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A DIFFERENT APPROACH TO BUSINESS

There’s a depth and balance to life’s experiences that you get from learning in a place like the College of Charleston’s School of Business.

We approach business differently because we instill our students with personal responsibility before profit. We help them find their confidence to lead from a place of aspiration, allowing them to transform businesses and industries.

We give students the tools they need to lead with purpose.

We teach them soft skills that take them farther, and empower them with opportunities that they won’t find anywhere else.

The School of Business offers 11 undergraduate majors, an honors program, several interdisciplinary minors, an M.S. in Accountancy and a one-year MBA.

Approximately 2,100 undergraduate and graduate students are enrolled in majors or programs each year, including our international students.
The business program at the College of Charleston began under the leadership of the university's sixteenth president Theodore Stern. President Stern believed that business programs were an appropriate complement to the liberal arts education and a value-add for Charleston and the region.

Dr. Howard Rudd served as the first dean of the School in 1984, and was charged with making it a nationally accredited school. In just four years, Dr. Rudd led the school to international AACSB accreditation. Dr. Rudd stepped down to become a full-time professor and Dr. Clarence Condon became the second dean of the school in 1997. Alan Shao served as dean from 2009 to 2022.

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### Our History

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### At A Glance

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### Undergraduate Majors

- Accounting
- Business Administration
- Commercial Real Estate Finance
- Economics
- Finance
- Hospitality and Tourism Management
- International Business
- Management
- Marketing
- Supply Chain Management

### Undergraduate Minors

- Business Administration
- Business Applications of Weather and Climate
- Economics
- Entrepreneurship
- Finance
- Global Logistics and Transportation
- Healthcare and Medical Services
- Hospitality and Tourism Management
- Information Management
- Leadership for Sustainability
- Management
- Marketing
- Project Management
- Real Estate

### Graduate Degrees & Degree Completion

Graduate Degree Programs:
- Master of Accountancy
- Master of Business Administration - emphasis areas include Business Analytics, Finance, Hospitality and Tourism Development, Marketing

Degree Completion
- Bachelor of Professional Studies - concentrations in Applied Communication, Healthcare and Medical Services Management, Organizational Management and Development, Project Management

### Centers of Excellence

- Carter Real Estate Center
- Center for Entrepreneurship
- Center for Public Choice and Market Process
- Certiport Testing Center
- George C. Spaulding Global Business Resource Center
- Office of Economic Analysis
- Office of Tourism Analysis
BY THE NUMBERS

Majors: 2,107
Minors: 673

7% increase over previous year

Students by Major

Accounting: 145
Business Administration: 698
Commercial Real Estate Finance: 132
Economics: 89
Finance: 258
Hospitality and Tourism Management: 135
International Business: 156
Marketing: 357
Supply Chain Management: 95

Students by Minor

Business Administration: 97
Economics: 32
Entrepreneurship: 42
Finance: 37
Global Logistics and Transportation: 39
Healthcare and Medical Services: 37
Hospitality and Tourism Management: 70
Information Management: 11
Leadership for Sustainability: 36
Management: 15
Marketing: 195
Project Management: 24
Real Estate: 37

Master of Business Administration: 54

Highest enrollment in program history

Bachelor of Professional Studies: 89
(degree completion program)

17% growth over 2020

Project Management Certificate: 12

100% growth over 2020
MBA program was ranked #84 by Businessweek and #98 by US News and World Report in their latest rankings.

"The Excel certification I earned is very important. It looks professional on a resume, and many employers viewed it positively as I was going through the interview process." Talia Colchico, ’20

$90,000 Commitment from Intermodal Association of North America
Supports academic and travel scholarships for Global Logistics students

Helms Scholars Program $100,000 Gift
Supporting scholarships for Commercial Real Estate Finance students
At the end of the academic year, Dean Alan Shao transitioned from his role as dean to a faculty position as Professor of Marketing in the School of Business. Provost Suzanne Austin thanked Dean Shao publicly for his almost 13 years of service to the School and to the College.

The School of Business has achieved many milestones since Dean Shao’s arrival in 2009. Under his leadership, the school has introduced new offerings in information management and data analytics and new academic programs in finance and marketing, commercial real estate finance, supply chain management, and a highly ranked, full-time MBA program. Because of his vision for the modern-day business student, the mantra of “ready to work” is infused into every aspect of the curricular and co-curricular programming of the school, and that is reflected in our graduates’ post-college successes and in various rankings, including the U.S. News & World Report’s coveted top position for job placement for our MBA alumni.

Dean Shao has done much to raise the profile of the School of Business and to expand the spotlight on the College of Charleston. The College is a stronger institution for his leadership, and he has helped lay the groundwork for many great things to come.
REMARKABLE WOMEN OF THE YEAR

Associate Director, Dr. Jocelyn Evans was selected as a finalist for LowCountry Remarkable Women 2022 sponsored by News2. She had to fight to get to where she is now — putting herself through college, graduate school, and earning a PhD, all while raising two kids as a single mom. Now, she makes mentoring students a priority. Her tireless work in both the world and the workplace to foster personal and professional achievement for everyone that crosses her path is what makes Dr. Evans a remarkable woman.

