Surpassing Expectations and Reaching New Heights

School of Business
We have completed another exhilarating but challenging time at the School of Business. In the past year, we successfully completed the extension of AACSB Accreditation in both Business and Accounting, celebrated the College of Charleston’s 250th Anniversary, created the inaugural Women for Women Business Summit, enhanced the Student Success Center, hired our first Noah T. Leask Distinguished Chair in Information Management and Innovation, and implemented curriculum revisions that make our students even more attractive job candidates. On the graduate side, the full-time MBA program continues to receive the #1 ranking for job placement nationwide by U.S. News and World Report. Moreover, our students and faculty made important impacts throughout the region. This School of Business Annual Report highlights the achievements of our faculty, staff, and students as well as new impactful academic programs, community service engagements, student success stories, research topics and much more. This report shines a light on how, each year, we continue to work as a team to support our students and Charleston community.

I would be remiss without saying that I am delighted that we made a successful transition to virtual learning necessitated by the COVID-19 pandemic. On behalf of our School, I would like to thank everyone for their patience and determination during these unprecedented times—as we continue to educate tomorrow’s business leaders. I hope you enjoy reading about our challenges and successes in this report. Feel free to let me know how we can support you and you can help us as we continue to effectively educate our students.

Respectfully submitted,

Alan T. Shao, Dean
School of Business
About the School
Mission
Vision Statement
Values
Strategic Management
Enrollment
Program Accomplishments
Student Success Center
Student Accomplishments
Faculty & Staff
Global Impact
Other Accomplishments
Ranking & Rating
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.

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

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

Embrace the history, traditions, culture, and environment of Charleston and the Low country that foster distinctive opportunities for innovative academic programs and relationships that advance our public mission in the city of Charleston, the state of South Carolina and the world.

Dean Shao invites you to visit the Beatty Center to see our innovative programs and understand why we enjoy what we do.
STRATEGIC MANAGEMENT

Learning Goals

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

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

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

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

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

Strategic Goals

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

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

The School of Business goals include personalized educational experiences for students, globally oriented faculty and students, community outreach and engagement, innovation, impact, and faculty development. The School’s current plan comprises five priority goals in alignment with the College of Charleston’s strategic goals. This plan is reviewed and revised, when appropriate, on an annual basis by the School’s leadership with advisory input by the Board of Governors.
<table>
<thead>
<tr>
<th>College of Charleston</th>
<th>School of Business</th>
</tr>
</thead>
</table>
| **Strategic Plan Goals 2009 -2020**  
(revised 2013) | **Strategic Plan Goals 2016- 2020**  
(revised Fall 2018) |
| SPG 1- Provide students a highly personalized education based on a liberal arts and sciences cores and enhanced by opportunities for experiential learning. | Provide a comprehensive set of majors, minors, and concentrations that require prerequisites from the liberal arts core (e.g., Economics). Increase the number of internship experiences that will provide our students with experiential knowledge and experiences related to their majors. Enhance communication skills by incorporating outside guest lecturers, oral presentations, and written assignments in classes. |
| 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. | 2) Reinforce the distinction and value of our one-year MBA program by achieving and sustaining annually 100 percent job placement for those who seek employment within six months of graduation. Maintain #1 ranking for MBA job placements. Increase the visibility of select programs to enhance community interaction and job placement: Commercial Real Estate Finance, Supply Chain Management, Hospitality & Tourism Management. |
| 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. | 3) Prepare all business students with global perspectives and experiences that position them to effectively compete in today’s business world. Increase the number of study abroad and international trips for our students which are led by faculty. Increase the number of courses that focus on international topics. Increase faculty research on global topics so that instructors incorporate international issues into their courses. Increase the number of interdisciplinary courses and programs that focus on global topics. |
| 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. | Increase the number of students participating in business clubs and programs. Increase the number of joint activities among business school clubs. Document community service and participation in professional organizations. Encourage club and class activities that facilitate social consciousness within the School of Business and College of Charleston (i.e. sustainability). |
S.W.O.T. ANALYSIS

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

CHALLENGES

Like other colleges around the globe, the School of Business at the College of Charleston is hoping for the best but does not know what the upcoming year will look like, in part because of a possible need to continue online distance learning. We are making strategic adjustments for falling enrollment numbers and training our faculty to create online courses that engage the students in innovative ways, but to date the upcoming freshman class looks promising. Beneficially, our distinctive competence is small intimate instruction. Consequently, the School of Business is in a strong position to make sure that our students are safe and maintain their health in the classrooms. The School of Business will not reopen until it is safe. So, if the Coronavirus outbreak gets worse in the Fall 2020, the faculty will continue face-to-face online instruction. The College of Charleston like other universities will make the final decision about face-to-face courses on June 1. Until then, the administration is monitoring the impact of the global coronavirus pandemic and its effect on economic and health uncertainty.

