2017-2018
School of Business
Annual Report
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MESSAGE FROM THE DEAN

Once again it has been a very exciting and productive year as reflected in the School of Business’ 2017-2018 Annual Report. The School of Business student population continues to grow with enrollment in the past year exceeding 2,200 students in all of the majors. We also had roughly 800 minors and concentrations. Our courses offerings continue to grow too, as we have added a Commercial Real Estate Finance major and an Information Management minor. These two areas are an important part of the Lowcountry business community and, therefore, will create numerous employment opportunities. Other programs that have experienced substantial growth include the majors in Marketing and Finance, as well as the minor in Supply Chain and Logistics. Our other majors and minors have maintained steady enrollments.

We are also proud of our centers of excellence and unique course offerings. For example, our International Business program earned the #2 spot on the Schools.com list and the Best Colleges for International Business degree programs, as highlighted by several of President McConnell’s reports. In addition, the School of Business hosted the first-ever Impact Day celebration in which Stuart Williams, a Board of Governors member and ImpactX champion, announced the name change from ICAT to ImpactX. ImpactX will be transformational with respect to the way that it will inspire innovation and social consciousness among our faculty and students.

Another milestone is the approval of student fees. After years of hard work and continued commitment to our students, we were finally given permission to receive these funds that enable the School of Business to expand our international study abroad offerings and introduce our long-awaited career services program. The Director of our Student Success Center, Kristen McMullen, has done an outstanding job in articulating strategic goals, offering career planning services, and designing assessment measures so that the School of Business can provide performance metrics to all of our stakeholders. She also filled two important positions related to student activity development and career advising. As a result, we have seen a tremendous growth in student involvement within School of Business clubs and professional activities across the Lowcountry. To increase student involvement in the disbursement of student fees, a student leadership committee was formed. It provided a detailed proposal outlining students’ most important needs, including phone charging stations throughout the School of Business, new furniture more conducive for studying, business television options on the wide TV screens with wireless audio availability, and snacks and drinks during exam times to enable School of Business students to stay within the Beatty Center for a longer period of time.
The increase in traffic throughout the building has allowed the Student Success Center to promote their career services and become a "one stop shop" that serves every business student’s need. This year approximately 1,688 students visited our exam break room.

Our faculty and staff continued to publish high quality research and receive awards from within and outside of the university. We are proud of Glenda Inabinet and David Desplaces for receiving the Outstanding Staff and Faculty Research awards for the College of Charleston, respectively. Within the School of Business, several faculty received accolades in teaching (Angela Passarelli), research (Elise Perrault), service (Jocelyn Evans) and for the Howard Rudd award (Carrie Messal). I was pleased to see these outstanding women recognized for their hard work and dedication to excellence.

As you read this report, please join me in celebrating our faculty, alumni and friends of the School of Business. And visit our webpage at www.sh.cofc.edu for more information.

With best regards,

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

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.
STRATEGIC MANAGEMENT

LEARNING GOALS

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

• QUANTITATIVE FLUENCY: Students will demonstrate development of relevant computational skills.

• GLOBAL CIVIC RESPONSIBILITY: Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.

• INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience.

• Synthesis: Students 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.
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 Top Five Priority Goals 2016- 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPG 1- Provide students a highly personalized education based on a liberal arts and sciences cores and enhanced by opportunities for experiential learning.</td>
<td>1) Establish a fully staffed Student Success Center and 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>SPG 4- Establish and promote a vibrant campus-life atmosphere dedicated to education of the whole person through integration of curricular and co-curricular or extracurricular activities.</td>
<td></td>
</tr>
<tr>
<td>SPG 1- 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>
<tr>
<td>SPG 2- Develop or enhance nationally recognized undergraduate, graduate and professional programs in areas that take advantage of our history, culture and location in Charleston and contribute to the well-being of the region.</td>
<td>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 it within three months of graduation.</td>
</tr>
<tr>
<td>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.</td>
<td>3) Prepare all business students with global perspectives and experiences that position them to effectively compete in today’s business world.</td>
</tr>
<tr>
<td>SPG 2- Develop or enhance nationally recognized undergraduate, graduate and professional programs in areas that take advantage of our history, culture and location in Charleston and contribute to the well-being of the region.</td>
<td>4) Expand the School of Business through self-sustaining professional training courses, an executive MBA program, M.S. in mathematical finance, and a Ph.D. program to satisfy the educational needs of the region’s business community.</td>
</tr>
<tr>
<td>SPG 5- Achieve financial security by creating a new financial model for the College of Charleston.</td>
<td></td>
</tr>
<tr>
<td>SPG 1-5</td>
<td>5) A new business education center is an essential foundation in achieving each top priority goal.</td>
</tr>
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**S.W.O.T. ANALYSIS**

The School of Business evaluates its strengths, weaknesses, opportunities, and threats (S.W.O.T.) in order 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.
CHALLENGES

In the past year, declining enrollment at the College put a strain on resources and continues to present challenges for the School. This decline reduced the College’s budget and in turn reduced the amount of state funds allotted to the school of business. The deficit was offset by the adoption of the Undergraduate Student Fees in 2017-2018, which provides additional funds needed to offer many new students certifications, travel scholarships, and movable student labs, etc. These funds also enabled the school of business to hire instructors in accounting, business law, and finance – three areas that have maximum capacity classes. The next area that needs additional instructors is marketing, the fastest growing major in the school of business.

The following table reveals why the lack of faculty and building space (office 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 had increasing class size over the past several years, even when enrollment at the College declined.

<table>
<thead>
<tr>
<th>Internal Origin (attributes of SB)</th>
<th>Helpful (to achieving the objective)</th>
<th>Harmful (to achieving the objective)</th>
</tr>
</thead>
</table>
| **Strengths:**                    | • Professional programs, strengthened by a strong liberal arts college.  
• Board of Governors  
• Responsive to workforce gaps (new majors)  
• Growing enrollments in some areas  
• Fundraising  
• Revitalization of the Student Success Center  
• AACSB International Accreditation  
• Addition of Student Fees (undergraduate) | • School of Business is uncertain what their position is on campus  
• Turnover of key faculty  
• Budget Cuts  
• AA changes resulting from SACSCOC process  
• Lack of space  
• Lack of revenue generating programs |

<table>
<thead>
<tr>
<th>External Origin (attributes of environment outside the SB)</th>
<th>Opportunities:</th>
<th>Threats:</th>
</tr>
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</table>
|                                                            | • Rapidly growing business community (i.e. hospitality, manufacturing, technology)  
• Funding through department advisory boards  
• Adding revenue generating programs (Executive Education) | • Increasing need for Visiting faculty & Adjuncts due to budget cuts  
• Future faculty cuts  
• Future budget cuts  
• North Campus programs  
• Faculty not all AACSB qualified & engaged  
• Increase in onslaught of competition of other business schools |
PROGRAM ACCOMPLISHMENTS

Consistent with AACSB’s adoption of new accreditation standards, our programs and initiatives revolve around Innovation, Engagement and Impact. Recognizing this begins with our exceptional faculty’s commitment to creating an environment that develops our students for employment within the business world or graduate school. It is important that the school of business curriculum, advising, and club activities make the students “ready-to-work” by graduation in the Lowcountry, South Carolina, the United States, and internationally. In today’s business environment, it is important that students be able to understand the global implications of business decisions and understand the importance of diversity so that they can work in a global society. The following is a summary of some examples of our accomplishments organized into these 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 2017-2018 Academic Year.