CLASS PROJECT MAKES AN IMPACT

Dr. Steve Litvin’s HTMT 350 Hospitality Marketing students worked in conjunction with City of Charleston Police Chief Luther Reynolds, the Commander of the Traffic Division, and two of his Investigators to address the issue of impaired driving in the city. The City of Charleston ranks last in the state for this unfortunate statistic. The Lieutenant requested ‘marketing’ recommendations, particularly in relation to the city’s food and beverage industry. Two weeks later he returned for a ‘staff meeting’ with the students to receive their recommendations. The Lieutenant found the students’ effort and the quality of their work ‘extraordinary.’ He took away from the exercise many creative and operationalizable recommendations. While Dr. Litvin graded the students’ submission, the Police also chose a ‘winning team’ for what they felt was the best submission, with the members of the team awarded the opportunity to spend a weekend night on a ‘ride along’ to personally observe the challenges faced by local police.

ASSISTING SMALL BUSINESSES

The COVID-19 pandemic found many small businesses struggling to survive and understand how to navigate support options. Dr. Weishen Wang, Finance Department Chair, helped local small businesses apply PP loans, Payroll Retention Credit during the COVID-19 pandemic.
The School of Business strives to create an inclusive learning environment and workplace that drives sustainable growth, innovation, and creates a welcoming environment for all.

**Academic Support**
The Finance Department offers the Hudd Family Award to economically disadvantaged students to help reduce the cost of attending the College. Rising seniors in the department with financial needs are eligible with faculty recommendations.

**Diversity Curriculum**
The Department of Marketing and Management hired a faculty member with DEI expertise. This person will assist with the redevelopment of curriculum as well as a standalone diversity focused course.

**Scholarship**
The $2,500 Padgett Scholarship was awarded to an Accounting student from an under-represented group.

**DEIB Workshop**
The Finance Department in conjunction with the Departments of Hispanic Studies and German Studies successfully completed the inaugural DEIB workshop as part of the Launchpad initiative.

**Crossing the Cistern**
Crossing the Cistern is a momentum program designed to help improve academic standing as well as support, challenge and celebrate students along the path to graduation. The primary goals surrounds the inclusion, retention and well-being of students, with a particular focus on diverse student populations. The School of Business had the largest program enrollment at the university.

**National Ranking**
The MBA program was nationally recognized by Businessweek for being one of five nationally ranked MBA programs with more women than men.
Creating New Opportunities

Management is a critical component of business operations. It is needed in every industry and nearly every corner of companies, in order to be productive and profitable. As a result, management is an important topic for students to learn in college—no matter their professional goals. Management is a versatile subject that teaches students how to understand organizational behavior, motivate and influence others, as well as become a leader in the modern business world.

New Management Major

A joint effort between the School of Business and the Meteorology Department. The Business Applications of Weather and Climate, this new minor will give Business students the opportunity to bring to the workplace an understanding of how weather impacts businesses and the influence that businesses have on weather. This knowledge will not only give students a competitive edge, it will also help businesses to grow, thrive, and better the planet.

Understanding Weather and Business

A joint effort between the School of Business and the Meteorology Department. The Business Applications of Weather and Climate, this new minor will give Business students the opportunity to bring to the workplace an understanding of how weather impacts businesses and the influence that businesses have on weather. This knowledge will not only give students a competitive edge, it will also help businesses to grow, thrive, and better the planet.
3D Printing Lab

The School of Business Supply Chain Department’s 3D Printing Lab is operational under the direction of Dr. Iris Junglas, the Noah T. Leask Distinguished Chair in Information Management and Innovation. The 3D Lab will allow students to understand the benefits of additive manufacturing firsthand.

Bachelor's Essay Seminars

The Department of Economics created a Bachelor’s Essay Seminar series. The purpose of the series is to provide guidance through the economics research process for students writing their Bachelor Essays. The overall goals are to: 1) improve the quality of student research and writing; and 2) aid faculty members by providing feedback on potential, future publications. The Department had 6 participants in the 2021–2022 series.

SUSTAINABILITY INITIATIVES

All MGMT 301 sections are now sustainability-related, resulting in every SB major completing a sustainability-related class within their major.

Over three quarters of all courses in Management are now sustainability related.

In 2021–22 the first sustainability related FINC 303–Business Finance course was offered to meet the 2020 AACSB Guiding Principles and Standards expectation that business education is a force for good in society and makes a positive contribution to society. The Finance Department is creating sustainability modules that will be used by finance and real estate faculty to introduce sustainability literacy into their courses. The modules address the Triple Bottom Line of “People, Planet and Profit” and will be available fall 2022.

Dr. Marvin Gonzalez led a Costa Rica study abroad program and offered SCIM 360 Doing Business in Costa Rica and SCIM 371 Green Supply Chain Management.

Gioconda Quesada co-led a Greece study abroad program and offered SCIM 360 Sustainability Issues in Greece.
Academic Partnership Created

The Finance Department signed an academic partnership memorandum of understanding with the Chartered Market Technician Association providing learning and scholarship opportunities for our students.

Hosting Regional Economics Day

The Department of Economics hosted the Carolina Regional Empirical Economics Day (CREED) on May 12th. CREED brings together researchers of applied microeconomics in and near the Carolinas to discuss research, encourage collaboration, and foster a strong applied microeconomics community in the region. The Conference had 35 participants from 16 different institutions participating in 18 presentations throughout the day.

CENTER FOR CONTINUING & PROFESSIONAL EDUCATION

The Center for Continuing and Professional Education (CCPE) maintained courses including Project Management (PMP) Certification, Certified Financial Planner (CFP) Certification, Society for Human Resource Management (SHRM) certification, and Retirement Planning. In addition, the SHRM Summer Recertification Series was added to the program offerings.

