AY 2014-2015

Annual Report
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EXECUTIVE SUMMARY

STRATEGIC HIGHLIGHTS

- Reaffirmation of our AACSB International business and accounting accreditation until 2020.
- Our most significant impact is that of our students. 475 earned their Bachelor of Science degrees from the School of Business during the 2014-2015 Academic Year.
- Our enrollments remain strong as we introduced our new major in Supply Chain Management.
- Approximately 275 SB students studied abroad during the AY 2014-2015.
- Solid faculty credentials, 97% of our full-time faculty are terminally qualified.
- We surrounded our students with world renowned speakers, including:
  - Keith McLoughlin, President and CEO of AB Electrolux
  - Robert Martinez, Vice President of Business Development, Norfolk Southern
  - 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
  - Dan Bane, CEO of Trader Joe's
- Our MBA graduated 35 students.
- Our MSA graduated ___ students.
- Our one-year global MBA program was listed #3 on U.S. News & World Report’s Short List for our 97% job placement for those seeking employment immediately after graduation.
- The Business Research Guide ranked us as #15 among the top 30 prominent business schools for global business and study abroad programs.
- The National Center for Education Statistics recognized the School’s undergraduate International Business program as the 10th largest program among public universities in the U.S and the largest undergraduate International Business program in South Carolina.
- Provided new office facility to house the US Department of Commerce, supported by the SC Supply Chain Applied Research Center.

FUND RAISING HIGHLIGHTS

- FY15 received gifts/pledges: $2.12M
- Gifts/initiatives of note:
  - $1M Boundless Campaign initiative to seed the Student Advancement/Career Center is launched on April 16th – Gifts, pledges, and promises to this initiative totaled $153K as of June 30th
  - Renewed / tripled gift-in-kind from Argus Software (1.45 M)
  - Dean’s Excellence Fund FY cash gifts total over $212K
  - Schottland Scholars alumni achieve 86 percent donor participation in giving to Schottland Programs Endowment.
Three gifts of $50K are received to the Schottland Programs Endowment and each resulted in three named scholars in the program:

- Bill Finn: the Carrie Messal Schottland Scholar
- Tap Johnson: the Tap Johnson Schottland Scholar
- Caleb King ’94 challenge to SSP and SLA alumni: the Alumni Schottland Scholar

Creation or enhancement of four scholarships:

- Warren Capital Scholarship, created with a $47k pledge from Joe ’97 and Lara Warren, is a 4-year full-time tuition scholarship for an in-state freshman
- Scholarship (to be named), created with a $45k pledge from Richard Maclean with plans to provide a renewable scholarship for an in-state rising School of Business sophomore
- Beatty family invested $100K in Guy E. Beatty Scholarship
- David and Susan Knox invested $40K to fund annual cohorts of Knox Global Scholars through AY2017-2018

OPERATING HIGHLIGHTS

The 2014-2015 Academic Year saw the reaffirmation of AACSB accreditation for both our Accounting and Business programs.

In addition, several structural changes were made 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.

Alan T. Shao, Ph.D.
Dean, School of Business
College of Charleston

June 30, 2015
The School of Business

THE BUSINESS DISCIPLINE FROM A NATIONAL PERSPECTIVE

Business education is increasingly focused on global education and technology, as is our School of Business. A recent survey of industries by the ManpowerGroup found that lack of technical skills, lack of experience, and lack of workplace competencies are major factors underpinning companies’ abilities to fill current job vacancies. 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 CoC 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 School now offers eight majors, eight minors and eight concentrations and participates in several multidisciplinary academic programs. New programs introduced during the year were a major in Supply Chain Management and a minor in Entrepreneurship. We are comprised of 70 full-time faculty members, 24 adjunct faculty members, and 23 full time staff members. (See Appendix for our Organizational Chart).

DEPARTMENTS

- Accounting and Legal Studies
- Economics
- Finance
- Hospitality and Tourism Management
- Management and Marketing
- Supply Chain and Information Management

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
- BS in Supply Chain Management

Master Degrees
- MSc in Accounting
- Master of 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
- Entrepreneurship
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.