- The School of Business strategically establishes majors and minors that align with industry needs.

  In July 2017, SACSCOC approved our proposal to offer a major in Commercial Real Estate Finance – the first one in the country. Real Estate course enrollments are up from last year and continues to grow:

<table>
<thead>
<tr>
<th>All Terms</th>
<th>Fall 2017</th>
<th>Spring 2018</th>
<th>Summer 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>576</td>
<td>248</td>
<td>284</td>
<td>44</td>
</tr>
</tbody>
</table>

  The total enrollment of 576 is an increase from 545 last year. It is impressive that as of August 2018 the Commercial Real Estate Finance major has over 30 majors. In addition, at accepted student events, many parents informed us that they chose the College specifically because they owned real estate businesses and wanted their children trained in this area.

- The School of Business continued to invest in major software packages and industry data subscription such as CRSP, COMPUSTAT, SAP, Certiport, Bloomberg, and ARGUS to provide research resources for our faculty and to equip our students with a working knowledge of industry standards. Certiport (Excel) and Bloomberg are the newest additions that will be incorporated into several courses during the 2018-2019 academic year. All of these programs are used in either graduate school or at major corporations.
Entrepreneurship is shepherded by Dr. David Wyman, Dr. Chris Starr and Impact Entrepreneur in Residence Stuart Williams. The ICAT/ImpactX Demo Day for the fall and spring cohorts this year were held in Wells Fargo Auditorium to standing-room-only supporters from the College and community. Participants reported high-impact and consequential learning experiences.

Due to a growing demand for computer labs in many courses across the school of business, the Department of Supply Chain and Information Management has taken a progressive leap and purchased 20 Surface Pro 4 laptops along with a cart to create a new Floating Lab. Using this new equipment will enable faculty and students the opportunity to convert any room at the school of business into a temporary computer lab.

The Hospitality & Tourism Management Department, in partnership with the school of business’ Student Success Center spearheaded and funded the use of a new software named Fluid Review. This software has made the internship and scholarship administrative application process easier for both the selecting committee and the students.

The School purchased 15 Surface Book 2 laptops and cart to create a Certiport mobile classroom. The program is dedicated to helping students succeed through Microsoft Excel certification. Certiport was established in 1997 and is now the leading provider of certification exam development, delivery, and program management services. They are aimed at enhancing individual productivity, marketability, and value.

The Economics Book Colloquium had approximately 12-15 students who met weekly with economics and political science professors to discuss contemporary economic books.

The School continues to offer unique curricula within the departments, for example:

- ECON 360-Economics of Regulation-Dr. Richard Bilas
- FINC 360 Commercial Lending in the Wine Industry-Dr. Jocelyn Evans & Dr. Mike Cohen
- ENTR 200-Pedagogical-Dr. David Desplaces
- ENTR 320-Pedagogical Innovations-Dr. Dave Hansen
- ENTR 407 Pedagogical Innovations-Dr. Dave Hansen
- SCIM 373-SCM projects with Boeing-Dr. Saif Mir and Dr. Rafael Teixera
- SCIM 424-SCM projects with Boeing-Dr. Saif Mir and Rafael Teixera
- SCIM 366-Lean and Six Sigma-Dr. Marvin Gonzalez
- TRAN 431-Joint Case Study Satakunta University-Dr. Kent Gourdin
- FINC 360 Finance Certifications and Pedagogy-Dr. Weishen Wang
- REAL 418-advanced commercial real estate valuation-Dr. Kenneth Soyeh

The Technology, Innovation, Design and Entrepreneurship Studio (TIDES) is the first maker space on campus for the Internet of Things. It is a space for all business and College of Charleston students to learn how to model, prototype and simulate products and services. All but one of the College of Charleston peer institutions has a similar space. TIDES is an outgrowth of ICAT and is fully funded and supported by the School of Business. TIDES is modeled after similar spaces at Georgia Tech and MIT. Dr. Chris Starr is the faculty director and founder. The organization is run by student experts who are trained and located on the first floor of the Tate Center.

“What Bloomberg is for publicly traded companies, PrivCo is to privately held companies.” The purchase of this database was made possible by the Collaboration of the School of Business.
Dean’s Office and the College of Charleston Library. It will be especially useful to students in entrepreneurship, management and real estate programs as well as other courses that focus on privately held firms.

- The International Society of Travel and Tourism Educators (ISTTE) conference was hosted by the Hospitality & Tourism Management Department on October 12-15, 2017. The Events Management Course (HTMT 362) planned and executed the event. A total of 105 participants attended from 7 different counties. (UK, Ireland, Canada, China, Australia, Barbados, United States)

- The Student Success Center installed 3 secure charging stations located throughout Beatty Center. These stations have chargers for Apple (Lightening Cord) and Android. With the number of students using the Atrium, this addition that was requested by a student committee is much needed.

- Stuart Williams assisted ICAT and In Place Impact in their inaugural program for the community and school of business student. Wisdom Mothers exemplified the need for impact business decision making. The speaker described the program and highlighted goals and objectives derived from a presentation at the United Nations Week in September 2017. The global online component expanded the audience to 193 countries. Dr. Chris Starr, former Director of ImpactX said, “This type of student experience is simply unprecedented for the College of Charleston.”

**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 2017-2018 Academic Year._

- Our Beta Alpha Psi (BAP) Chapter continues to play an important role for bringing accounting students and the practicing community together. The Chapter fosters a collegial culture for both our graduate and undergraduates and provides a platform for numerous important events and speakers. In the past, the organization provides important avenues for student philanthropy and volunteerism including our annual Volunteer Income Tax Assistance (VITA) Program to low income citizens under the guidance of Dr. Linda Bradley McKee. This year, the club decided not to participate in the program. The Chapter Advisor, Dr. Robert Hogan, and BAP President Kyle Egle, an accountancy graduate student, directed the chapter.

- The Center of Public Choice and Market Process is in its 10th and most successful year. Dr. Pete Calcagno is primarily responsible for the success of the program due to his ability to continuously obtain grants from foundations and private individuals who share the program’s commitments. Participation in all of the events reached over 1,000 this year. The Market Process Scholars and BB&T Free Market Process Speaker Series hosted six distinguished speakers including Dr. Sun Zhe, Columbia University, Dr. Will Luther, Kenyon College, Dr. William Trumbull, Citadel, Dr. Paul Gregory, University of Houston, Dr. Gary Libecap, University
of California Santa Barbara and Marion Smith, Executive Director of Victims of Communism Memorial Foundation from the non-profits and academia. The Center is grateful for the continued support of the Institute for Humane Studies, Department of Economics, the School of Business and the business community.

• The Global Logistics and Transportation Program has offered for the first time a successful FYE (First-Year-Experience) course focused on transportation, logistics, and supply chain management with an enrollment of eighteen students. The course titled Planes, Trains, and Automobiles; More Than Just a Movie was well received, and several of the students declared a Global Logistics minor. This type of course was used to spark the student’s interest in the program.
  ✓ Seventy-one students have declared a GLAT minor with an additional thirteen doing the concentration
  ✓ Five seniors successfully completed the BMW Logistics Program and received $1,200 each towards their cost of the Rotterdam trip
  ✓ TRAN 431 students again participated in a multi-cultural interactive logistics group case study in the Fall semester with students in Germany and Finland with great success.