<table>
<thead>
<tr>
<th>SPG 5- Achieve financial security by creating a new financial model for the College of Charleston.</th>
<th>Expand the School of Business through self-sustaining EMBA and executive education programs to satisfy the educational needs of the region’s business community. Leverage student fees revenue. Encourage departments, centers, &amp; programs of excellence to obtain financial support from companies and individuals. Increase philanthropy from Board of Governors and friends of the business school. Increase endowed professorships.</th>
</tr>
</thead>
</table>
The lack of faculty and building space (offices and classrooms) are challenges. Business faculty workloads show that the average student credit hour per FTE faculty has been the highest on campus in the last several years. In fact, the School of Business has increased their class size over the past several years, even when enrollment at the College declined.

**ENROLLMENT**

The School of Business leadership is cognizant of the declining enrollment trend in higher education because of changing demographics in the U.S. For example, in Fall 2019, there were nearly 250,000 fewer students enrolled in colleges across the country than in 2018, according to the National Student Clearinghouse Research Center, which tracks college enrollment by student. This decline is part of a continuous eight-year trend that persists today for almost every college and university. College enrollment nationwide has fallen about 11% in every higher education sector — public state schools, community colleges, for-profits and private liberal arts schools. The School of Business at the College of Charleston, however, continues to weather the higher education academic storm.


<table>
<thead>
<tr>
<th>Percent Change in Enrollment from Previous Year by Institutional Sector: 2015 to 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="chart.png" alt="Bar Chart showing enrollment trends from 2015 to 2019" /></td>
</tr>
</tbody>
</table>

- At a recent Lowcountry SCWHE Workshop which was held on November 15th at Trident Technical College Dr. Jocelyn Evans, Associate Dean and Professor of Finance, presented, “Theoretical and Empirical Evidence of Changing Gender-Based Enrollment Trends by College and Major.” The session covered gender enrollment trends, their impact on the classroom, and other current demographic changes in higher education. Discussions focused on the ways that Millennials and Generation Z have and will change the world with emphasis on the shift toward female freshmen and the need for a higher education environment that fosters female leadership.
DECLARED MAJORS & DEGREES EARNED

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

<table>
<thead>
<tr>
<th></th>
<th>5-May</th>
<th>15-May</th>
<th>28-Nov</th>
<th>19-Apr</th>
<th>28-Nov</th>
<th>9-May</th>
<th>7-Nov</th>
<th>29-Apr</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fall 2015</td>
<td>Spring 2016</td>
<td>Fall 2017</td>
<td>Spring 2018</td>
<td>Fall 2018</td>
<td>Spring 2019</td>
<td>Fall 2019</td>
<td>Spring 2020</td>
</tr>
<tr>
<td>ACCT</td>
<td>224</td>
<td>243</td>
<td>198</td>
<td>218</td>
<td>210</td>
<td>219</td>
<td>195</td>
<td>205</td>
</tr>
<tr>
<td>BADM</td>
<td>805</td>
<td>901</td>
<td>793</td>
<td>861</td>
<td>720</td>
<td>736</td>
<td>632</td>
<td>664</td>
</tr>
<tr>
<td>CREF</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>14</td>
<td>33</td>
<td>59</td>
<td>63</td>
</tr>
<tr>
<td>ECON</td>
<td>87</td>
<td>81</td>
<td>63</td>
<td>70</td>
<td>71</td>
<td>73</td>
<td>69</td>
<td>70</td>
</tr>
<tr>
<td>FINC**</td>
<td>198</td>
<td>253</td>
<td>228</td>
<td>255</td>
<td>263</td>
<td>284</td>
<td>255</td>
<td>275</td>
</tr>
<tr>
<td>HTMT</td>
<td>288</td>
<td>327</td>
<td>257</td>
<td>286</td>
<td>249</td>
<td>256</td>
<td>196</td>
<td>198</td>
</tr>
<tr>
<td>INTB</td>
<td>214</td>
<td>227</td>
<td>184</td>
<td>216</td>
<td>188</td>
<td>191</td>
<td>188</td>
<td>202</td>
</tr>
<tr>
<td>MKTG**</td>
<td>221</td>
<td>264</td>
<td>246</td>
<td>292</td>
<td>295</td>
<td>330</td>
<td>305</td>
<td>342</td>
</tr>
<tr>
<td>SCIM***</td>
<td>41</td>
<td>63</td>
<td>67</td>
<td>82</td>
<td>72</td>
<td>83</td>
<td>95</td>
<td>100</td>
</tr>
<tr>
<td>SB TOTAL</td>
<td>2078</td>
<td>2359</td>
<td>2036</td>
<td>2280</td>
<td>2082</td>
<td>2205</td>
<td>1994</td>
<td>2119</td>
</tr>
<tr>
<td>% Change</td>
<td>8.85%</td>
<td>7.42%</td>
<td>-2.02%</td>
<td>-3.35%</td>
<td>2.26%</td>
<td>-3.29%</td>
<td>-4.23%</td>
<td>-3.90%</td>
</tr>
</tbody>
</table>

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

- Business Administration (BADM) is the second largest major at the College of Charleston (571 students in Spring 2020). Even though BADM is our largest major, the decline in majors from 664 in Spring 2019 to 571 in Spring 2020 is part of the strategic plan. The long-term strategy is for most School of Business students to choose a specific major rather than take classes in the more general BADM curriculum. Students are encouraged to select a concentration to complement the BADM major.

