 European Financial Markets
- MBA Study in India

Development of international internships continues to be a priority for the GBRC. This is difficult to track unless they take the internship for credit and have to pay additional tuition. Never-the-less, several companies provide internships for students minoring in German and SC Department of Commerce’s Munich Internship was provided for two School of Business students this year.

To increase the international diversity of our students, the School of Business has initiated and maintained active Memorandums of Understanding with foreign universities. Without faculty initiative and support, these exchanges would not remain active. This year, two new bi-lateral exchange agreements were signed, and students will be able to study.
beginning Spring 2020. SKKU in Seoul will be one of only two summer exchange opportunities for students in South Korea and the other is MCI in Austria. The following are all active exchanges:

- Applied University of Ludwigshafen – Sister state agreement and faculty exchange (K Gourdin)
- EDHEC, Nice, France – Bi-lateral agreement (A Shao and R Mueller)
- EM Strasbourg, France - Bi-lateral and faculty exchange (R Mack)
- Management Center Innsbruck, Austria - Bi-lateral and faculty exchange (R Mueller)
- Sungkyunkwan University (SKKU), S Korea – Bi-lateral (W Wang) to begin Spring 2020
- Technical University Dublin, Ireland – Bi-lateral (J Clement) to begin Spring 2020
- University of Caterina of the South (UNISUL) Brazil- Bi-lateral exchange (R Mueller)
- University of Economics (Bratislava) – (C Blackwell lead)
- University of Groningen, Netherlands - Bi-lateral (J Clary-emeritus)
- University of Hertfordshire, UK - Bi-lateral (R Mueller)
- University of Holar, Iceland – Faculty exchange (B McLeod)
- University of Nottingham –UK (R Mueller)
- University of Nottingham – Ningbo, China (R Mueller)

On the inaugural five-week, interdisciplinary Business and Spanish Study Abroad program in Spain, students took both Spanish and Business classes, lived with host families, and travelled throughout Spain visiting relevant business sites such as the Madrid Stock Exchange, an olive oil farm and refinery, and a traditional Spanish market. “

- NASBITE Certified Global Business Professional Credentialed Faculty and Staff are Jose Gavidia and Gioconda Quesada.
- GBRC was re-accredited as a NASBITE(R) Certified Global Business Professional Exam Training Program and Rene Mueller and David Desplaces were recertified has trainers
## DIVERSITY

### Fall Term 2018

<table>
<thead>
<tr>
<th>School of Business</th>
<th>Department</th>
<th>Women</th>
<th>Minority</th>
<th>s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Business Law</td>
<td>7</td>
<td>46.70%</td>
<td>3</td>
<td>20.00%</td>
</tr>
<tr>
<td>Economics</td>
<td>2</td>
<td>20.00%</td>
<td>2</td>
<td>20.00%</td>
</tr>
<tr>
<td>Finance</td>
<td>3</td>
<td>30.00%</td>
<td>5</td>
<td>50.00%</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Management</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Management &amp; Marketing</td>
<td>10</td>
<td>50.00%</td>
<td>1</td>
<td>5.00%</td>
</tr>
<tr>
<td>Supply Chain &amp; Info Management</td>
<td>2</td>
<td>16.70%</td>
<td>3</td>
<td>25.00%</td>
</tr>
<tr>
<td>School Total</td>
<td>24</td>
<td>32.40%</td>
<td>14</td>
<td>18.90%</td>
</tr>
</tbody>
</table>
RESEARCH AND PROFESSIONAL DEVELOPMENT

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, traditional faculty have to have one refereed journal publication in the most recent three years and two publications over the most recent five years. Associate Deans and Department Chairpersons must publish one refereed journal publication within the most recent five years. The Dean, however, is not required to publish any articles during his/her tenure and for two years afterward. The SB standards further require a minimum of four other intellectual contributions annually over the most recent five years. These standards are not for tenure and promotion at any level. For tenure and promotion, the standards are specified by either departmental standards that are generally more stringent or the Faculty Administration Manual for the College of Charleston.