• The College of Charleston American Marketing Association with Dr. Julie Blose (faculty advisor) has been very busy hosting the following events:
  ✓ Qualtrics workshop
  ✓ Our Lady of Mercy Outreach Program-assisted with research project
  ✓ Charleston Batter Soccer team-marketing research project
  ✓ Charleston ASMA-hosted their 2017 CAMA Boot camp
  ✓ Mr. Andy Snyder, Ad Strategist of Hook Ad Agency-presentation
  ✓ Hook Ad Agency-promote the Marley Cup soccer and reggae event
  ✓ Alzheimer’s Walk-hosted liaison
  ✓ Ms. Jenny Dennis (COO of Trio Marketing) and Ms. Jennifer Garr; (Director, Strategy and Planning at Ogilvy and Mather)-Presentation
  ✓ Sales and Development Special Interest Group-introduced
  ✓ Board Members – three attended AMA Conference in New Orleans
  ✓ Membership-increased to 30 student members.

• The Office of Tourism Analysis has reached out to local high school counselors to attract students interested in Hospitality and Tourism Management Program to the College. A Research Assistant helps with this endeavor.

• The annual George G. Spaulding Distinguished Executive Speaker Series was established to connect the Charleston community with the nation’s leading entrepreneurial, executive and military minds. “An internationally renowned entrepreneur, investor and philanthropist Sergio Fernandez de Cordova, PVBLIC Foundation chairman and co-founder was selected as this year’s speaker. College of Charleston students, alumni and faculty and community members attended.
• The Think Differently Forum Student Scholars and Director, Dr. Elise Perrault-Crawford (MGMK), hosted Samantha Siegel, Oceana. Her presentation was “Charleston Cares-Ocean Life” which has been a topic that is in the forefront of all the beach front property owners as well as beach goers. This semester’s Forum was to provide information about the movement that seeks to banish plastic straws because of their negative impact on oceans. Ms. Siegel, is a professional activist and College of Charleston alumni and started her career with the famous campaign to save the Angel Oak on John’s Island. She is a very inspiring speaker and described the processes of activism, social movements, and how everyone can get involved to make this world better by choosing a cause and working at it.

• The Center for Entrepreneurship and the Carter Real Estate Center held the 5th Annual Tommy Baker Entrepreneurship Hour on April 4, 2018 in the Wells Fargo Auditorium. Tommy Baker, Founder and President of Baker Motor Company, hosted a fireside chat with Mr. Jack Jones, the retired Vice President and General Manager of Boeing South Carolina.

• The Center for Public Choice and Market Process celebrated the tenth annual Adam Smith Week March 5th thru 9th. Approximately 1,000 students, faculty, and community members attended the various events. The program’s theme was “Mainline Economics,” highlighting the work of six Nobel Laureates whose work is in the tradition of Adam Smith.

• The Department of Economics hosted a Graduating Seniors and Alumni Reception on May 2, 2018. Approximately 25 graduating students, faculty and alumni met to network and celebrate the inductees into Omicron Delta Epsilon, the Economics Honor Society. The Carter Real Estate Center and the Department of Finance jointly hosted a similar reception that had over 100 participants.

• This year Dr. Evans served as the SPECTRA mentor, which provides an academic and transition experience for first generation African American, Latino, Asian, and Native American (AALANA) high school graduates who have been accepted to the College of Charleston and are enrolling for the fall semester. This program has been offered at the College for the last five years.

• Multicultural Overnight Visit Experience (M.O.V.E.) was hosted for the first time by Dr. Jocelyn Evans on February 2nd. This two-day event was limited to minority high school juniors and seniors and is designed to “Test Drive” the College by way of a personalized two-day event. The agenda included an opportunity to meet the department heads. (Dr. Blackwell, Dr. Wang, Dr. Smith, Dr. Gourdin, and Dr. Messal) and directors. Several directors gave presentations about their programs. Dr. Calcagno’s, Dr. Guttentag’s, and Dr. Starr’s enthusiasm was well received by the students.

• On April 24th 48 of our most outstanding students were inducted in the School of Business Beta Gamma Sigma Honor Society. Some of the attendees included Dr. James Malm, faculty advisor, Dr. Kenneth Soyeh, Dr. Jocelyn Evans and honored guests including family and friends who congratulated and wished the students well. With the guidance of Dr. James Malm, Beta Gamma Sigma enrollment numbers for the last 3 years have increased due to the school of business’ growing enrollment. Only students in the top 20 percent of their class can be inducted.
• The School of Business Investment Program is a curriculum based program that required 20 students to manage part of the College’s foundation money in order to gain experience as portfolio managers and analysts. Under the guidance of Dr. Mark Pyles and Dr. Daniel Huerta, the program has exceeded their goal by placing almost every student participant into high level, professional jobs on an ongoing basis. The directors have developed pipelines with several corporations for internship and job opportunities. For example, the four juniors in the Program this year secured high-quality internships at the following firms: Goldman Sachs, JP Morgan, George Weiss and Associates, and Ernst and Young.

• Schottland Scholars, a leadership program for exceptional school of business seniors, completed its ninth year; thanks to funding from Peter and Susan Schottland. Eleven students were selected to participate this year. Activities included a trip to Atlanta, GA, a leadership retreat, meetings, and tours or dinners with top executives from over forty local, national and international organizations during the course of the year. Mr. Jeremy Clement is the director of the program.

• Mentoring is a key value creator for ImpactX (formerly the ICAT program). Two mentors per team offer students expert opinions and experiences along with the challenge of dealing with the ambiguity produced by conflicting advice and the lack of prescriptive solutions. The value of the technology interns, which constitute half of the contribution, is estimated to be approximately $80,000 per year. Twenty-Eight ImpactX mentors participated this year; nine technical mentors from Boeing and the complement of technology and business mentors from other local companies and executives. The list below documents the individuals who contributed to ImpactX and the School of Business in the 2017-2018 academic year:
  ✓ Spring 2018 TECH Mentors-John Gyselinck, CACI International, Kyle Mansing, Blue Ion, Jake Suydam, Boeing IT, Tyler Wahl, Boeing IT, Travis Richardson, Blackbaud, Alex Starnes, Boeing IT, Wayne Scholar, SiliconHarbor Labs
  ✓ Business Mentors Phillip Kramp, CACI International, Vince Sonson, Balance Position, Al Richichi, Sentio, Gary Mushock, Consultant, Andrew Strickland, Teamphoria, Mike Astle, Soho Ltd, Shaw Drummond, Capgemini
  ✓ Community Stakeholders of ImpactX
    o Stuart Williams, Impact Entrepreneur in Residence
    o Michael Cahill, Pasadena Angels
    o John Osborne, Director; Harbor Entrepreneur Center
    o Vic Howie, Founder, Pitch Breakfast Charleston
    o Board Members, Center for Entrepreneurship
• The Office of Economic Analysis was developed to provide objective analysis and interpretation of local and South Carolina macro-economic data and trends. Dr. Frank Hefner has been the director since the formation of the office in 2007. He participates in interviews, panelists, broadcasting on PBS, as well as annual wrap up collaborations with the Office of Tourism Analysis. He also represents the College on regional advisory boards.