- Entrepreneurship (ENTR) has increased to 104 minors/concentrations in Spring 2020. Changes were made to the ENTR curriculum to simplify the prerequisites for many courses, which should enable students to more easily enroll in the courses.

- The “Leadership, Change, and Social Responsibility” minor was transformed into the “Leadership for Sustainability” concentration. In doing so, the department offered more elective options to students.

- Marketing remains the fastest growing and second largest major in terms of enrollment (310 in Spring 2020) followed by Finance (275 in Spring 2020). Both the majors, however, experienced a small two-year decline in enrollment. All majors except for two of the smallest, Commercial Real Estate Finance (CREF) and Economics (ECON), had a net decline in enrollment.
• The International Business (INTB) major enrollment fell from 202 in Spring 2019 to 180 in Spring 2020. None-the-less, this level of enrollment is impressive given the COVID-related challenges of meeting international study abroad goals travel during the 2019-2020 academic year.

• Supply Chain and Information Management (SCIM) enrollment remains stable at 93 majors in Spring 2020.

• The minor in Information Management has 6 students in Spring 2020. Future enrollment is expected to increase because of an ongoing major restructuring effort. In the future, given the mounting importance of digital literacy, we expect further enrollment growth. Once higher enrollment levels are achieved, the Department of Supply Chain and Information Management intends to design an Information Management major. An information management certification is in the latter stage of the curriculum approval process at the university.

• The climate of our campus is that we are highly dependent on enrollment (tuition and fees). We continuously strategically monitor enrollment numbers. Table 3 provides statistics about trends in the number of students graduating from each major. The total number School of Business undergraduate major number for those completing their degrees has declined from 698 to 586 over the past five years as shown in Table 3.

Table 3
Unofficial Number of Graduates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>82</td>
<td>51</td>
<td>55</td>
<td>46</td>
<td>64</td>
</tr>
<tr>
<td>BADM</td>
<td>279</td>
<td>258</td>
<td>240</td>
<td>214</td>
<td>191</td>
</tr>
<tr>
<td>CREF</td>
<td>n/a</td>
<td>n/a</td>
<td>5</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>ECON</td>
<td>30</td>
<td>20</td>
<td>14</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>FINC *</td>
<td>60</td>
<td>59</td>
<td>84</td>
<td>79</td>
<td>76</td>
</tr>
<tr>
<td>HTMT</td>
<td>100</td>
<td>74</td>
<td>86</td>
<td>68</td>
<td>58</td>
</tr>
<tr>
<td>INTB</td>
<td>71</td>
<td>50</td>
<td>48</td>
<td>52</td>
<td>45</td>
</tr>
<tr>
<td>MKTG *</td>
<td>62</td>
<td>64</td>
<td>84</td>
<td>85</td>
<td>87</td>
</tr>
<tr>
<td>SCIM</td>
<td>14</td>
<td>19</td>
<td>15</td>
<td>25</td>
<td>30</td>
</tr>
<tr>
<td>SB TOTAL</td>
<td>698</td>
<td>595</td>
<td>631</td>
<td>610</td>
<td>586</td>
</tr>
<tr>
<td>% change</td>
<td>8.7%</td>
<td>-14.8%</td>
<td>6.1%</td>
<td>-3.3%</td>
<td>-3.9%</td>
</tr>
</tbody>
</table>

* New program as of 2013/2014 leading to decrease in BADM numbers
**Admissions Standards End
SCIM major begins Fall 2015
CREF major begins Fall 2017
Table 4
School of Business Graduates by Academic Year-Graduate Programs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY</td>
<td>28</td>
<td>29</td>
<td>21</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>MBA</td>
<td>46</td>
<td>42</td>
<td>38</td>
<td>38</td>
<td>47</td>
</tr>
</tbody>
</table>

PROGRAM ACCOMPLISHMENTS

Our AACSB-accredited schools produce graduates who are highly skilled and valued by employers. The School of Business requires faculty to deliver relevant and impactful curriculum instruction that leads to career opportunities. The School of Business has strong momentum and works closely with Charleston’s business community to create experiential learning and job opportunities for our students. Consistent with AACSB’s adoption of accreditation standards, our programs and initiatives revolve around Innovation, Engagement, and Impact.

“**Innovation** is stepping outside of the box, challenging our methods and strategies to support the success of all students…”

- **Faculty’s** published articles contribute to knowledge within their academic field that is incorporated into innovative classroom instruction.
- **Impact X** formed over 60 startup teams that created innovative, for-profit solutions intended to improve people’s lives across the planet.
- **SB Internship Program** gives students “real world” professional experience that helps them learn innovative methodologies using the latest research and techniques.
- The one-year **MBA** is a full-time program requires a global mindset, inspires creativity and innovation, and develops leadership skills in preparation for business challenges and opportunities.
- Entrepreneurial spirit and **innovation** is taught and encouraged in every major at all levels of the school.

“**Engagement** refers to the degree of attention, curiosity, interest, optimism, and passion that students show when they are learning or being taught, which extends to the level of motivation…”

- Faculty and staff encourage School of Business students to participate in professional and extracurricular activities, which will help expose them to the future career opportunities such as:
  - career fairs
  - events
  - presentations
  - club meetings
  - conferences on and off campus
  - guest speakers
  - special offered travel courses
  - membership in societies
Certiport Excel, Impact X, Proto X and the Bloomberg trading room transform the classroom experience into a real-world laboratory.