The Center also identified persons to serve on the CCPE advisory board that will help to drive course offerings. Recruitment efforts were implemented including attendance at transfer fairs, employer sponsored education events, presence at the South Carolina Technical College Educators Association annual meeting, Virtual Open Houses, daily 1:1 prospective student appointments, and identification of transfer specific advisors and administrators at each South Carolina technical college.
ELEVATING THE STUDENT SUCCESS EXPERIENCE

STUDENT SUCCESS CENTER

In a word, the culture here is about relationships. Not the transactional kind you tend to see in “business,” but those that run deeper through a school that respects and values each member in this community. This center is a support structure, where you can only fall through the cracks if you try.

The Student Success Center is our powerful hidden secret. Its staff members are focused on each student's success from orientation through graduation and beyond. The center boasts services that include academic advising, internship guidance, student involvement, career development, life design, professional development and so much more. Here, staff and students collaborate and lift each other up. We have an unparalleled team that is eager to advise and mentor every student.

LET'S COLLABORATE

The brand new Student Success Center collaborative spaces got a good workout this year with the Co-Lab, Innovation Lab, and interview offices being used for team projects, department meetings, presentation practice, employer interviews and much more. These new spaces are easily accessible to everyone in the School of Business through an easy QR Code reservation system.

TESTING CENTER

Accounting Graduate Assistants operated a testing center in the fall for make-up exams to assist with the impact of students missing exams due to the COVID-19 pandemic.
The 2021-2022 academic year brought continued challenges for study abroad impacted by the COVID-19 outbreak and halt of travel. The School was pleased to resume a level of global travel and international experiential learning.

Business students in semester long programs
Fall ‘21, Spring ‘22, Summer ‘22

STUDY ABROAD COUNTRIES 2021.22
AUSTRIA BELGIUM BVI COSTA RICA ENGLAND FRANCE GERMANY GREECE HUNGARY ICELAND ISRAEL ITALY JAPAN - VIRTUALLY NETHERLANDS PANAMA PORTUGAL SCOTLAND SEMESTER AT SEA SOUTH KOREA SPAIN SWITZERLAND THAILAND URUGUAY
STUDENTS DISCOVERING THEIR POTENTIAL

There’s a depth and balance to life’s experiences that you get from learning in a place like the College of Charleston’s School of Business. We approach business differently because we instill our students with personal responsibility before profit. We help them find their confidence to lead from a place of aspiration, allowing them to transform businesses and industries. We give students the tools they need to lead with purpose. We teach them soft skills that take them farther, and empower them with opportunities that they won't find anywhere else.

Achieving Top Scores

Five of 42 Accounting students taking the ETS MFT scored above the 90th national percentile; and 12 of 42 scored above the 80th percentile. In the Finance Department, 10 of 60 students taking the ETS MFT scored above the 90th national percentile while 23 scored above the 80th percentile.

Ethics & Critical Thinking

Ethics is core to the management and marketing curriculum. All MGMT 301 and MKTG 302 sections include a segment on ethics, and the MGMT 301 curriculum includes an entire chapter on ethics, diversity, and ethical decision making. The department also has elective credits focused on ethics and social responsibility.

Impacting the Real World

Majoring in Business with a minor in Information Management, Honors student Elise Courtney spent her senior year shaping the IDKonnects initiative. A first-of-its-kind, the program that easy-to-navigate and searchable tool to support parents, or others, in identifying resources for a loved one with an intellectual disability. It helps identifying resources for people of all age ranges via easy-to-use search forms and visual geo-mapping.

3 Undergraduate students passed CFA Level 1 Exam

4 students developed a capstone project with Mercedes-Benz Vans
CofC Expo 2022

The university invited students to present their mentored research, scholarship, creative inquiry and community service projects to the campus community during the inaugural EXPO. On April 7, 2022, more than 225 students from disciplines across the College of Charleston campus participated. The Supply Chain department was an active supporter of the inaugural EXPO 2022 supporting 12 students with monetary prizes.

Learning By Doing

HTMT continues to refine and implement new pedagogical strategies and best practices to integrate experiential “project-based learning” to engage students in “real world” case studies to enhance learning and prepare them for success upon graduation including:

- Case studies and one-on-one interviews conducted by students with industry executive
- “Distribution channel project” with students divided into wholesalers, restaurants, and customers, allowing them to recreate a restaurant supply chain by buying and selling hypothetical food to one another.
- A “revenue management exercise” where students were tasked with accepting or rejecting potential reservations in a hypothetical hotel to maximize property revenue.
- Class activity where students analyze the "over-tourism" problems facing Hallstatt, Austria to propose solutions to mitigate the problems.
- Individual interviews with owners/managers of hospitality businesses to learn how the business navigated the pandemic, critically analyzing the business' response and suggesting additional strategic initiatives that could be taken.

Joining the ASCM Academic Partner Network

The Association of Supply Chain Management (ASCM) welcomed the College of Charleston into the ASCM Academic Partner Network. As part of their supply chain curriculum, College of Charleston incorporated ASCM’s Supply Chain Procurement Certificate and the first group of 39 undergraduate students have earned their Procurement Certificate.

Dr. Marvin Gonzalez led five students to the 2022 Lean and Six Sigma Conference held in Phoenix, AZ

Supply Chain faculty member, Maryam Mahdikhani certified for the Lean Six Sigma Black Belt in June 2022
Anna Heuisler won the School of Business Alumni Award for Expo 2022 for her essay "Health-related repercussions of United States Free Trade Agreements". Anna’s faculty mentors on the essay were Dr. Jessica Madariaga and Dr. Beatriz Maldonado.