IMPACT

We have achieved significant and positive impact on our students, faculty, community, and professions. The data also supports how much the School of Business contributes toward the good of the College.

• The Hospitality Department’s Events Management course (HTMT362) planned and executed two very successful events “Fall Hospitality Network Social” (a job fair) and “Hospitality Oyster Roast” (alumni). The events were beneficial to the program in that they served as a professional networking and recruitment opportunity for all hospitality and business students. They also served as a relationship builder among departmental alumni, faculty, industry professionals and current students.

• Student members of the College of Charleston American Marketing Association (AMA) chapter participated in a Silent Auction/Bake Sale that was held in the Beatty Center. They surpassed their previous goal of $700 by raising $1,200 in support of the Alzheimer’s Association in its research for a cure.

• The Office of Tourism Analysis collaborated with the Charleston Area Convention and Visitors Bureau to implement fifteen research projects. These research projects disseminated tourism-related results to decision-makers and other stakeholders in the Lowcountry’s hospitality and tourism industry. Their work was sited twenty-four times in media outlets.

• The Microfinance Club is led by Dr. Jocelyn Evans (faculty advisor). The club members have volunteered their time and energy to assist in helping repair and refurbish residences of indigent elderly who are in dire financial need. They worked tirelessly to gather discarded items from the recent College dorm move out as well as faculty (Ms. Marcia Snyder and Dr. James Mueller) and deliver them to the group homes. For their social service, the student members of the club won the Outstanding Service to the Community Award from the Trident Area Aging Association in April 2018. Their motto is “Make a Difference while Learning to Make a Profit.”
The award was presented to Dr. Jocelyn Evans, Justin Teague (Vice President), and Ryan Suriol (President) from Ms. Linda Naert from the Trident Area Aging Association. These students clearly deserve a heartfelt thanks for all the kindness and compassion they have shown. The Microfinance Club thanks Dr. Elaine Worzala, Lowes, and Low Country Furniture Bank for their assistance with furniture donations and material for the renovations.

- In the Spring of 2018 the HTMT 360 Event Practicum course held the Charleston Opportunity Fair. Sponsored by the Charleston Convention and Visitors Bureau, this event is geared towards reaching students with an interest in Hospitality and Tourism job placement. The Opportunity Fair hosted over 40 different companies and an attendance of close to 1,000 registrants.

- The Intermodal Association of North America (IANA) awarded $44k in student scholarships and early engagement in logistics. (K. Gourdin-PI). This two-year commitment provided $22,000 annually in 2017 and 2018 in support of student travel scholarships, academic scholarships, and funding for a first-year experience class during the fall semester each year.

- Hospitality students in Dr. Robert Frash’ HTMT 488 capstone courses experienced the process of being entrepreneurs by creating their own businesses and completed for the best business plan presentations at the end of each semester. Financial support from Service First Bank and CreCom Bank made the event possible.

- The Honors Program in Business has been part of the school of business for many years. The program offers a unique, rigorous, and challenging academic experience to a select group of students each year. They are required to complete both Honor College and particular business program courses. As of April 2018, there have been 97 students in the business program out of 561 Honor College students. Thank you Dr. DeLaurell for all your hard work and commitment to this program for the last several years. With her recent promotion to Associate Chair of the Accounting and Business Law Department she will have limited time for the program and had to step down. Now, Dr. Wesley Burnett is director.

Ready to Work Certificates for Students

- Certified Quality Analyst exam (SCIM)
- Claritas Investment Certificate (Finance)
- Microsoft Excel Specialist & Expert Certification (SCIM & Finance
- Bloomberg
Job Placement

- Weishen Wang teaches the FINC 360 Special topics/Claritas Investment Certificate program. The course allowed students to earn college credits for their degree while getting prepared to write Investment Foundations Certificate exam from the CFA institute. This helps students obtain an edge on job market.

- The Real Estate Program has been busy recruiting and helping place students into some of the most prestige companies. This year the growing list includes:
  - Greystar Washington, DC and Charleston, SX
  - Cardinal Properties, Denver, CO
  - H&R Retail, Bethesda, MD
  - Ferrer Commercial Real Estate Advisors, Mt. Pleasant, SC
  - Stone Management Group, Charleston, SC
  - Lee and Associates, Charleston, SC

- Our Accountancy graduate students have an impressive track record of career placement both within public accounting firms and the financial services industry. Recent graduates have taken positions with prestigious firms and institutions, including:
  - Ernst and Young
  - Deloitte
  - PricewaterhouseCoopers
  - KPMG
  - Grant Thornton
  - RSM USA
  - Dixon Hughes Goodman
  - Elliot Davis Decosimo
  - Webster Rogers
  - Goldman Sachs
  - Bank of America
  - Blackbaud

Enrollment

- Business Administration is the largest major at the College (736 as of Spring ’18). Four of the top minors in the Business School are Marketing, Hospitality & Tourism Management, Business Administration, and Real Estate.
- The School of Business is the second largest school, with 2,165 majors

<table>
<thead>
<tr>
<th>Spring 2018</th>
<th>Student Enrollment Undergraduate Level Courses (credit hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Business</td>
<td>6,642</td>
</tr>
<tr>
<td>College of Charleston</td>
<td>49,332</td>
</tr>
</tbody>
</table>

Declared Majors

- Business Administration is the largest major at the College (736 as of Spring ’18)
### Number of Declared Majors* in the School of Business Undergraduate Programs

<table>
<thead>
<tr>
<th></th>
<th>Spring 2014</th>
<th>Spring 2015</th>
<th>Spring 2016</th>
<th>Spring 2017</th>
<th>Spring 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>268</td>
<td>255</td>
<td>243</td>
<td>218</td>
<td>219</td>
</tr>
<tr>
<td>BADM</td>
<td>977</td>
<td>892</td>
<td>901</td>
<td>861</td>
<td>736</td>
</tr>
<tr>
<td>CREF</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>33</td>
</tr>
<tr>
<td>ECON</td>
<td>107</td>
<td>92</td>
<td>81</td>
<td>70</td>
<td>73</td>
</tr>
<tr>
<td>FINC **</td>
<td>121</td>
<td>197</td>
<td>253</td>
<td>255</td>
<td>284</td>
</tr>
<tr>
<td>HTMT</td>
<td>302</td>
<td>300</td>
<td>327</td>
<td>286</td>
<td>256</td>
</tr>
<tr>
<td>INTB</td>
<td>262</td>
<td>257</td>
<td>227</td>
<td>216</td>
<td>191</td>
</tr>
<tr>
<td>MKTG **</td>
<td>129</td>
<td>203</td>
<td>264</td>
<td>292</td>
<td>330</td>
</tr>
<tr>
<td>SCIM **</td>
<td>n/a</td>
<td>n/a</td>
<td>63</td>
<td>82</td>
<td>88</td>
</tr>
<tr>
<td>SB TOTAL</td>
<td>2166</td>
<td>2196</td>
<td>2359</td>
<td>2280</td>
<td>2205</td>
</tr>
<tr>
<td>% change</td>
<td>11.9%</td>
<td>1.4%</td>
<td>7.4%</td>
<td>-3.3</td>
<td>-0.3</td>
</tr>
</tbody>
</table>