Entrepreneurship teaches change management by having students work with a diverse set of startup businesses that make a profit while solving social and/or environmental problems.

The Investment Program provides experiential learning by having a select group of students invest real money after presenting their investment strategy to the College of Charleston foundation board, advisory board members, and professionals in the industry.

Each department raises funds from community partners to pursue impactful activities.

The Dean’s Office continues to increase stakeholder monetary commitment and support for new and existing programs such as the Noah T. Leask Distinguished Chair in Management and Information.

**STUDENT SUCCESS CENTER**

- The Student Success Center staff has had approximately 240 student appointments since the global health crisis began in March.
- Center staff met frequently to prepare their plan for the return of students in person with a focus on “SAFETY & SERVICE.” One of the main topics was a reconfiguration of furniture around the building to adhere to social distancing.
- The Center was all hands-on deck to convert our usual 10 in-person summer orientation sessions to 20 virtual School of Business orientations. The Center created a 50-page booklet highlighting everything about the Business School and developing dynamic videos that will market and showcase our majors, minor, concentrations and top 10 things we want students to know when they come into the School. Orientation sessions began on July 8.
- Our number of summer interns remained in line with last summer’s number. Most internships over the summer were virtual.
- The School of Business mentoring program (Success Mentoring Program) kicked off with the formation of a student advisory group who were be the first mentees and provided feedback for enhancements.
- The Business Executive Network (BEN) actively began recruiting members with two recommendations from Dianne Culhane and one from Carrie Messal.
- The Center added twice weekly online information sessions for prospective new students to enhance our enrollment efforts.
- In collaboration with the Career Center, offered weekly Covid Zoom discussions, a search party for seniors regarding job search and encouraged micro internships.
- Staff actively worked with employers to post job and internship openings in Handshake.
- The Center continued their weekly SSC newsletters to seniors and underclassmen throughout the entire summer. Both have increased traffic for career and academic advising.
- QUEST app was prepared and will be rolled out the first day of classes and our orientation students will be downloading the app over the summer.

**Impact** leverages community resources to support all student and stakeholder programs and initiatives that focus on improving student success and societal welfare. Part of impact encompasses diversity, equity, and inclusion and well as other social justice issues such as environmental concerns.
• SSC staff met virtually with Student Success Centers at Kennesaw State (GA) & the University of Wyoming to share best practices.

Student Success Center@cofc.edu

• The liberal arts foundation adds value to the School of Business curriculum.
• Advisors and instructors are available and accessible.
• Small face-to-face classes are necessary to serving the needs of our students.
• Student loan debt is a major concern.
• Instructors that get students actively involved in learnings through experiential projects are valuable.
• The Student Success Center offers valuable assistance in obtaining experiential learning opportunities and employment upon graduation.
• Study Abroad opportunities are desired.
• Clubs and non-academic network engagement are beneficial for students networking and social opportunities.
• Instruction needs to be omni modal to address the needs of the Gen Z phigital generation.

Student Feedback

“The benefits of student feedback are deep and wide — but not always recognized. School of Business students have a comprehensive view of how their teachers educate and motivate.”

Technology and Innovation

Certiport Authorized Testing Center

• The School of Business at the College of Charleston is recognized as a Certiport Authorized Testing Center. Dr. Chen-Huei Chou has been the guiding force responsible for the success of this program. With the help of the Student Success Center and the School of Business faculty, the program has produced impressive results. This year 407 students took the Core Excel Certification test and 15 took the Expert Excel Certification test. Among the 407 Core level test-takers, 43 were MBA students and 3 were MSDA students. There was also one MSDA student who took the expert level test. In summary, 306 students received Core Excel Certification and 7 received Expert Excel Certification.
• The budget request for the next two years will ensure the success of the program. Two qualified student workers are needed as tutors or proctor in addition to a stipend for the Director. A hybrid course offering that required Expert Excel Certification was piloted in Fall 2020.

Other Job-Related Certifications
• Providing other job-related certifications for business school students helps them excel in the classroom and obtain valuable skills that are needed for employment. Many positions require specific technical
expertise or knowledge of industry-related software. Therefore, earning certifications is a credible way to convince employers that School of Business graduates have high-level skill sets and advanced knowledge. As a result, the School of Business continues to invest in major software packages and industry data subscription such as Certiport, Bloomberg, PrivCo Dataset, CTRP, COMPUSTAT, SAP and ARGUS to provide research resources for our faculty and to equip our students with a working knowledge of industry technologies.