Each semester the Hospitality & Tourism Department conducts a Pitch Deck Competition within the senior Capstone course where student teams create a “pitch” and business plan for their proposed company. Charleston area industry partners serve as judges who choose the best potential start up business. The winner for Fall 2021 was Poppin Balloon Décor – Ethan Waller, Maya Moore, Sarah Collins, Margaux Fox. For Spring 2022 the winner was My Beloved Creations – CaraMia Reutter and Woof! Park and Bar – Jillian Wilkie, Emily Titman, Sean Mooney.

Global Logistics and Transportation students participated in the Intermodal Association of North America (IANA) Case Competition in September 2021 Where they applied their logistics and transportation curriculum to real-world intermodal issues and showcase their understanding of global and domestic intermodal supply chains.

SC Innovates: 3rd Place – $1,500 – Avio (Jody Bell, Rex Bingham, Caty Greer) People’s Poll – $500 – Easy Trac (Cynara Cooper, Channing Smith, Brandon Alston, Dylan Outlaw), Semi-Finalist – $100 – Predihome (Oliver Parsons, Delaney Cloyd, Shem Navarro)

Impact X (Fall): $1,500 – Predihome (Oliver Parsons, Delaney Cloyd, Shem Navarro). Impact X (Spring): $1,000 – UpPup (Shelby Olive, Adam Schaich, Christian Hamner)

Gender Equality Pitch: $1,000 – The Community Helper (Mary Morano & Sarah Rosso)
International Business Major, Maggie Carpenter, was awarded The Theodore S. Stern Cup by the College. This cup honors a member of the Senior Class of the College of Charleston who by character and influence has best and most faithfully exemplified the high ideals and exemplary qualities of former President Dr. Theodore S. Stern both in the College and the community.

Rising senior and honor student double majoring in Hospitality & Tourism and International Studies, Emily Turner put her skills to the test during her coveted internship with the PGA Championship. This was one of three internships she has completed to date in addition to participating in the Destination Iceland study abroad opportunity and being selected as a Schottland Scholar. Emily will work with Dr. Litvin in the upcoming year to complete her Bachelor’s Essay.

Alex Allen, Isaiah Kahn, and Rex Bingham were accepted into the Association of Supply Chain Management (ASCM) Scholar Program. ASCM is the largest non-profit for supply chain training, certification and education. The Scholars Education Program provides professional development and networking opportunities to graduate and undergraduate students across the globe.

DEMOS (Fall):
$500 – Walk With Me (Addison MacPhee)
$500 – Scrubby Dubby Timer (Matt Barnes)

Outstanding Business Plan (Fall):
$500 – LavishKickz (Demetria Bright)

Outstanding Business Plan (Spring):
$500 – Collaborative Consulting (Madison McCuiston and Michael Sanderson)

The Big Pitch (Fall):
$600 – Dia-Lux Bag (Anthony Farah, Mya Lockhart, Madison McCuiston, Haydon Poe)

The Big Pitch (Spring):
$600 – Poodini (Jonathan Adams, Griffin Burts, Carter Vincent)

School Year 2020-2021:
Researched food deserts in Charleston
(Rosemary Byrnes, Leah Endean, Andrew Robinson)
Devin Cortright – Bank Examiner with the SC Board of Financial Institutions
Gray Vanono – Land Acquisition Associate
Connor Sage – Digital Media Analyst at Digital Ignite
Kendall Costanzo -Sales and Marketing Rotational Position at Hubbell Lighting
Olivia Staff - JP Morgan as a Private Banking Analyst (Chicago)
Lily Urban - Residential Lot Development Company Forestar
Kate Earnhardt - Truist Bank
Kim Iv and Hannah Elia - Marriott’s prestigious Voyager Training Program
CaraMia Reutter - Capstone Pitch Deck Competition Innovator Award Winner receiving $10,000 to assist in launching her business, My Beloved Creations
Information Management Outstanding Student Award: Elise Courtney (BADM Major, IM Minor)
Global Logistics and Transportation Outstanding Student Award: Ariel Shatz
Connor Korfas - Demand Forecast Analyst at global apparel manufacturer Gildan
Emily Cooperman- Amazon
Shantel Mcpherson - Lockheed Martin
Kayla Kozak - Ware
2021 - 2022
Academic Credit Internship Report

158 School of Business students participated in academic credit internships during the Summer and Fall of 2021, and the Spring of 2022. These students provided new insights and ideas to businesses nationwide while receiving outstanding mentoring, work experience, and course credit.

Number of School of Business Academic Credit Internships by...

Financial Information

Course Information

Internship Locations

- Annapolis, MD
- Bethesda, MD
- Charleston, SC
- Charlotte, NC
- Columbia, SC
- Dallas, TX
- David, FL
- Edisto Island, SC
- Folly Beach, SC
- Garden City, NY
- Greenport, NY
- Hanahan, SC
- Hilton Head Island, SC
- Isle of Palms, SC
- Johns Island, SC
- Kiawah Island, SC
- Lexington, KY
- Mount Pleasant, SC
- New Orleans, LA
- New York, NY
- Newport Beach, CA
- North Charleston, SC
- Pawleys Island, SC
- Raton, NM
- Remote/Virtual
- Richmond, VA
- Saratoga Springs, NY
- Summerville, SC
- Swannanoa, NC
- Towson, MD
- Venice, CA
- Walterboro, NC
- Washington, DC
- West Bay, Honduras

Employer Evaluation Feedback*

"Does whatever it takes to get the job done. Always on time and ready to go. I never would have imagined someone could accomplish what they did in 2 months. Showed a desire to meet individuals to learn their roles and brainstorm ideas. A great candidate for hire."