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**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. 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>
<thead>
<tr>
<th>College of Charleston Strategic Plan Goals 2009-2020 revised 2013</th>
<th>School of Business Top Six Priority Goals 2014-2020</th>
</tr>
</thead>
<tbody>
<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>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>
</tr>
<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>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.</td>
</tr>
<tr>
<td><strong>SPG 4</strong> - 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.</td>
<td>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.</td>
</tr>
<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></td>
</tr>
</tbody>
</table>
School of Business
Top Six Priority Goals 2014- 2020

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

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

The 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 continue to be integrated into the majority of the courses throughout the curriculum.
  - Approximately 13 percent of our undergraduate business students study abroad each year. Including graduate students, the School sent 275 students abroad 2014/2015 (approximately one-third of the College’s total).
  - Bilateral programs: Madrid, Spain; Kansaigaidai, Japan; Nottingham-Ningbo, China; Unisul, Brazil; MCI, Austria; Ecole de Management, France; ESPEME/EDHEC, France; University of
Tartu, Estonia; Université Catholique de Lille, France; Université de la Rochelle, France; Xiamen, China; Fudan, China; Universität Tuebingen, Germany; University of Ludwigshafen, Germany; Universität 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.

- Prepare “ready-to-work” graduates aligning our academic strengths with the most salient needs of the Charleston business community:
  - Introduction of a new supply chain management major.
  - 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, Gildan, Charleston Area Convention and Visitors Bureau, City of Charleston, SC State Port Authority, SC Department of Commerce, Boeing, Daimler Vans Manufacturing, and IFA Rotorion.

- 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:
  - Increased summer research grants from an annual average of $98,650 in 2009 to $185,000

- 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
  - 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 sixth year and has included 62 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 Susi 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 global 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 2014-2015 Academic Year.

The Bachelor of Science in Accounting program underwent substantial changes that represent the first major curriculum overhaul to the undergraduate program since 1987.

The introduction of a thesis system in the Master of Science in Accountancy program where students complete in-depth research on an area relating to their intended area of practice.

The School has continued to engage in the SAP University Alliance and incorporate information management principles into the school’s curriculum.

The School’s Interdisciplinary Center for Applied Technology (ICAT) accelerator program involved 25 students and the NGAL accelerator involved 18 students.

A new Minor in Entrepreneurship, available for interdisciplinary students, will debut in the fall catalog.

The HTMT program continues to evolve its Revenue Management focus area.

Our Economics and Finance Departments 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.

The MBA program continues to provide professional mentoring for its students, by major industry leaders. Examples include: Jim Newsome (President/CEO S C 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 Klein, 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).
ENGAGEMENT

We continue to grow and enhance our engagement efforts with students, industry, and academia through our curricular and research programs, extra-curricular activities, and industry partnerships. A variety of examples are provided below from the 2014-2015 Academic Year.

The MBA class of 2014-2015 produced 35 graduates. The Master of Science in Accountancy program produced 25 graduates. The School currently engages approximately 60 Honors Students across its majors. Overall, 475 students earned Bachelor of Science degrees from the School of Business.

This past academic year, the Center for Entrepreneurship provided $31,500 in student awards and drew over 1,000 attendees to its events. The Center’s Friday speaker series featured a stellar line up of entrepreneurial leaders including Anita Zucker, Tommy Baker, Steve Swanson, Nate Dapore, and General Taylor.

The Department of Supply Chain and Information Management hosted International Lean Camp, which brought in 17 Costa Rican experts from companies including BAC International, Vitec Videocom, Chicago Miniature Lighting, Boston Scientific, Panduit, PXS, Hologic and Phoenix Group. The group visited and met with several local companies including Boeing, Port of Charleston, LeanCor, EzGo, Asten Johnson, and BMW. In addition to bringing together practitioners, many students had the opportunity to sit in on round table discussions, ask questions, and meet a number of Lean and Six Sigma experts across industries and parts of the globe.