- Microsoft Certiport Office Specialist certification prepares our students and helps them realize their potential before graduation and lean non-excel skills. Millions of people in dozens of countries. According to the white paper “Keys to the Future: Align Workforce Readiness Skills to Ensure Student Success” published in 2016 by IDC (https://msdnshared.blob.core.windows.net/media/2016/06/US41207816.pdf), Microsoft Office, ranked number 4 on the list of most required skills, was the only software package called out within the top 20 skills across all occupations. Microsoft states that “holding a MOS certification can earn an entry-level business employee as much as $16,000 more in annual salary than uncertified peers.” (https://www.microsoft.com/en-us/learning/mos-certification.aspx). Certification exam provider Certiport also showed that the median salary of jobs requiring Microsoft Office is $72,900 (https://certiport.filecamp.com/download/file/O8uS8LDYxowq8ZQo). The School of Business is proud to be a Certiport Authorized Testing Center.

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

ProtoX

- ProtoX was reborn in the School of Business in 2019/2020. Due to the successes produced by students in the prototyping experience, a new facility is nearing completion that will enable School of Business students, instructors and community members to solve business problems through innovative solutions using design, simulation, 3D printing, 3D projection viewing, and a host of other cutting edge, digital technologies. The omni modal experience, InnovX, that was designed by Simons Young and Associates will be hosted in the new facility located adjacent to the Beatty Center Atrium. The room has double glass doors that open into a bright, LED illuminated space, delineated by two full glass walls through which everyone on the outside is invited in to engage in innovation activities. ProtoX and InnovX primarily support the teaching initiatives of Supply Chain and Information Management faculty members and students, but any alumni, faculty, and student can use the facility. Students can work individually or in teams.

- InnovX provides product design and development support, supply chain development, logistics, production and distribution. Project developed to date include a new surfboard fin product, plastic blocks that quickly absorb and slowly release flood waters, a smart kayak paddle from water bottles, and beverage kegs using predictive AI for automated supply chain notification. The immersive interaction allows this type of technology and innovation to be accessible to business students without the need for a computer science and engineering degree because of newer digital interfaces, AI-enabled design and distributed manufacturing.

- Teaming with community members in engineering, e.g. Boeing, and software tech companies, e.g., Fount Studio, the value of InnovX is amplified for our students. When prospective high school students see that instruction accommodates the Gen Z phigital generation, enrollment in the information management minor...
is expected to increase. Even before the grand opening of InnovX in late 2020, the 3D printing capabilities were deployed by the director of InnovX and Associate Professor of Information Management, Dr. Christopher Starr, to print masks and other breathing products needed to help people threatened by Covid-19. As soon as campus reopens, everyone is invited to visit the newly designed facility and participate in the Innovation Experience. ProtoX and InnovX meet the new AACSB Standard 9 for Technology Agility focusing on how instruction uses technology gives business students a competitive edge in the workforce.

ImpactX

- ImpactX Demo Day is organized annually by Mr. Stuart Williams, Dr. Christopher Starr and Dr. David Wyman as a celebration of ImpactX’s achievements with student entrepreneurs through a business plan competition that included the adoption of 17 sustainable development goals. Over 170 people attended. The School of Business appreciates Stuart Williams’ steadfast commitment and support for the program in time, money, and networking capability. He has been the major driving force behind ImpactX. Notable attendees included members of the community, as well as CofC President Dr. Andrew T. Hsu and Mayor John Tecklenburg.
- Congratulations to Candace Pfister, Tristan Soliven and Daphne Lerner for winning the Impact X Demo Day competition. The winning team, Foodfightersapp, is a business idea for solving food waste by our students and the younger generation.

Mayor Tecklenburg with students  
Stuart Williams

Intellectual Curiosity

Economic Book Colloquium

- The Economics Book Colloquium (approximately 12-15 students) meets each semester to discuss interesting contemporary writings in economics with faculty and the author of the books. In Spring 2020, both an introductory and advanced colloquium group were offered. The Advanced Group is limited to only individuals who have participated in past Colloquiums. The Intro Group read Logic of Life: The Rational Economics of an Irrational World by Tim Harford. The Advanced Group read The Essential Adam Smith by James Otteson and Humanomics: Moral Sentiments and the Wealth of Nations for the Twenty-First Century by Vernon L. Smith and Bart J. Wilson. This Colloquium is part of the College of Charleston’s reading and writing across the curriculum initiative.

Supply Chain Management Summit

- In Spring 2020, the School of Business hosted the Supply Chain Management Summit coordinated by director Marvin Gonzalez with the assistance of Lindsey Pierz, School of Business Event Coordinator. More than 85 students joined the 2020 Supply Chain Management Summit. Due to COVID-19 restrictions, the
summit was reimagined as a webinar. Despite this, participation and interaction by our students was strong. Gonzalez was particularly grateful for the presenters and students who were the key to a successful summit.

Crossing the Cistern

School of Business Crossing the Cistern Program: A new immersive advising and mentoring program lead by Associate Dean Jocelyn Evans.

- Mentorship
  - Monthly communication with all students (individual or group). This can include upcoming event dates and reminders, information about events happening around campus, volunteer opportunities, encouragement, etc.
  - As mentors get to know the students, they are encouraged to look out for potential professional development opportunities such as internships, job shadowing, study abroad, alternative break, etc.

- Academics
  - Track how many hours students use academic resources such as CSL or SI (CSL has this information)
  - Track semester grades and report GPA differential to OID (differential from beginning of the semester to the end of the semester; should not include identifying info.