"A positive professional with a bright future ahead. Impressed the senior members of our team. Has been provided opportunities to network with senior professionals and has always represented self well. Exceeds peers!"

*Selected comments from employer evaluations using SKILLSURVEY.
Our Partner Internship Providers

5th Street Group
A Charleston Bride
Advanced Technology International (ATI)
Aflac
Aimbridge Hospitality
Allen Lund Company
Amplify Horse Racing
Ash Events LLC
Avison Young
Bag Valet
Bankers Healthcare Group
Beech
Bella Bridesmaids
Bouquets and Bowties
Braathe Enterprises
Broadtree Partners
Carolina One Vacation Rentals
Charleston Area Convention & Visitors Bureau
Charleston Climate Coalition
Charleston Costumes
Charleston Slumber Party
Charleston Tuxedo
Charleston Wine + Food
CharlotteBergerPR
Chernoff Newman
Cloud On Tap
College of Charleston Bookstore - Barnes & Noble
College of Charleston Operations Department
College of Charleston Sports Marketing Team
Colliers International South Carolina
Compass Real Estate
Cummings Wealth Management
Danielle Cather Cohen
Eagles Coast Capital LLC
Enlightened Soil Corporation
ESPN
Everything After the Ring
Expeditors
Experience Holy City
Fastenal Company
Folly's Best Rentals
Forestar Group
Genworth Financial
Gigpro
Grand Roatan
Grant and Kuyk Law
Gregory Blake Sams Events
Greystar Real Estate Partners
Haley Kelly Events
Handsome Properties
Highfalutin Coffee Roasters
Hotel Emeline
IDD Employment Foundation
IFA North America
Indaco Charleston
Innovative Event Services
InSkip
Intrigue Design & Events
Island Realty
Jaime Sachs
JAS Worldwide
Jones Lang LaSalle (JLL) Charleston
Jones Lang LaSalle (JLL) Pittsburgh
Kaldon Designs
Katie's Krops
Klawah Island Golf Resort
King St. Hospitality
Lauren Furey LLC
Lifestyle Communities
Lost Dog Cafe
Marcus & Millichap
Marriott
Mercedes-Benz Vans
Mildred Newberry
Mill Street Tavern
MUSC College of Health Professions
MUSC Shawn Jenkin’s Children’s Hospital
Navigator Private Capital
Nice Commerce
North State Acceptance
Olivia James The Label
Ooh! Events
Palmetto Solar
Panamax iNC
Patrick Properties Hospitality Group
Primary Residential Mortgage Inc.
Pure Luxe Bride
Red Lab Logistics
Renaissance Charleston Historic District Hotel
Renaissance Property Group
RevFuel
Social Spool
South Carolina Ports Authority
South Carolina Stingrays
Spectra Food Services and Hospitality
Spectrum Sourcing LCC
Spellbound Events
Stanton and Company
Symmetry Financial Group
Tara Guerard Soiree
Lettered Olive
Tara LeClaire Weddings
The Beach Company
The Boulevard Company
The Genau Group
The Greenporter Hotel
The Loutrel Hotel
The Mills House
TheOops! Company
The Social Spool
The Works Cycle
Tipsy Spritzers
Toast All Day
Tobin’s Market
Travel + Leisure Wyndham Destinations Ocean Ridge Resort
Two Cumberland
U.S. Waste Industries
United Cargo Management, Inc.
US Developments
VanEck
Vermejo, A Ted Turner Reserve
WABCO - ZF CV Systems North America LLC
Walker & Dunlop
Wells Fargo
WRS Real Estate Investments
Wyndham Destinations
ZF Friedrichshafen
Engaging with Industry

Introducing students to new ideas and perspectives helps them make important connections between the work they do in the classroom and how professionals and other leaders tackle challenges in the real world.

Investment Symposium

The School of Business Strategic Investment Symposium was an incredible success, with over 225 in attendance. The 8th annual Symposium held on March 11 featured a Global Market Outlook, Keynote Strategies, and breakout sessions. The Investment Symposium has become a “signature event” for the College of Charleston.

HTMT Employer Reception

Faculty of the HTMT department along with CHAT Student Club held a recruiter reception in Spring 2022. Faculty, CHAT Board Members, and students of the HTMT 361 Meeting & Convention Management class welcomed over 50 students and 16 recruiters from both local and national companies.
Adam Smith Week

The Center for Public Choice and Market Process celebrates Adam Smith’s work every spring semester with five straight days of educational opportunities for students, faculty and the community to explore a variety of topics related to political economy, entrepreneurship and the role of government. The 14th annual Adam Smith Week centered around the theme of diversity and inclusion. Talks included “The Unseen Bigotry of Government Intervention,” “Unintended Consequences: How Dodd-Frank Legislation Blocked Mortgage Credit for Low Income Families and Destroyed American Dreams” and a panel discussion on social justice reform.

Showcasing Senior Talent

Jeremy Clement developed a virtual evolution to our 2019 & 2020 hiring event: Flip the Fair. In the Spring his students created The Senior Showcase, a virtual recruiting event that was targeted at the entire School of Business and aligned directly with the College’s Career Center becoming an affiliated event to CofC’s Spring Career Fair. The event was created and produced entirely online using Cvent event management technology. The students working in this practicum course on this event all earned professional credentials using the Cvent software platform.