The BB&T Free Market Process Speaker Series, which had 360 participants this year, engaged a variety of experts including Timur Kuran (Gorter Family Professor of Islamic Studies at Duke University); John Cerasuolo (President & CEO of ADS Security and Chairman of the Beacon Center of Tennessee); and Sarah Skwire (Fellow at Liberty Fund).

The Carter Real Estate Center hosted, cohosted, or participated in 45 events with between 10 to 70 participants, with an average of close to 40 students attending its club events. Over the last year, the center also hosted over 134 real estate professionals to speak in classrooms or in other programming offered by the CREC or the Real Estate Club.

This year’s Adam Smith Week, which included 5 events over 5 days, involved 11 subject-matter expert speakers and engaged approximately 300 participants.

The Global Logistics and Transportation program enrolled 27 students in the GLAT concentration/minor. In addition, 5 working professionals completed the Global Logistics & Transportation Professional Development Program.

The Department of Hospitality and Tourism Management offered a number of development opportunities for students including the “Frankly Speaking Series”, “Career Fair”, and “Cheers to the Future”. In addition, the department offered numerous recruitment opportunities provided by Wild Dunes Resort, Kiawah Island Golf Resort, Marriott International, Marriott Vacation Club and Destination Hotels & Resorts. We were pleased with the interest and the number of students who participated.

The Office of Tourism Analysis employees both graduate and undergraduate students as researchers working alongside Dr. Bing Pan on its tourism research projects providing the students with valuable hands-on industry experience.
The Dean’s Student Forum again 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.

During the 2014-15 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. A variety of examples are provided below from the 2014-2015 Academic Year.*

Placement for our students in the Master of Science in Accountancy program remains at or near 100%. Student and alumni placements during the 2014-2015 academic year included PriceWaterhouseCoopers (PWC), Ernst & Young (E&Y), Deloitte, KPMG, Grant Thornton, Dixon Hughes Goodman, Webster Rogers, and Elliott Davis among an number of other firms.

The MBA class of 2014 achieved over 95% placement.

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.

Many of our Finance students have internships in their junior or senior years, with many national or local firms including Goldman Sachs, Merrill Lynch, Edwards Jones, Northwestern Mutual, All State Insurance, and others. The later include Tandem Investment Advisors, Inc, Snap Capital, The Palmetto Group, and KD Capital Management LLC.

The prestigious Cultural Vistas (Carl Duisberg Society) German internship program (run by S Dellalana, LCWA) is a long-term provider of internships for SB students minoring in German; five SB students participated this year.

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.

**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 275 students to study abroad during the 2014-2015 academic year. Over half of the students studying abroad were led by our own business school faculty.

Issues in Global Logistics (TRAN 431) students participated in a multi-cultural interactive logistics group case study in the Fall semester with students in Germany and Finland with great success.

Michael Cahill, a parent of two Hospitality & Tourism Management graduates has generously given the Hospitality and Tourism Management Department a gift of $75,000 for International Student Internships.

The following undergraduate courses were taught overseas:
- HTMT 360 Destination Management Iceland (B McCleod; 15 students)
- HTMT 360 Management and Marketing Hospitality in China (W Smith w H Xie 13 students)
- INTB 313 Global Enterprise in Dubai (D Desplaces and MK Bowen-20 students)
- INTB 360 Doing Business in China (H Xie with W Smith -see above)
- INTB 390 Social Enterprise and Development – Honduras (R Mueller, M Gonzalez, S Frost 19 students)
- INTB 390 Social Enterprise and Development Tanzania (M Nunda and R Mueller 2 students)
- MKTG 326 International Marketing (R Mueller, Management Center Innsbruck, Austria, 13 students)
- MKTG 360 Special Topics in Intermodal Transportation/Panama Canal co-listed with REAL 360 Special Topics in Real Estate in Panama (C Cain, 10 students)
- TRAN Global Logistics(K Gourdin, Netherlands; 11 students)
- 35 MBA students participated in the Brazil Travel Study this year, which included business site visits, FGV University lecture sessions, and travel to Rio De Janiero and Sao Paulo.

The European Study Abroad completed its fifth successful year where students completed six hours of credit in London, Paris, Venice, and Florence. The academic experience is centered around two graduate Accountancy courses—ACCT 570- European Origins of Modern Accountancy, and ACCT 575- European Financial Markets.