- Engagement
  - Regular opportunities for students will be provided. There will be monthly speakers from campus to talk about resources available to students and several events with the Black Alumni Council such as yoga and painting.
  - Volunteer opportunities for students will be researched and planned. The School will partner with groups on campus better track what students are doing.
  - Students are required to volunteer at least ten hours for the academic year.

- Assessment
• Data collection, aggregating data from all departments, sharing/reporting results
• Scholarship disbursements
• Offering support to points of contact in quarterly meetings
• Planning a reflection project/professional development for all students at the end of the academic year.

• First Endowed Professorship
  • Noah T. Leask sponsored the Distinguished Professorship in Information Management and Innovation that is held by Dr. Iris Junglas.

Notable Activities

Information Management Professional Involvement

• The Information Management group invited a series of guest speakers throughout the year. Among others, we had Helen Hudson, founder of SafeShowings, presenting about her mobile app that keeps real estate professionals safe. We also had Fabio Brocca, Director of Business Transformation and Quality Control at the Mediterranean Shipping Company (MSC), who gave an inspirational talk about how information technology continuously permeates industries and our own lives. We had Dr. Blake Ives, C.T. Bauer Chair in Business Leadership at the University of Houston, presenting on the topic of data visualization; and we had Dr. Gabriele Piccoli, Edward G. Schlieder Endowed Professor of Information Sciences at Louisiana State University, showcasing a scalable tech solution for in-class instruction using the example of an introductory course in information systems. As part of her coursework in Business Analytics at the School of Business, Allyson Lesher, an Honor’s student majoring in Data Science, presented her work at the Southeast Decision Sciences Institute Conference.

Helen Hudson (founder of SafeShowings)   Professor Gabriele Piccoli (Louisiana State University)
International Business Collocation with German and Russian Studies

- The department also supported the 4th Annual German-American Business Summit (spearheaded by Morgan Koerner, Chair of German and Russian Studies), an event that targets and attracts German companies in the region, with a panel discussion on Business Analytics. We were fortunate to have three professionals join the panel: Meg Lanza (Technical Functions Director at Bosch), Noah Gresham (CEO and Co-founder of Tatras Data), and Ludger Reckmann (President and CEO of IFA North America).

Schottland Scholars Program

- This year marked the 11th year of the Schottland Scholars program. The program has continued to blossom from an incredible, innovative concept to its currently thriving status, becoming the model for others like it in the School of Business and across the College of Charleston. This year saw some tremendous highs – their first tour of organizations in NYC – and some devastating lows, specifically the loss of scholar Alexis Davis in November 2019, and the abrupt end to our spring semester due to the global pandemic. Despite these challenges, and with the support of just over 110 Scholar graduates or current students (plus the army of advocates, guests, hosts, mentors and supporters) the Schottland Scholar program and network continues to grow and evolve in dynamic and valuable ways. Mr. Jeremy Clement is the director of the program and starting the 2020-2021 academic year, Finance instructor and internship coordinator Mrs. Ellen Watson will be joining the program as co-director.
Center for Public Choice and Market Process

- The Center for Public Choice and Market Process celebrated its 12th annual Adam Smith Week held March 2-6, 2020. Approximately 359 students, faculty, and community members attended the various events. The program’s theme was “Women in Economics.” The center hosted eight areas of major programming for a total of 19 individual events, including two co-sponsored events, for more than 900 guests. This fall the Center began with seven Market Process Scholars: Rachel Bradley, Patrick Crotty, Amelia Janaskie, Will McEwan, Eliza Quillen, Taralyn Goodson, and Stephanie Laudien. The Public Choice Associate Mentoring Program had two participates: Jackie Jensen and Sarah Shtessel. The Free Market Speakers Series had 95 participants across four events. The speakers included Dr. Anne Bradley, the Fund for American Studies; Mark Gould, Citizen’s for Climate Change; Dr. Reed Watson, Clemson University; Dr. Matt Nowlin, College of Charleston; Dr. Claudia Williamson, Mississippi State University; and Robby Soave, Reason.

Global Logistics and Transportation Program

- The Global Logistics and Transportation Program (GLAT) currently has 55 juniors and seniors participating as either minors or concentrations. On-going support from the Intermodal Association of North America (IANA) allowed us to fund travel for four GLAT alumni to return to campus during the Fall semester to speak to FYE and TRAN classes about life after CoC. The program’s partnership with IANA also permitted director Kent Gourdin to take eight students to Long Beach in September to participate in the annual Intermodal Association of North America (IANA) Expo. Our students competed against six other schools in a case competition and attended professional sessions pertaining to transportation and logistics issues. The highlight of the trip was a waterside tour of the Ports of Los Angeles and Long Beach, the nation’s largest port complex. In addition, funding from IANA also allowed the program to award two $3000 scholarships to students in the GLAT FYE class who commit to, and complete, the GLAT minor/concentration. Furthermore, Dr. Gourdin ran a “Best Paper in Intermodal Transportation” competition in TRAN 311 and awarded $2500 to the winner, again thanks to IANA. The Student Port Club was also very active during the Fall, hosting speakers from the SC Department of Commerce and the Boston Brewing Company; in the Spring, speakers came from BCC Sourcing, and Advantage Distribution in January and February respectively. Unfortunately, the remainder of Spring activities were torpedoed by the coronavirus. The Senior trip to Rotterdam was cancelled as were all on campus activities: club meetings, recruiting visits, facilities tours, etc.