Career Speed Networking

The Real Estate Club, in partnership with the Carter Real Estate Center, held their 8th Annual Career Speed Networking event. Real estate industry practitioners across a wide range of positions including builders, development companies, industrial and office brokers, and commercial real estate lenders networked with students on a rotating basis in one-on-one or two-on-one setting to answer questions, share their career paths, and provide advice for success in their field.
Growing up in the Bahamas, Ethan Bain '22 wanted to attend college in a place that felt like home. At College of Charleston, he found just that. Along with the beautiful subtropical campus and moderate class size, Ethan found his niche as he chose his major in Economics. Ethan went from graduation to the windy city where he proudly serves as a Baseball Operations Fellow for the Chicago White Sox.

Manufacturing is Lauren Smith's '22 passion. Not a typical route for most Business students, Lauren worked her way into her current position as Beam Mill Scheduler at Nucor Corporation with her internship positions at Commercial Metals Company and in Human Resources at Nucor. That paired with several leadership roles as a student brought her to the career path of her dreams.

After proving his worth as a Hedge Fund Team Intern, Georges Mahama '22 secured a coveted position as an Analyst at East Rock Capital, LLC in New York City. Georges paired his Bachelors in Data Science and Finance with extensive experience as a managing director and portfolio strategies analyst with the School of Business Investment Program in addition to a wide variety of work and student volunteer leadership experiences.

Leah Martin '22 came to the College of Charleston from California, hit the ground running, and never stopped. During her academic career, she did five internships at Google, JAM City, Klutter Kutters, ATLATL Software, and the College of Charleston. She now serves as an Account Manager at Amazon in Seattle. She also left her mark on the College through her American Sign Language initiative.

After graduating from the College of Charleston School of Business, Candace Pfister '22 launched her career with Ernst & Young as a Financial Services Consultant where she is working with banks and financial firms on some of their most pressing challenges. Candace's bachelor's essay research focused on the relationship between regulations and income inequality.
MBA PROGRAM HIGHLIGHTS

One-Year MBA  Affordable  #1 for Job Placement  100% Retention Rate

2021.22 MBA CLASS AVERAGE STARTING SALARY: $75,000 (GOAL WAS $63,000)

18 MBA FRIDAY EVENTS WITH 12 EXECUTIVE SPEAKERS AND 8 TRAINING SESSIONS

84% OF MBA STUDENTS REPORTED A SPRING 2022 INTERNSHIP OR ASSISTANTSHIP

COHORT HAD THE HIGHEST PERCENTAGE OF WOMEN IN ANY RANKED MBA PROGRAM (66%)

10 STUDENTS EARNED A 4.0 GPA AND WERE INDUCTED INTO BETA GAMMA SIGMA
MBA PROGRAM

REAL LIFE EXPERIENCE
The MBA Capstone course gives students the opportunity to apply for an executive position and be part of a senior management team of a global athletic footwear company. They report to a real board of directors and participate in performance evaluations, salary increases and bonus plans during eight fiscal years. This year over 30 executives participated as board members providing students with a real-life experience.

BUSINESS IN ISRAEL
The MBA program requires an international trip. Students are required to participate on a consulting team where they complete a consulting project for a client in the destination country. This year the students completed projects for four different Israeli companies. Each client was very pleased with the result. Activities and tours included US Embassy, Soda Stream, Tel Aviv, Jaffa, Bethlehem, Jerusalem, Masada, Dead Sea and optional Christian Tour.

CAREER ACCOUNTABILITY
This past year the MBA program implemented the Career Accountability Teams (CAT) to provide consistent encouragement and support around the job search. The program offers four CAT groups based on emphasis areas including: Finance, Business Analytics, Marketing, and Hospitality and Tourism Development. Students are assigned to one CAT and met monthly in small groups focused on conversations related to career paths, industry trends, qualifications, mentoring, and the job search. The groups welcomed several guest speakers from the Charleston community to address the students and share their industry-specific expertise and advice on how to prepare for a post-MBA career.
**MBA SUCCESS STORIES**

**HOPE PRITCHARD**
Utilizing the expertise of her mentors, Hope prepared a compelling proposal and approached her supervisor and the Director of HR at Raycap to discuss her future with Raycap. Together, they worked to develop a new role that would utilize the valuable skills Hope had developed as a result of her MBA education and consulting experiences. Upon graduating from the program, Hope was able to negotiate a 20% increase in salary, a new title, and new responsibilities that align with her post-MBA career goals. Hope is now the Director of Planning and Cost Control for RayCap in Charleston.

**TONY VU**
After realizing early success in the MBA program and accepting a full-time post-MBA position with TighITCo as a Senior Business Analyst, Tony decided to push forward with his dream of obtaining a second masters and was accepted into Penn's Master of Computer Information Technology (MCIT) program. Tony is currently earning the highest salary in the MBA12 cohort and is well on his way to achieving the ambitious goals he has set for himself.

**J.H. LOW**
J.H. came to the MBA program with two goals: expand his professional network and obtain acceptance to medical school. He developed a strong relationship with his executive coach and a fellow MBA classmate with shared interests in technology and healthcare. They began working in collaboration and are now co-founding a startup company. J.H. is now attending Meharry Medical College to pursue his MD/PhD while building his company and submitting manuscripts to a journal that emphasizes racial and health disparities. His end goal is to impact the health tech industry, influence health policy, and eventually practice medicine in an underserved area similar to that where he was raised, in order to address health equity directly.
Dr. Weishen Wang completed a working paper with Paige Turley, a student in the Honor Program, examining the controversies around the cannabis sector, the constraints cannabis related organizations face, and analyzing their growth and stock performance.