* Includes double, pre-declared (intended), & fully declared majors. Freshmen were allowed to pre-declare business major for first time in 2013/14 year.
** New programs leading to decrease in BADM numbers

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>65</td>
<td>76</td>
<td>82</td>
<td>51</td>
<td>55</td>
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<tr>
<td>BADM</td>
<td>290</td>
<td>292</td>
<td>279</td>
<td>258</td>
<td>237</td>
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<tr>
<td>ECON</td>
<td>44</td>
<td>27</td>
<td>30</td>
<td>20</td>
<td>13</td>
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<tr>
<td>FINC *</td>
<td>31</td>
<td>44</td>
<td>60</td>
<td>59</td>
<td>84</td>
</tr>
<tr>
<td>HTMT</td>
<td>87</td>
<td>87</td>
<td>100</td>
<td>74</td>
<td>82</td>
</tr>
<tr>
<td>INTB</td>
<td>63</td>
<td>85</td>
<td>71</td>
<td>50</td>
<td>47</td>
</tr>
<tr>
<td>MKTG *</td>
<td>17</td>
<td>31</td>
<td>62</td>
<td>64</td>
<td>80</td>
</tr>
<tr>
<td>SCIM *</td>
<td>n/a</td>
<td>n/a</td>
<td>14</td>
<td>19</td>
<td>15</td>
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<tr>
<td>CREF</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>5</td>
</tr>
<tr>
<td>SB TOTAL</td>
<td>597</td>
<td>642</td>
<td>698</td>
<td>595</td>
<td>618</td>
</tr>
<tr>
<td>% change</td>
<td>2.2%</td>
<td>7.5%</td>
<td>8.7%</td>
<td>-14.8%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

* New programs as of 2013-2014 leading to decrease in BADM numbers. All degrees awarded in 2017-18 are preliminary and unofficial. Numbers for 2017-18 are subject to change.
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 crucial to helping us accomplish our student-centric mission while satisfying the needs of our community and beyond.

Scholarships

- A total of $305,970 in academic merit, needs-based, or travel scholarships were awarded to undergraduate students by the School of Business.

<table>
<thead>
<tr>
<th></th>
<th>Upperclassmen</th>
<th>Freshmen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong># Applications Submitted</strong></td>
<td>176</td>
<td>171</td>
</tr>
<tr>
<td><strong>Renewed</strong></td>
<td>35</td>
<td>0</td>
</tr>
<tr>
<td><strong>New</strong></td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td><strong># Awards</strong></td>
<td>50</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total $ Awarded</strong></td>
<td>$202,900</td>
<td>$103,070</td>
</tr>
</tbody>
</table>

- The School of Business gave scholarships from 33 scholarship funds. (see list below)

<table>
<thead>
<tr>
<th>Scholarship Fund</th>
<th>Class</th>
<th>Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guy E. Beatty</td>
<td>Upperclassmen</td>
<td>Albert Sottile Memorial</td>
</tr>
<tr>
<td>Charleston Wine &amp; Food Festival Scholarship</td>
<td>Freshmen</td>
<td>Steadman</td>
</tr>
<tr>
<td>Marion &amp; Wayland Henry Cato Jr.</td>
<td></td>
<td>Wells Fargo Business</td>
</tr>
<tr>
<td>Mattox Family</td>
<td></td>
<td>Real Estate Industry</td>
</tr>
<tr>
<td>R. Keith &amp; Melissa G. Sauls</td>
<td></td>
<td>CCIM</td>
</tr>
<tr>
<td>Sharon &amp; Rus Kingman</td>
<td></td>
<td>Rent to Own Labs</td>
</tr>
<tr>
<td>William Nelson Grooms Memorial</td>
<td></td>
<td>Independent Insurance Agents of SC</td>
</tr>
<tr>
<td>Mercedes-Benz Vans</td>
<td></td>
<td>Wild Dunes Resort Hospitality Management</td>
</tr>
<tr>
<td>Patrick E. Ringwald</td>
<td></td>
<td>Figg Americanish</td>
</tr>
<tr>
<td>Robert McCormick</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Real Estate Scholarships - CCIM, Rent to Own Labs, Pension Real Estate Association, Appraisal Institute, FIABCI
Awards

We take pride in acknowledging excellence in our students and faculty.

- 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 $27,750 to 20 students.
- The ICAT (changed to IMPACTX)-total of $9,131 to 17 students.
- Ory Williams Student Award for Global Travel total $14,000 to 5 students
- HTMT 488 Business Plan Contest Winner
  ✓ Fall 2017- Sponsored by CreCom Bank -$1,500 for 3 groups
  ✓ Spring 2018-Sponsored by ServiceFirst Bank-$1,500 for 3 groups
  ✓ Sponsors pay for awards ceremony each semester-$500.

A Special thanks to Bobby Warrick who has provided financial support for many years.

<table>
<thead>
<tr>
<th>Outstanding/Distinguished Student Awards (Seniors)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting-</td>
<td>Christa Bello</td>
</tr>
<tr>
<td>Business Major</td>
<td>Chad Easterly</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Lerraine Haak</td>
</tr>
<tr>
<td>Finance-</td>
<td>Ariel Benton/Caitlin Parker</td>
</tr>
<tr>
<td>International Business Major</td>
<td>Helena Nyikos</td>
</tr>
<tr>
<td>Marketing Major-</td>
<td>Mary Katherine Bowers/Emma Cvitanovich</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Major</td>
<td>Victoria Kabernagel</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Minor</td>
<td>Ciera Clingerman</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Robert Alec Ball/Katherine Linn</td>
</tr>
<tr>
<td>Market Analysis Award in Real Estate</td>
<td>Casllie McCool</td>
</tr>
<tr>
<td>CCIM Award in Real Estate</td>
<td>Josh Luellen</td>
</tr>
<tr>
<td>Supply Chain &amp; Information Management</td>
<td>Anna Whitaker</td>
</tr>
<tr>
<td>Student “CWE” Entrepreneur Award</td>
<td>Shaefali Emmanuel – Kimber-Marie Faircloth</td>
</tr>
<tr>
<td>School of Business Outstanding Student</td>
<td>Caitlin Parker</td>
</tr>
<tr>
<td>Departmental Honors-Accounting</td>
<td>Charlotte Rolston/Christopher Kienzle/Logan Williams</td>
</tr>
<tr>
<td>Distinguished Accountancy Graduate Student</td>
<td>Jennifer Chilcote</td>
</tr>
<tr>
<td>Al Lifton Award for Leadership &amp; Management Development</td>
<td>Jayme Baum</td>
</tr>
<tr>
<td>Belmond Charleston Place Merit Awards (HTM)</td>
<td>Stephanie Baril/Kaylie Beech/Taylor Dupree/Sana Hussain/Rio Speller-</td>
</tr>
<tr>
<td>Award</td>
<td>Winner</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Cahill Endowed HTMT International Internship Award</td>
<td>Michaela O’Laurhlin</td>
</tr>
<tr>
<td>CCIM Award in Real Estate</td>
<td>Josh Luellen</td>
</tr>
<tr>
<td>CHAT Leadership Award in Hospitality &amp; Tourism Management</td>
<td>Amanda Shaw</td>
</tr>
<tr>
<td>Fanchon Morrow Condon Memorial Outstanding Economics Student Award</td>
<td>Meg Montgomery</td>
</tr>
<tr>
<td>Frank H. Stoll Service Award</td>
<td>Anna Whitaker</td>
</tr>
<tr>
<td>Hospitality Academic Achievement Award</td>
<td>Loren Brown</td>
</tr>
<tr>
<td>Kenan Investment Award</td>
<td>Michael Gude/Brandon Blackwell</td>
</tr>
<tr>
<td>Market Analysis Award in Real Estate</td>
<td>Callie McCool</td>
</tr>
<tr>
<td>ARGUS Award</td>
<td></td>
</tr>
<tr>
<td>Non-Traditional Hospitality Student Award</td>
<td>Nora Williams/Jason Crevar</td>
</tr>
<tr>
<td>Schottland Business Leadership Award</td>
<td>Kurt Kehrer/Paige Mesher0</td>
</tr>
<tr>
<td>South Carolina Governor’s Award (Hospitality &amp; Tourism)</td>
<td>Hunter Gaffney</td>
</tr>
<tr>
<td>Tommy Baker Ward for Entrepreneur of the Year</td>
<td>Chad Ross</td>
</tr>
<tr>
<td>William F. Muckenfuss Award</td>
<td>Eva Ho/Stephen Hill</td>
</tr>
<tr>
<td>William Young Ripley Award</td>
<td>Brandon Blackwell</td>
</tr>
</tbody>
</table>