Our faculty continues to advance their respective disciplines through impactful, real-world research. They disseminate their knowledge in refereed journals, books, teaching materials, and presentations at international conferences and workshops, many organized at the College of Charleston. To attract and retain top research scholars this past year, the Dean paid $42,000 in summer stipends to 9 faculty, $43,368 in faculty travel, and $19,843 in recruitment.

FACULTY AND STAFF NEW HIRES

FACULTY HIRES-

- **Department of Finance**
  Ellen Watson, Instructor of Finance, Internship Coordinator, Joined the faculty in January 2019. Received her Master of Science in Finance at the University of Alabama in 2010. In 2009 she received her BS at Clemson University in Financial Planning, and Minor in Accounting in 2009. Is a Certified Public Accountant (SC – 9074) and Accredited in Business Valuation Professional Affiliations are AICPA (American Institute of Certified Public Accountants) SCACPA (South Carolina Association of Certified Public Accountants) NCACPA (North Carolina Association of Certified Public Accountants)

- **Department of Accounting & Business Law**
  Paige Bressler, Assistant Professor of Accounting. Joined the faculty in Fall 2018. Received her Ph.D. in Accounting at Florida Atlantic University, Boca Raton, FL. Her degree included supporting areas in Finance and Economics. She has had extensive teaching and industry experience. Worked as a CPA in a local public accounting firm for thirteen years in the areas of taxation, audit, forensic accounting, litigation consulting, write up, and business consulting.

  Yin Xu, Professor of Accounting. Joined the faculty Fall of 2018. Received her Ph.D. in Business Administration and Master of Accountancy at the University of South Carolina. Working as Director of the Master of Science in Accounting Program at Old Dominion University for 10 years has given her extensive
teaching experience. She is also currently a Certified Public Accountant with an active license in Virginia since 2001.

STAFF HIRES-

- **Department of Hospitality & Tourism Management**
  Alicia Awdeh, Administrative Coordinator, Hospitality and Tourism Management Department. Joined the School of Business in October 2018. As a graduate of Clemson University, Alicia has spent her career in the Hospitality Industry in a multitude of roles. Her professional life began in hotels as Director of Sales and Convention Services for Hilton and subsequently, Marriott Corporation, during which time Alicia also served as an adjunct professor teaching hotel sales and management courses for a local college in Charlotte, NC. Alicia later transitioned into convention and event planning as the owner of Event Planning Solutions, Inc. in which she led various teams in the planning and execution of large-scale conventions and tradeshows for ADP, IBM, Hewlett Packard and Sun Microsystems. In 2008, Alicia returned to her southern roots from Las Vegas, NV to manage her vacation rental business as owner and property manager for the next 10 years.

- **School of Business MBA Program**
  Seaton Brown '09 serves as the Director of Admissions for the one-year MBA, leading the efforts to recruit and enroll students into the full-time, accelerated program. He meets with prospective students and oversees the admissions process by reviewing and admitting applicants. He is also responsible for managing scholarship and graduate assistantship opportunities. Seaton earned his bachelor’s degrees in Business Administration and Hospitality & Tourism Management from the College of Charleston.

- **School of Business Development Office**
  Betsy Padilla, Administrative Assistant, Development Office joined the School of Business in November 2018. Originally from Eureka, CA where she studied English Literature and Cultural Studies at Humboldt State University (M.A., 2014) and taught high school English for several years. Moved to Charleston in 2015 to spend time with family in the area. Other current work and collaborations include: Actively involved with local non-profit organizations, Co-founder of a charitable group aimed at supporting other non-profits and empowering women through meaningful engagement, Writing and curriculum development for Google’s Applied Digital Skills (online digital skills education curriculum featuring video-based lessons for middle school through adult learners)

- **Student Success Center**
  Wendy Stephens, Associate Director of Academic Advising Services. Student Success Center-Worked at the College for 13 years and began her present position November of 2018. Wendy is a proud College of Charleston alumna with twenty-one years of Higher Education experience. She served 8 years at the Medical University of South Carolina in admissions, recruitment, and diversity and the last 13 years at the College of Charleston in the Academic Advising and Planning Center. Wendy moved to the School of Business, Student Success Center in November of 2018 as the Associate Director of Advising Services. This position coordinates academic advising services for the School of Business, and works to improve the graduation rates through programming, strategic interventions and connecting students to resources.
OTHER ACCOMPLISHMENTS

SCHOOL OF BUSINESS RECOGNITION AND RANKING

College of Charleston’s School of Business Receives National Rankings in the College Today - https://today.cofc.edu

- The School’s one-year Master of Business Administration program has been ranked as the No. 7 accelerated MBA program in the country by MBA Central. The website assessed schools according to affordability, support services and the quality of classes.