Alpha Sigma Gamma, Real Estate Honor Society

- The latest Alpha Sigma Gamma inductees were Matthew Battin, Kelly Hartman, Maner Keller, Evan Keisler, Daphne Lerner.

Investment Program

- The School of Business Investment Program, under the guidance of Drs. Mark Pyles and Kenneth Soye, provides high quality and forward-leaning students high impact experiences and an opportunity to
demonstrate they are ready to be a productive member of the investment profession. One of the program’s goal is to build relationships between the School of Business and members of the local, regional, and national investment communities.

- The School of Business Investment Program transforms the classroom into a laboratory. This is a very personalized education opportunity that is based largely upon experiential learning. As part of the Investment program, students are given the opportunity to manage real money in real world funds. There is simply nothing more realistic that can be offered to students who desire a career in the field of investments. Our students need to be prepared to work in a global environment, as the world of investments is rapidly moving beyond borders. The extraordinary circumstances that surrounded the global economies and financial systems of the past year added to the challenges, but also the benefits of the experience.

- During the academic year 2019-2020, the Investment Program hosted four firm days, welcoming Goldman Sachs, JP Morgan, Raymond James, Lincoln Financial, and the SC Retirement System. During these visits, students were given the opportunity to present in front of accomplished professionals, recruiters, and local supporters – with the primary goal being to help place these students in some of the most in-demand careers in our profession. During the Spring semester, the Program hosted the 6th Annual CoC Strategic Investment Symposium. We welcomed approximately 200 professionals and students to our campus to discuss a myriad of topics related to the current state of global economies and financial markets.

American Marketing Association Chapter
In October 2019, volunteers from the student American Marketing Association helped the professional Charleston AMA chapter host their 2019 annual bootcamp event called Smart Storytelling: Digital Marketing Trends Professional Development Workshop. It was held in the McAlister Hospitality Suite in TD Arena. As a result, 19 marketing students were able to attend and participate in the half-day workshop alongside local marketing professionals.

This year the Walk to End Alzheimer’s was held in Riverfront Park in North Charleston. Tiffany Vereen and Sam Bodendorfer volunteered from College of Charleston’s American Marketing Association Chapter along with their AMA faculty advisor, Ferris Kaplan.

Microfinance Club Alumni and School of Business Alumni
- It started when associate dean and finance professor for the College of Charleston School of Business Jocelyn Evans, spoke to several nurses who told her that many healthcare professionals are working 12-hour shifts – or longer – and often don’t have time to eat, she partnered with accounting major Jordan Sirota decided to buy and deliver food to area hospital workers who are fighting on the front lines of the coronavirus pandemic.
• Jocelyn Evans and Jordan Sirota created a social media LinkedIn campaign to encourage former School of Business and Microfinance Club alumni to donate to the cause. Evans, Sirota and Chesnutt raised more than $2,000 in the first four days of the drive.

MBA Program Community Involvement
• The strengths of the MBA program include a dedicated faculty, high involvement with our students, and close ties to the business community through the School of Business board. Our business community provides executive forum speakers, mentors for each student and executive coaching. Other distinguishing features of the MBA program include an international trip, personalized career services and consulting projects.

• The College of Charleston MBA Outreach program has launched a fundraiser for the Lowcountry Food Bank to feed families who are in need during this global crisis.

• As MBA students at the College of Charleston, they feel an emotional attachment to our great city. They wanted to do everything they could to help in these trying times. The total amount raised was $3,139.14, which exceeded their goal of $3,000.

Honors Program
• The School of Business (SB) Honors Program in Business offers a unique, rigorous, and challenging academic experience to a select group of students each year. They complete both Honors College and business program courses. There were 80 out of 681 total honors students affiliated with the School of Business at the College for the 2019/2020 academic year.

• The SB Honors Program in Business collaborated with the departments to hold an information session for prospective students during the Honors College weekend in February. In all, about 30 prospective students attended information sessions to learn about the business majors. In addition, SB faculty directed 18 Bachelors Essays this academic year. The breakdown is as follows:

<table>
<thead>
<tr>
<th>Department</th>
<th># Bachelors Essay</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSCI</td>
<td>1</td>
</tr>
<tr>
<td>ECON</td>
<td>4</td>
</tr>
<tr>
<td>FINC</td>
<td>4</td>
</tr>
<tr>
<td>INTB</td>
<td>1</td>
</tr>
<tr>
<td>MGMT</td>
<td>4</td>
</tr>
<tr>
<td>MKTG</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
</tr>
</tbody>
</table>

• Dr. James Malm, Director of the Honors program will like to thank Professors Chris Starr, Calvin Blackwell, Pete Calcagno, Beatriz Maldonado, Douglas Walker, Mark Pyles, Jocelyn Evans, Rene Mueller, Ivana Milosevic, Carrie Messal, Robert Pitt, Lancel Affonso, Esta Shah, and Colleen Troy for generously directing Honor Bachelors Essays during the 2019/2020 academic year.
Office of Economic Analysis