This has been a great year and the School of Business is proud of their achievements.

Faculty Internal Awards:
- Distinguished Teaching in School of Business - Elise Perrault
- Distinguished Research in School of Business - Angela Passarelli
- Distinguished Service in School of Business - Jocelyn Evans
- Distinguished Adjunct Award in the School of Business - Daniela Goya-Tochette
- Howard J. Rudd Distinguished Faculty Award - Carrie Messal

ExCEL Awards:
School of Business Teaching Award - Mark Pyles
Demetria N. Clemons Distinguished Mentor Award - Lancie Affonso
School of Business Student Award - Leanna Conti


David Desplaces
College of Charleston’s Faculty Distinguished Service Award
Emerald Best-Case Award - “Expat pay and compensation: fair or not fair?”
Glenda Inabinet  HTM Distinguished Contribution Award 2018

External Faculty Awards:
Dr. Jocelyn Evans  AEF Service Fellow (Academy of Economics & Finance)
Dr. Robert Frash  2018 Honorary Commander - Joint Base Charleston
Dr. Steve Litvin  Fulbright Scholar Ambassador Emeritus
Dr. Brumby McLeod  Fulbright Award to Iceland
Dr. Rene Mueller  Fulbright Scholar (Austria) Fall 2017
Dr. P. George Benson  Master of Ceremonies at the Baldridge National Quality Awards.
           Sixth and final year as Chair:
Dr. Kelly Shaver  GEN Compass Research Champions Award –
           Global Entrepreneurship Congress 2018
Dr. Elaine Worzala  Education Award – American Real Estate Association

School of Business Faculty Award winners

External Awards
Congratulation to you all!!
GLOBAL

At the School of Business, we believe that excellence, diversity and inclusion are interdependent. In other words, diversity and inclusion are key strategies in our overall pursuit of excellence in our college. Some examples of our continued global commitment during this review period include the following:

- The School of Business at the College of Charleston remains a top competitor in the world of higher education. The School’s international business undergraduate program earned the No. 2 spot on the Schools.com list, Best Colleges for International Business Degree Programs, preceding Georgetown University and the University of South Carolina.
- The Business Research Guide ranked the School of Business #15 among the top 30 prominent business schools for global business and study abroad programs.
- Global Business Resource Center is an active participant (and only university) that is a member of the SC International Trade Coalition, the major international trade education of SC.

The number of SB undergraduate majors studying abroad has increased to 351 (21 are double SB majors, mostly BADM/HTMT majors) and 37 SB minors (12 are also SB majors). In addition to the undergraduate students, 39 MBA students and 8 Master of Accounting students participated in overseas study programs. BADM continues to be the largest contributor to study abroad with 29 percent of the SB total. Because of its study abroad requirement, INTB sends almost as many students abroad. The Management and Marketing department accounts for 68 percent of the total. Economics sent the fewest students abroad.

Where SB Students are Studying
SB students studied in 32 countries during the 2017-2018 academic year. Spain continues to be the destination of choice for many SB students. This is followed by Italy and then Australia. Like US students in general, the vast majority (69%) study in Europe; less than 15 percent study in regions of strategic interest like Africa, South America and Asia.

- Argentina
- Austria
- Columbia
- France
- Italy
- Netherlands
- Spain
- Australia
- Burma
- Costa Rica
- Germany
- Japan
- New
- Sweden
- Canada
- Croatia
- Ghana
- Malawi
- Panama
- Vietnam
- Czech
- Croatia
- Denmark
- Chile
- China
- Cuba
- Hong Kong
- Iceland
- Martinique
- Morocco
- Russia
• Accountancy’s European Study Abroad Program provides a unique opportunity for graduate accountancy students to earn six hours of credit toward the Master of Science in Accountancy while gaining invaluable global experience. Students may elect to take ACCT 570 - European Financial Markets and ACCT 575 - European Origins of Modern Accountancy while travelling during the summer throughout Europe. In 2017, 13 students participated in the program in London, Venice, and Florence.

• Global topics continue to be integrated into the majority of the courses throughout the curriculum.

• The School of Business offered students several scholarships for international travel: Cahill International Travel Award for HTM Interns, Knox Global Scholarship, Know Global Financial Need Scholarship, Hilton Prague International Internship Award, and the Ory Williams Student Award for Global Travel.

• This year eight students received full tuition scholarships to Lingnan University’s MSC programs.

• School of Business students gain hands-on experience in a professional global environment when serving as interns for international companies.

• Drs. Marvin Gonzalez and Gia Quasada continue to host the International Lean Camp, which has become an annual event that brings together professionals from across the globe in an effort to share best practices

Undergraduate Courses Taught:
- HTMT 360 Destination Management Iceland (B McCleod; 9 students)
- INTB 390 Social Enterprise and Development – (R Mueller) 8 students co-listed with
- FINC 360 Micro-Finance in Ghana (J Malm) 8 students
- MKTG 326 International Marketing (R Mueller, Management Center Innsbruck, Austria, 4 students)
- MKTG 360 Doing Business in China (Henry Xie, China and HK co-listed with
- HTMT Special Topics in Hospitality (Wayne Smith) 18 students
- GLAT 360 Special Topics in Intermodal Transportation/Panama Canal co-listed with
- REAL 360 Special Topics in Real Estate in Panama (K Gourdin, 81 students)
- TRAN 312 Global Logistics (K Gourdin, Netherlands; 21 = students)

• Study abroad fairs are a main way to promote overseas study opportunities while orientation seminars and individual advising seminars are key to ensuring overseas study success.
• School of Business hosted 30 incoming foreign exchange students.
DIVERSITY

At the College of Charleston School of Business, we believe that excellence, diversity and inclusion are interdependent. In other words, diversity and inclusion are key strategies in our overall pursuit of excellence in our college.