- Last year, U.S. News & World Report recognized the College’s MBA program, which is housed in the School of Business, as No.1 in the country for its job placement rate.

- In Study.com’s latest rankings of the top finance programs in the country, the College’s finance program was ranked No. 5 in the nation. Study.com also named the School of Business as the No. 16 top business school in the country. According to the report, “the emphasis at the College of Charleston’s School of Business is on preparing students for the workplace. You’ll find a Student Success Center here designed to help you with your career questions, internship opportunities and study abroad goals.”
  - Finance Department-Ranked # 5
  - Hospitality & Tourism Management-Ranked #6
  - School of Business-Ranked #16

- The School was pleased that three faculty members were represented in the Year of Women College of Charleston Magazine. Both subjects were notably different but just as informative. (Pete Calcagno, Doug Walker and Jocelyn Evans)

REACH PROGRAM-SPECIAL THANKS

- Alexis Carrico, Instructor of Management, is very active with the REACH program and served on the faculty panel for prospective REACH students each semester since January 2018.

- The School of Business has a very small select group of faculty who aid and assist with this program. They are: Lancie Affonso, Alexis Carrico, David Desplaces, Robert Frash, Daniel Guttantag, Steve Litvin, Brumby McLeod, and Wayne Smith.
STUDENT SUCCESS CENTER

The Success Center boasts services that include academic advising, internship guidance, student involvement, career development, life skills, professional development and much more.

The 2018-19 academic year was an exciting one for the School of Business Student Success Center with the addition of new services and programs. Focused on each student's success from orientation through graduation, the Success Center boasts services that include academic advising, internship guidance, student involvement, career development, life skills, professional development, scholarship management, and job search assistance.

With a newly implemented focus on "Every Student, Every Year", the Student Success Center is striving to interact with every School of Business major and minor each year to help them achieve success. Career service highlights for the academic year included 40 in-class Career Labs and extended employer outreach and networking. On the internship side, newly offered Summer Internship Awards more than doubled the number of internships being done over the summer by our business students.

The Success Center hosted over 70 events and programs including their signature Café Success popup coffee shop where staff members interact with students on topics ranging from internships and LinkedIn profiles, to academic advising and resume reviews. The first stop for prospective students, the Success Center visited one-on-one with over 200 families to share information on the School's academic and extracurricular offerings. The students know that their time with us does not end upon graduation as the Success Center hosted annual fall and spring alumni events that allowed current students to network with alumni of all ages.

In an effort to keep students on track academically, a new Associate Director of Academic Advising Services was hired and two academic advisors are now on hand in the Success Center to help students through each year of their college career and the academic advising staff host regular outreach events to target populations within the school including transfer students, undecided freshmen and veterans. The Success Center’s internship coordinator prepares each student for professional success. The engagement coordinator helps build an atmosphere that encourages involvement and leadership. Career and professional development staff focus on developing students into top candidates for employment with personalized coaching, workshops, virtual offerings, networking, etiquette events, and employer engagement.

In 2018-19, the Success Center planned for an infrastructure update that will include an updated fresh look with an interactive space that will allow workshops and Hot Topic Talks to take place in the Center, as well as, a dedicated interview room for employers and students.
Alan T. Shao has served as the College of Charleston’s dean of the School of Business since March 2009. Since then, he established an MBA degree program, obtained AACSB reaccreditation for the school, developed new majors (in Finance, Commercial Real Estate Finance and Marketing), established a Deans Student Forum, dramatically elevated fundraising, created the School of Business “Wall of Honor” to recognize philanthropy and long-term impact, and advanced the culture of global learning throughout the School.