Analyzing the New Cannabis Market

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Supply Chain Analysis

Dr. Rafael Teixeira’s supply chain related research resulted in published papers including “Assessing the moderating effect of brick-and-mortar store on omnichannel retailing”, “Barriers to the development of port operator supply chain integration: An evaluation in a developing country”, and “Replication and comparative analysis of instrument of manufacturing capabilities in a different context: the Brazilian case”. In addition, his paper “Food safety in global supply chains: a literature review” was a Top downloaded article in the Journal of Food Science by Wiley Publisher.

Rental Operators and Local Government

Two Hospitality and Tourism team members led a national study and grant in partnership with Rent Responsibly and the Joseph P. Riley Center for Livable Communities at the College of Charleston. The research, conducted by Dr. Brumby McLeod and Melinda Patience examined short term rental operators and their relationships with local government. The study received significant national press and provided qualitative and quantitative samples of municipal leadership and short-term rental operators to complete several research manuscripts in tourism and residential hospitality.

Management and Marketing Share Knowledge

Three Management and Marketing faculty presented five sessions at conferences including the Academy of Management, the Academy of Marketing Science, the Diana International Research Conference, the Global Conference on Business and Economics, and the ICF Member Education Series.

Hospitality Research

This academic year Hospitality and Tourism faculty produced more than 15 refereed publications among the 5 tenure-track faculty. The faculty have also shown the exceptional ability to produce research with undergraduate students on topics including Over-Tourism and Charleston, Hofstede and CGM, Rise for Roatan, Bibliometric Analysis of African American Tourism, International Hospitality, and Project Management.
Business Faculty Make Their Mark in the World of Research

SB Faculty Contribute to Covid Research Topics

Dr. Maryam Mahdikhani published an article on public opinion and emotion about Covid-19 in different stages of the pandemic.

Dr. John Crotts and his fellow researchers published an article in the International Hospitality Review on the increased importance of competitor benchmarking as a strategic tool during Covid-19 recovery.

Dr. Steve Litvin and Dr. Wayne Smith were accepted by the International Journal of Hospitality & Tourism Administration for their article “International Travel and Coronavirus: A Very Early USA-Based Study.”

Finally, Dr. Bob Frash, Dr. Brumby McLeod, Melinda Patience, and a fellow researcher published, “Independent restaurant operator perspectives in the wake of the COVID-19 pandemic” in the International Journal of Hospitality Management.

Do Voice Assistants Influence Consumer Brand Engagement? - Examining the Role of AI Powered Voice Assistants in Influencing Consumer Brand Engagement" - Journal of Business Research

Blending the real and virtual world: Exploring the role of flow in Augmented Reality experiences - Journal of Business Research

Negative Tweets about Airlines and the Factors that Influence Likelihood to Recommend - Journal of Business Research

Importing Pipes into Africa - Southeast Case Research Journal

They Do Pay! Event Merchandise Attributes that Effect Sales and Profits at a Folk Festival - International Journal of Hospitality and Event Management

Autism at work: How internal and external factors influence employee outcomes and firm performance - Journal of General Management

Beyond Making a Profit: Using the UNSDGs in Entrepreneurship Programs to Help Nurture Sustainable Entrepreneur - Journal of the International Council for Small Business

Differences property sales: Differences and similarities across types of distress" - Journal of Real Estate Finance and Economics.

Network-adjusted market share and the current denomination of trade - The World Economy

A tale of two sponsors: Comparing channels of sponsorship effectiveness using a local charity-linked event - Event Management

Did video gaming expansion boost municipal revenues in Illinois? - Southern Economic Journal

Key performance indicators for destination management in developed economies: A four pillar approach - Annals of Tourism Management Empirical Insights

What the frack? The impact of seismic activity on residential property values - Journal of Housing Research

An analysis of the curriculum requirements among hospitality and tourism management programs worldwide in AACSB colleges of business - Journal of Hospitality and Tourism Education

The college gets its act together: Cutting the costs of disputes in organizations - Journal of Cases in Educational Leadership

An empirical analysis of young adult Kuwaiti nationals’ intention to travel to non-Muslim countries - Journal of Tourism and Cultural Change

Festival Attendees: A Motivation and Performance Analysis of a Young Adult Literature Festival - Events Management

Ethnic Bias and Design Factors Impact Response Rates of Online Travel Surveys - Journal of Global Scholars of Marketing Science

International Travel and Political Views - International Journal of Tourism Research

Universal Design: A Problem-Based Exercise in a Fast-Paced Competitive Environment - Management Teaching Review

Story hour in the management classroom - Management Teaching Review
Dr. James Malm received the Howard Rudd Award which was established in 2013 in honor of founding Dean Rudd to recognize outstanding, high performing B-School professors who lead by example and advance the mission and global vision of the School of Business.

FACULTY ACCOLADES

RUDD AWARD
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INNOVATION VALUE
The School was invited to join the Advisory Board of the Innovation Value Institute at Maynooth University, Ireland forming a relationship that builds relations with tech companies and strengthens The School of Business’ international academic relations.

LEADERS IN SCHOLARSHIP
Faculty in Marketing and Management hold several elected or appointed positions to national societies including track chair for Academy of Marketing Science (AMS) Artificial Intelligence and Augmented Reality Division, organizing the AOM SIM (Academy of Management Social Issues in Management) Doctoral Consortium, contributing to the MOBTS (Management and Organizational Behavior Teaching Society) Early Educator Institute, and faculty representative to the Federal Demonstration Project. In addition, a faculty member was recently named as Director of Research for the Harvard Institute of Coaching and elected to the board of an AOM special interest group (Neuroscience).

PRESTIGIOUS ROLE
Dr. Iris Junglas took on the role of Senior Associate Editor for one of the premier journals in the field of Information Systems—the Journal of Strategic Information Systems.