- **Faculty & Staff Demographics:**
  - * Adjunct faculty not included/VAPs included
  - ** Temporary employees included

- **School of Business Senior Leadership:** The entire senior leadership team is comprised of minorities. The Dean is of half Asian, the Associate Dean is an African American female and the Assistant Dean is female.

- **Student Demographics:**

<table>
<thead>
<tr>
<th>SCHOOL OF BUSINESS MAJORS</th>
<th>AMERICAN INDIAN/ALASKAN</th>
<th>ASIAN</th>
<th>AFRICAN AMERICAN</th>
<th>NATIVE HAWAIIAN/PACIFIC ISLANDER</th>
<th>HISPANIC</th>
<th>TWO OR MORE RACES</th>
<th>TOTAL MINORITY RACES</th>
<th>% MINORITY RACES</th>
<th>WHITE</th>
<th>NON-RESIDENT ALIEN</th>
<th>Unknown</th>
<th>GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>1</td>
<td>5</td>
<td>14</td>
<td></td>
<td>8</td>
<td>2</td>
<td>30</td>
<td>14%</td>
<td>178</td>
<td>2</td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>Business Administration</td>
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<td>13</td>
<td>43</td>
<td>1</td>
<td>36</td>
<td>23</td>
<td>118</td>
<td>15%</td>
<td>691</td>
<td>12</td>
<td>7</td>
<td>Female</td>
</tr>
<tr>
<td>Economics</td>
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<td>2</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>63</td>
<td>9%</td>
<td>63</td>
<td>2</td>
<td>1</td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>Finance</td>
<td>4</td>
<td>8</td>
<td>11</td>
<td>8</td>
<td>13</td>
<td>32</td>
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<td>207</td>
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<td>4</td>
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<td>7</td>
<td>36</td>
<td>13%</td>
<td>232</td>
<td>5</td>
<td>1</td>
<td>Female</td>
</tr>
<tr>
<td>International Business</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>21</td>
<td>5</td>
<td>41</td>
<td>20%</td>
<td>163</td>
<td>5</td>
<td>2</td>
<td></td>
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</tr>
<tr>
<td>Marketing</td>
<td>2</td>
<td>14</td>
<td>11</td>
<td>8</td>
<td>35</td>
<td>16%</td>
<td>244</td>
<td>5</td>
<td>1</td>
<td>166</td>
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</tr>
<tr>
<td>Supply Chain Management</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>11</td>
<td>13%</td>
<td>71</td>
<td>71</td>
<td>71</td>
<td>2</td>
<td>24</td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>TOTAL UNDERGRADUATE</td>
<td>6</td>
<td>30</td>
<td>104</td>
<td>2</td>
<td>108</td>
<td>99</td>
<td>309</td>
<td>14%</td>
<td>1,849</td>
<td>36</td>
<td>16</td>
<td>Female</td>
</tr>
<tr>
<td>MS Accountancy</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>10%</td>
<td>2</td>
<td>26</td>
<td>26</td>
<td>2</td>
<td>1</td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>MBA</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>15%</td>
<td>34</td>
<td>34</td>
<td>34</td>
<td>2</td>
<td>2</td>
<td></td>
<td>Female</td>
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<tr>
<td>TOTAL GRADUATE</td>
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<td>1</td>
<td>2</td>
<td>4</td>
<td>13%</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>2</td>
<td>40</td>
<td></td>
<td>Female</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 contribution 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 continue 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. In order 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 New Hires -

Hospitality & Tourism Management

**Dr. Daniel Guttentag** joined the faculty as an Assistant Professor in Hospitality and Tourism Management, and additionally, serves as the Director of the Department’s Office of Tourism Analysis. He is the newest member of the HTMT faculty, having joined the program in 2017. He holds a Ph.D. in Recreation and Leisure Studies and a Master’s degree in Tourism Policy and Planning, both from the University of Waterloo in Ontario, Canada. He also worked for several years as a Tourism Business Analyst for the Toronto Convention and Visitors Bureau. Daniel is especially interested in tourism innovations, particularly peer-to-peer short-term rental services like Airbnb. He is additionally interested in topics including virtual reality, market segmentation, volunteer tourism, and casino gambling behavior.

Supply Chain and Information Systems

**Dr. Saif Mir** joined the faculty as an Assistant Professor. He earned his PhD in Supply Chain Management from the University of Arkansas in 2017. Saif’s research interests include sustainable supply chain management, and buyer-supplier relationships. He is teaching classes in supply chain management and operations management.
Dr. Rafael Teixeira joined the faculty as an Assistant Professor. He earned his PhD in Supply Chain and Operations Management from Clemson University in 2010. Rafael’s research interests include business-to-business service supply chains, supply chain risk, and relationship management. Rafael teach courses in business statistics, supply chain management, and operations management.

Department of Marketing & Management:
The department successfully on-boarded three (3) new management faculty during the 2017-2018 academic year.

Ivana Milosevic, Ph.D. joined the College of Charleston School of Business as an assistant professor of management in the fall of 2017. Prior to teaching for the Department of Management and Marketing, Milosevic taught various management and leadership courses for the University of Nebraska, Lincoln as well as the University of Wisconsin, Oshkosh — where she received the Teaching Award for superior dedication and excellence in teaching.

Christopher Whelpley, Ph.D. joined the College of Charleston School of Business as an assistant professor of management in the fall of 2017. Prior to teaching for the Department of Management and Marketing, Whelpley spent more than a decade as an associate manager at Altria Client Services in Richmond, VA, where he performed market research and operational forecasting for a Fortune 500 company.

Alexis Carrico joined the College of Charleston School of Business as an instructor for the Department of Management and Marketing in the fall of 2017. Prior to teaching, Carrico worked for global corporation Nike, Inc. as an emerging markets program director. She also served as the supply chain process manager for Masisa, Inc.

Carrico uses her general management, international business, supply chain, sustainability, analytics and finance background to bring business-world insights to the classroom.
Dr. Thomas Noland joined the faculty in 2017. Dr. Noland served on the faculty at the University of South Alabama where he was a professor of accounting and Department Chair. At Georgia Southern University where he taught and was awarded the School of Accountancy’s Research and Service Awards and the College of Business Administration’s Brown & Williamson Award. He holds professional certifications as a Certified Public Accountant (CPA), Certified Management Accountant (CMA) and Certified Defense Financial Manager (CDFM). Dr. Noland has been awarded both the Lybrand Bronze Medal and multiple Certificates of Merit by the Institute of Management Accountants for his contributions to accounting research.
**Other Accomplishments!!!**

This has not only been a very busy and productive year it has been filled with many challenges, changes and accomplishments with the adoption of the Student Fees (undergraduate-fee) and the revitalization of the Student Success Center.

**Dean Shao has a Support Team**

Many of these changes have been possible with the help of Dean Shao's Support Team*. With his team in place he was not only able to meet his other commitments but also attended many student functions such as the Dean's Student Forum, Breakfast with the Dean, New Student Orientation, and hosting the School of Business Orientation for new faculty and staff. He also assumed the responsibility of Interim Director of the MBA Program this past year.