The following graduate courses were taught overseas:
- ACCT 570 European Origins of Modern Accountancy
- ACCT575 European Financial Markets
- MBAD Channel Management Strategies in Hospitality
- MBAD 531 Forecasting and Business Analytics
- MBA Study in Brazil Program

In an attempt to increase the international diversity of our students, the SB has initiated and maintained active MOUs. Without faculty initiative and support, these exchanges would not remain active. The following are active exchanges:
Applied University of Worms – Sister-state agreement and faculty exchange (B Frash, R Mack, and R Mueller);
Applied University of Ludwigshafen – Sister state agreement and faculty exchange (K Gourdin);
EDHEC, Nice, France – Bi-lateral agreement (A Shao and R Mueller)
Management Center Innsbruck Bi-lateral and faculty exchange (R Mueller)
University of Caterina of the South (UNISUL) Brazil- Bi-lateral exchange (R Mueller)
University of Economics (Bratislava) – (C Balckwell)
University of Groenegin (Bi-lateral, J Clary-emeritus)
University Juan Carlos (Bi-lateral, Madrid)- Bi-lateral (C Paz, former SB professor)
University of Nottingham – UK (R Mueller)
University of Nottingham – Ningbo China (R Mueller)
University of Hertfordshire (Bi-lateral, England (R Mueller)
l'ecole de Management Strasbourg -Bi-lateral and faculty exchange (J Clary-emeritus)
Xiamen University, China- Bi-lateral and 2+2 agreements (A Shao)

A significant amount of time and effort is devoted to incoming students. This year, we processed 59 incoming students for the following countries/universities:

**BAMBERG, GERMANY**
**LILLE, FRANCE**
**BRAZIL (MOBILITY PROGRAM)**
**LA ROCHELLE, FRANCE**
**CAPE COAST, GHANA**
**MAINZ, GERMANY**
**EDHEC, FRANCE**
**MI, AUSTRIA**
**GRONINGEN, NETHERLANDS**
**NOTTINGHAM, NINGBO**
**HERTFORDSHIRE, UK**
**STRASBOURG, FRANCE**
**J KEPLER, AUSTRIA**
**TARTU, ESTONIA**
**JINAN UNIVERSITY, CHINA**
**TUBINGEN, GERMANY**
**KANSAI GAIDAI, JAPAN**
**UC3M MADRID, SPAIN**
**LUDWIGSHAFEN, GERMANY**
**WORMS, GERMANY**

Several overseas internships were offered this year, in locations that include:

Amsterdam - Hilton Hotels
Bahamas – Deloitte
Berlin - Makes Sense
Berlin – KPMG
Cannes (Film Festival)
Carrara, Italy - Gualtero Varmelli
Edinburgh – University of Edinburgh
Guanacosta, Costa Rica
Grimm (Germany) - Schlosser and Pfeiffer

The GBRC continues its offerings for NASBITE Certified Business Professional Training Workshops.
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 2014-2015.

Scholarships

Scholarships awarded through the office of the Assistant Director of Student Engagement:

Beatty  Sottile  Asbill
Sauls  Kingman  Boeing
Grooms  Cato  Maclean
Mattox  Hale-Westbury  Edmondston
Figg  SC Stevedores  Independent Insurance Agents
Herring  Maybank  Knox Global
Knox Financial Need  Wells Fargo Business Scholarship  Barkley Travel (Honors)
Warren  Daimler Vans Manufacturing  Steadman

Scholarships awarded in partnership with other School of Business departments:

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)

Upperclassmen Applications  97
Freshmen Applications  149

<table>
<thead>
<tr>
<th>Scholarship Awarded</th>
<th>Renewals</th>
<th>New</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upperclassmen ($ 233,222)</td>
<td>5</td>
<td>94</td>
<td>99</td>
</tr>
<tr>
<td>Freshman ($143,600)</td>
<td>4</td>
<td>25</td>
<td>29</td>
</tr>
</tbody>
</table>