SHAPING THE FUTURE
Dr. Steve Litvin served as the 2022 Graduation Commencement Speaker and was nominated to the 2021 The Center for Excellence in Teaching and Learning (CETL) Advisory Board.

ACADEMIC PARTNERSHIP CREATED
The Finance Department signed an academic partnership memorandum of understanding with the Chartered Market Technician Association providing learning and scholarship opportunities for our students.
Not many airline pilots start out as a flight attendant as Mollie Warren ’16 did, but thanks to Delta’s pilot development program, which provides a leave of absence, mentorship opportunities and other resources, Warren started flying for Republic Airways in February.

She is now a first officer based in Louisville, Kentucky. A double major in business administration and hospitality and tourism management, she is now part of the 5% of pilots who are women, a number she thinks will increase in the years to come. And she’s certainly doing her part.

**NOTABLE PROMOTIONS**

- Jamie Anderson ’13 named Principal Product Manager at Oracle
- Donald Schneider ’12 named Deputy Head of the US Policy at Piper Sandler
- Scott Neslage ’08, g’14 joined The Indigo Road Hospitality Group as Director of Revenue Management
- Kayla Kozak ’21 promoted to Warehouse Supply Chain Leader at Frito-Lay
In just a little over three years, Asher Siricy ’19 worked his way up the ranks at TMC Transportation from Logistics Sale Representative to Sales Manager and Internship Supervisor to his current position as General Manager. With thousands of tractor-trailers running coast to coast, TMC Transportation is one of North America’s largest flatbed carriers.

Lauren Furey ’19 developed herself as an entrepreneur in the Charleston culinary scene. She served as an apprentice under Nathalie Dupree during her senior year and was the recipient of several awards including the Governor’s Tourism Award and the prestigious Innovator’s Award. In 2021 Lauren earned the opportunity to shadow Food Network Personality and Chef Giada De Laurentiis in Miami. Lauren currently owns and operates her own private chef business called “Now We’re Cookin!”

Supply Chain Management major and Global Logistics and Transportation minor, Lily Metcalfe ’20 currently serves as Logistics Analyst at iRobot in Boston. Lily’s adventurous spirit took her to Universitat Autonoma de Barcelona for a spring semester abroad in 2019. Fun fact: Lily is a Part 107 sUAS Drone Pilot and a Microsoft Office Excel Specialist.

Economics major Rupert Munro ’10 was recently promoted to Chief Operating Officer for the Property and Environment Research Center (PERC) where he previously served as Vice President of Development.
The School of Business supports specific industries, conducts research and helps to strengthen our ties with the global business community. The centers and initiatives also advance the educational experience and understanding of our students in a variety of specialty areas.

**Carter Real Estate Center**
Brings together students, faculty and industry leaders through teaching, research and service. The center works to better understand the complexities of the real estate market and find practical solutions for the issues facing the industry.

**Center for Entrepreneurship**
Serves as a primary point of contact for entrepreneurship development at the College of Charleston.

**Center for Public Choice and Market Process**
Advances the understanding of the economic, political and moral foundations of a free market economy.

**Certiport Authorized Testing Center**
Offers official certification tests for School of Business students.

**Global Business Resource Center**
Supports the continued development of international education opportunities so students may gain the necessary international business skills, cross-cultural experience and foreign language proficiency needed in today's globalized economy.

**Impact X**
A sustainability-focused accelerator program at the School of Business. Since its inception, it has formed over 60 startup teams that have created innovative, for-profit solutions that improve people’s lives and the planet.

**Office of Economic Analysis**
Provides objective analysis and interpretation of economic data and trends in the international, national, regional and local economy.

**Office of Tourism Analysis**
Operates as a unit of the College of Charleston’s Department of Hospitality and Tourism Management and is counseled and advised by industry and community leaders charged with proposing the Office’s research priorities.
The second Annual Women for Women Summit, presented by the College of Charleston School of Business, was held on June 23, 2022, at the Francis Marion Hotel. “Grit” was the theme of this year’s one-day event, created to celebrate, elevate, share and connect exceptional women from across the Palmetto State.

The impressive lineup of speakers included women leaders in business, technology and government. Attendees participate in panel discussions, professional workshops, and networking opportunities designed to foster personal and professional growth.

“The workplace has changed dramatically over the last two years. The pandemic’s disproportionate strain on women is significant and varied,” says Joanna Lau, founder and CEO of executive consulting and investment company Lau Acquisitions, who is a member of the School of Business Board of Governors. “It was more important than ever to come together as a community to continue the conversations about navigating work and personal life.”

Barbara Melvin, president and CEO of South Carolina Ports, was awarded the Woman of Courage Award during the Summit. The award honors a woman who is a proven and impactful leader who has made a significant achievement in business, the military or politics. Melvin is the sixth leader in the history of the port and the first woman to lead a Top 10 U.S. operating container port. During her more than 20 years with South Carolina Ports, Melvin has held several senior leadership positions, including senior vice president of operations and terminals; senior vice president of external affairs; and vice president of government relations.

“Barbara has excelled and earned respect in a male dominated industry and has evened the playing field, not just surviving but thriving,” says Fjording. “She competes on equal terms without compromising her integrity and while staying true to herself.”
The School of Business Board of Governors was formed in 1992. The Board plays a vital leadership and advisory role, by contributing business community insights, resources, and strategic vision for the School of Business. Our diverse board members represent varying backgrounds, industry experiences, and leadership roles which serve the needs of our students in and out of the classroom.

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