*Support Team- Dr. Jocelyn Evans, Associate Dean, Glenda Inabinet, Assistant to the Dean, Marcia Snyder, Assistant Dean of Student Learning and Amy Solomon, Operations Manager & Internship Coordinator, Patti Goff, Administrative Assistant, Barbara Green, Office Manager

**Student Success Center Revitalization**

One of the most exciting accomplishments this year were the changes in the Student Success Center. With a new director and several new staff members the Center has become a warm and inviting area. The Student Fees adoption has funded many more changes.

**Message from the Director Kristen McMullen**-mullenk@cofc.edu

Our students have several advantages. In addition to amazing faculty who teach and support them, they have an entire staff dedicated to their employment success located on the first floor of the Beatty Center. On any given day, you will see students stop in the School of Business Student Success Center on their way to class for advise on academic issues, internships, scholarships, building a topnotch resume, or leaving their suit in the Suit Valet while they are in class. It has been an exciting year in the Center where there was a 69% increase in usage of the Center by students. Staffing priorities in the Center have shifted from academic advising, student engagement, development/fundraising and
credited internships to a focus on academic advising, credited & non-credited internships, employer relations, career development, professional development, student recruitment, faculty relations, data & reporting, alumni & business professional involvement, and student engagement. The Center has worked hard to bring student into the SSC as well as to get the Center’s staff out into the classroom, into the Beatty Center and across campus. The Center is marketing their services and getting student to know who they are and what they do. Once students realize the wealth of services available to them, they are returning and referring their friends. Faculty have also been supportive partners of the Center, which has positively affected services. The Center is enhancing technology to reach students where they are, and they are listening to student needs and interests.

The Center, however, does not plan to rest on its laurels. They plan to expand their reach to more students in innovative and creative ways so that graduates from the school of business will be prepared to best represent themselves, the School of Business and the College of Charleston in a way that will make everyone proud.

**More Changes**- Ms. Amy Solomon, the School of Business’ Internship Coordinator and Operations Manager, has been assigned to assist Marcia Snyder, Assistant Dean of Student Learning and Accreditation. Ms. Solomon will now divide her time with the ETS Testing and any AACSB Documentation. The AACSB Year of Record is fall 2018-spring 2019. Ms. Patti Goff, Administrative Assistant for the Dean’s Office, is also involved with this process and is responsible for all the faculty credential information.

**School of Business Information Session**- With the increasing number of new faculty and staff the Dean’s Office will again hold informational orientations. Dean Shao, Dr. Jocelyn Evans and Ms. Glenda Inabinet hosted the event.

**ICAT Changed to ImpactX**-
During the Impact Day event it was announced that the new name for the Interdisciplinary Center for Applied Technology (ICAT) had been changed to ImpactX, and what the change would mean to the program.

**FIRST IMPACT DAY**- The School of Business with local businesses from the community and business students attended the School’s first Impact Day. The visionary behind Impact Day is Stuart Williams, a Board of Governors member, and ImpactX (ICAT) instructor. Dean Shao and Mr. Williams greeted all participants which included more than 250 business professionals, faculty, students and community members attended the event. During the questions and answers time the last featured were two of South Carolina’s most notable women in business Darla Moore and Anita Zucker.
Hospitality & Tourism Management Students have an Edge-The Charleston area has been recognized as the No.1 Small U.S. City for the fifth consecutive year by Conde Nast Traveler 2015 Readers’ Choice Awards, which gives our hospitality and tourism management students a distinctive learning experience in and out of the classroom, which gives our hospitality and tourism management students a distinctive learning experience in and out of the classroom.

Change in Leadership for Schottland Scholars-This year the Schottland Scholar Program has continued to thrive through the transition in faculty leadership from Dr. Carrie Messal to Mr. Jeremy Clement. An Advisory Board was established with Dr. Messal acting as Board Chair along with the Schottland family, alumni and former directors in addition to the current Program Director. The Program website was given a thorough update and an Instagram account was established to further alumni and student engagement. Additionally, the program made use of the School of Business’s most recent systems acquisition and transitioned the entire annual Schottland Scholar application process to FluidReview. The new system facilitated a much more cohesive review and notification process for applicants and candidate reviewers.

Special Program & Special Thanks-
REACH-The REACH Program is a four-year, fully inclusive program for students with intellectual disabilities. It is a quality post-secondary educational program that provides an inclusive experience in academics, socialization, career development, and independent living, while honoring the dignity and worth of students with intellectual and/or development disabilities.

Every semester REACH offers an Open House to give interested students and parents an opportunity to meet the faculty, REACH administrators, and ask questions. This year the Open House had over 60 prospective students and parents attending. Alexis Carrico helped with the Open House.

We have a very small select group of faculty who have reached out to aid and assist with this program. They are:


Student Mentors and Tutors-The College of Charleston is listed as one of the 20 Best Value Colleges for Students with Learning Disabilities 2017-2018

First Time for Directors.
The School of Business programs offer different levels of student participation and different areas of interest. For the first time the Directors of all the programs were given an annual evaluation and recertifications for renewal were completed.
**SACSCOC Accreditation 2017**

On December 11, 2017 President McConnell sent the following email to praise all the Schools for their great work in making our accreditation reaffirmed by SACSCOC in their Annual Meeting in Dallas. “This is a significant achievement that is due to the hard work and dedication that all of you put forth. I know it took a lot of time, energy, and hard work from our entire campus community to get to this point, but we are better off as an institution because of it. Thank you all for your tireless efforts throughout our reaffirmation process. You have all done the College proud.

**Faculty Promotions...**

As our faculty continue to pursue their teaching, research, and service they have become the standard for excellence in business education. We are pleased to announce the following promotions within the School.

**Promoted to: Associate or Full Professor**
- Dr. James M. Braswell-Department of Accounting & Business Law
- Dr. J. Wesley Burnett-Department of Economics
- Dr. William VanDenburgh-Department of Accounting & Business Law
- Dr. Mark Pyles-Department of Finance (Full)
- Dr. Beatriz Maldonado-Bird-Department of Economics

**Promoted to: Associate Chair**
- Accounting & Business Law
- Roxanne DeLaurell

**Promoted to: Associate Director**
- Student Investment Club
- Daniel Huerta-Department of Finance

**Promoted to: Director**
- Honors Program in Business
- Dr. J. Wesley Burnett-Department of Accounting and Business Law

**Office of Tourism Analysis-Research Coordinator**
- Completion of Masters’ Degree
- Melinda Patience-Department of Hospitality & Tourism Management
- Master of Science in Data Analytics, Southern New Hampshire University
Dashboard Really Works-The Student Fees dashboard was designed in using Microsoft Excel to provide a central database for department fund administrators to request reimbursement for eligible expenses. This dashboard provides a clear breakdown of fund allocations by department and a record of all reimbursement requests. Melinda Patience designed and trained all the faculty and staff who would be using the system to input their Student Fee Information. She was always available for any questions and assisted when needed.

Hats Off!!!

Good Morning Alan,

Now that the final refresh was completed early this morning, I am contacting the deans to let you know of any particular departments or faculty you will want to follow up with regarding missing grades.

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Your faculty should be commended – only one Independent Study in Marketing is missing a grade, all other grades were submitted on time.

Congratulations to your faculty and chairs!

Best,

Lynn Cherry
Associate Provost for Curriculum and Institutional Resources
Academic Affairs