Awards

Dean's Office  5 Awards, 7 recipients
ACCT  5 Awards, 8 recipients
ECON  1 Awards, 2 recipients
FINC  3 Awards, 4 recipients
### Additional SB Awards (Program Recognition Only)

#### Beta Gamma Sigma Inductees

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lindsay Antinoro</td>
<td>Lauren Hacker</td>
<td>Victoria Morgan</td>
</tr>
<tr>
<td>Olivia Arruda</td>
<td>Alexander Hamrick</td>
<td>Nathan Morris</td>
</tr>
<tr>
<td>Carly Bierman</td>
<td>Gabriel Henderson</td>
<td>Julia Neumann</td>
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<tr>
<td>Nicholas Brown</td>
<td>April Henry</td>
<td>Naomi Nudelman</td>
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<tr>
<td>Torrie Buchanan</td>
<td>Ryder Hine</td>
<td>James O'reilly</td>
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<tr>
<td>Ryan Byrd</td>
<td>Blair Hines</td>
<td>Nicole Palma</td>
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<tr>
<td>Sandra Ciappa</td>
<td>Samantha Hord</td>
<td>Krista Pequegnat</td>
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<tr>
<td>Sarah Cielinski</td>
<td>Kimberly Hrivnak</td>
<td>Kelsey Perry</td>
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<tr>
<td>Olivia Coco</td>
<td>Mae Huber</td>
<td>Allie Richardson</td>
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<td>Zachary Coombs</td>
<td>Eleanor Hunt</td>
<td>Christopher Santos</td>
</tr>
<tr>
<td>Rebekah Crawford</td>
<td>Sergio Hurtado</td>
<td>Dalton Shaak</td>
</tr>
<tr>
<td>Peyton Dalton</td>
<td>Sarah Jordan</td>
<td>Carie St. Onge</td>
</tr>
<tr>
<td>Brae Dilley</td>
<td>Brenna Jozwiak</td>
<td>Rachel Traxler</td>
</tr>
<tr>
<td>Tian Fang</td>
<td>Madeline Knowlton</td>
<td>Courtney Treco</td>
</tr>
<tr>
<td>Blaine Ferraro</td>
<td>Erik Markert</td>
<td>Victoria Ward</td>
</tr>
<tr>
<td>Joanna Grabert</td>
<td>Sergio Martinez-Caldera</td>
<td>Casey Witkowski</td>
</tr>
<tr>
<td>Kevin Hales</td>
<td>Corey Seacrist</td>
<td></td>
</tr>
<tr>
<td>Traci Rhoden</td>
<td>Larissa Steinfeldt</td>
<td></td>
</tr>
<tr>
<td>Clayton Butler</td>
<td>Erin Guyton</td>
<td></td>
</tr>
<tr>
<td>Adam Rabe</td>
<td>Amanda Schnoll</td>
<td></td>
</tr>
</tbody>
</table>

#### Faculty

Our Outstanding faculty members were recognized as follows:

- **Teaching**: Carrie Blair Messal
- **Research**: Chen-Huei Chou
- **Service**: Mark D. Witte
- **MBA Teaching Award**: Joshua Davis

#### Staff

Our outstanding staff members were recognized as follows:

- **Spring 2014**: Erin Simmons
- **Spring 2015**: Rosa Barnes
ASSESSMENT (SEE COMPLIANCE ASSIST 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>
<thead>
<tr>
<th>Number of Graduates in the School of Business Undergraduate Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
</tr>
<tr>
<td>BADM</td>
</tr>
<tr>
<td>ECON</td>
</tr>
<tr>
<td>FINC**</td>
</tr>
<tr>
<td>HTMT</td>
</tr>
<tr>
<td>INTB</td>
</tr>
<tr>
<td>MKTG**</td>
</tr>
<tr>
<td>SB TOTAL</td>
</tr>
</tbody>
</table>

*summer 2015 graduates estimated
** new program as of 2013/2014 leading to decrease in BADM numbers

College of Charleston COGNOS data reports
<table>
<thead>
<tr>
<th>Major</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Spring 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>197</td>
<td>208</td>
<td>222</td>
<td>268</td>
<td>264</td>
</tr>
<tr>
<td>BADM</td>
<td>898</td>
<td>903</td>
<td>863</td>
<td>977</td>
<td>943</td>
</tr>
<tr>
<td>ECON</td>
<td>153</td>
<td>128</td>
<td>103</td>
<td>107</td>
<td>99</td>
</tr>
<tr>
<td>FINC**</td>
<td>n/a</td>
<td>n/a</td>
<td>29</td>
<td>121</td>
<td>214</td>
</tr>
<tr>
<td>HTMT</td>
<td>252</td>
<td>242</td>
<td>233</td>
<td>302</td>
<td>318</td>
</tr>
<tr>
<td>INTB</td>
<td>217</td>
<td>198</td>
<td>212</td>
<td>262</td>
<td>268</td>
</tr>
<tr>
<td>MKTG**</td>
<td>n/a</td>
<td>n/a</td>
<td>24</td>
<td>129</td>
<td>210</td>
</tr>
<tr>
<td>SB TOTAL</td>
<td>1709</td>
<td>1666</td>
<td>1686</td>
<td>2166</td>
<td>2316</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 believes that fostering diversity in our campus community is essential in educating students for life in today’s global economy.

The School of Business remains committed to diversity throughout our organization. Of our 67 full-time faculty, 24% are female and 20% are non-white (one is African American, five are Hispanic and seven are East Asian). Two out of the four new faculty recruited this year were self-identified as Asian & Hispanic and one of the two was a female. They will be joining our faculty in August 2014.

Faculty Demographics

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2014 - 2015</th>
<th>Total Last Year 2013 - 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Asian</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Black or African American</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>11</td>
<td>42</td>
</tr>
<tr>
<td>Two or more races</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16</strong></td>
<td><strong>51</strong></td>
</tr>
<tr>
<td>Race &amp; Ethnicity Unknown</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

In June 2015, the deans and chairs who recruit faculty participated in a Strategic Diversity in Faculty Recruitment Workshop led by Kecia Thomas, a professor of industrial-organizational psychology and associate dean of faculty leadership and development in the Franklin College of Arts and Sciences at the University of Georgia.

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 summary of scholarship output over the last five years is provided in the following table.
## Table 2-1 Intellectual Contributions

### Part A: Five-Year Summary of Intellectual Contributions

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Portfolio of Intellectual Contributions</th>
<th>Types of Intellectual Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic or Discovery Scholarship</td>
<td>Applied or Integration Scholarship</td>
</tr>
<tr>
<td>---------</td>
<td>---------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>ACCT</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>BLAW</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>DSCI</td>
<td>78</td>
<td>0</td>
</tr>
<tr>
<td>ECON</td>
<td>53</td>
<td>1</td>
</tr>
<tr>
<td>FINC</td>
<td>46</td>
<td>3</td>
</tr>
<tr>
<td>HTMT</td>
<td>98</td>
<td>0</td>
</tr>
<tr>
<td>MGMT</td>
<td>5</td>
<td>139</td>
</tr>
<tr>
<td>MKTG</td>
<td>45</td>
<td>0</td>
</tr>
<tr>
<td>REAL</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>TRAN</td>
<td>24</td>
<td>16</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
STRENGTHS AND WEAKNESSES

Strengths

- AACSB International accreditation
- “Ready to Work” theme
- Faculty committed to teaching excellence
- 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
- Close relationship with business community
- Extensive global activities and orientation
- Ability to attract and hire new faculty
- Strong student enrollment
- Successful and thriving graduate programs

Weaknesses

- Space limitations
- Below market median salaries for many 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
- 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”
- Lack of new faculty and staff lines

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
- Continued budget cuts
- Threat of “up-state” politics and potential impact on state support for new programming
Contact Information

Alan T. Shao, Dean
Tel 843-953-6651
Fax 843-953-5697
shaoa@cofc.edu

School of Business
College of Charleston
5 Liberty St
Charleston, SC 29424
Tel 843-953-1356
Fax 843-953-5697
http://sb.cofc.edu