- The Office of Economic Analysis, Frank Hefner and Mark Witte, continues their forecasting efforts with Dr. Frank Hefner as director. The faculty provide local, regional, national and international forecasts for the Chamber of Commerce and several media outlets.
- Frank Hefner and Mark Witte, in collaboration with the Charleston Metro Chamber of Commerce, have developed a survey to measure the regional economic consequences of the Covid-19 pandemic and the shutdown of certain business activity. The survey is catered to gauge a variety of different industries but is mostly focused on real estate, tourism and banking as they are major components of our local economy. The longer municipalities remain in “shutdown” the longer the economic recovery will take. By surveying local businesses, we also hope to determine how individual consumers and households are being impacted. Information from consumers and households will be used to extrapolate future retail sales in the Charleston region. This information is discussed in several School of Business classes as a form of experiential learning.

Office of Tourism Analysis

- The Office of Tourism Analysis within the Department of Hospitality and Tourism Management monitors and forecasts performance, economic impact, and trends within the hospitality and tourism sector, primarily through a close partnership with the Charleston Area Convention and Visitors Bureau.
- Each semester Robert Frash’s hospitality capstone course allows students to become entrepreneurs by creating their own businesses. With the financial support of ServisFirst Bank and CresCom Bank, students compete for the best business plan monetary award. The ceremony and awards are given at the end of each semester during a HTMT 488 Business Plan Awards Ceremony held at Mellow Mushroom. Winners were announced at the ceremony.

Accounting Program

- In November, the accounting programs underwent an accreditation visit by the AACSBI Continuous Improvement Review Team. The 2019-2020 Annual Report provides the story of our impact, engagement and innovation for our Bachelor of Science in Accounting and Master of Science in Accountancy degree programs. It is impossible to report about these programs separately as they are inextricably linked together in our five-year accounting program that prepares our students for successful careers in public accounting, industry, and government.

Engagement

- Our faculty are teacher-scholars whose intellectual contributions and engagement with the profession and their students create a vibrant learning community.
- Our Accountancy Advisory Board members serve as a window of access to engage the practicing community whose perspectives, input and expertise contribute to our continuous improvement efforts.
- Our Beta Alpha Psi chapter provides opportunities for accounting students, faculty, and professionals to engage in career development, networking, and service.
- Our annual Meet the Firms event brings together students and accounting professionals to facilitate career placements including full time positions and internships.

Innovation

- Our Accounting Internship Program has facilitated student experiential learning for 12 years. Students have gained invaluable experience at Big Four, national and regional public accounting firms, corporations, and non-profits.
- Our Accountancy Graduate Program’s thesis system allows students to further their knowledge and skills in their intended areas of practice to ensure expertise relevant for their careers as professional accountants.
Our European Study Abroad Program provides an opportunity for graduate students to gain a broadened perspective while taking six credit hours in London, Venice, and Florence.

Impact
- Our job and internship placement rates are excellent. For the past five years the placement rate for our Accountancy Graduate Program has been 100%.
- Our programs have excellent CPA Exam pass rates as compared to our competitors, peer group and aspirants. The latest NASBA data indicates that our graduate students have the highest pass rate in South Carolina.
- Our faculty are engaged teacher-scholars whose intellectual contributions impact accounting practice, theory, and teaching.

Challenges
- As discussed in this report, among our greatest challenge is to remain relevant in a time of tremendous change. Rapid changes within the accounting profession makes it imperative that our curriculum ensure that student learning is relevant and valuable in supporting program learning goals. Challenges abound with respect to the changing demographic and attracting high quality students in an ever-increasingly market.

Student Feedback

• “As I was just turning in my exam, I found myself saddened for two reasons. The first being that this was supposed to be the time I hand my exam to you, say thank you, and give you a big hug before I leave for the summer. The other reason is because this is the last time, I will be in one of your classes. I have so enjoyed your lectures, case studies, and (even though you always apologize for them) have loved hearing your tangents and stories... your teaching of the class really sparked my passion for the industry and learning its ins and outs. It was one of the first classes that I woke up truly excited to go to.”

• “You have had such an impact on my education, goals, and aspirations that I can't thank you enough. I am really going to miss sitting in your class and look forward to catching up with you in the future. Luckily, I have one more semester and plan to pay quite a few visits to your office in that time. I hope you and your family are still staying safe and hope you have a great and healthy summer.”

• “Hello my name is Lisa XXX, I’m Wendy XXX’s mother. Someday her father and I hope to meet you and shake your hand. We want to thank you for the guidance and mentoring you provided our daughter during her time at CofC. It is tremendously appreciated.”

• “I am beyond grateful for all the time, guidance, and support you have given me these past few years. You taught me to believe in myself when I sometimes didn't, that failures foster future successes, and validated that my decision to go to College of Charleston was the best decision I’ve made. These are just some of the many ways you have impacted my life, and that I can confidently state you have for a lot of other students as well and look forward to sharing my life experiences with you along the way. Wishing you and your wife all the best always and will touch base soon!”

• “Very much cherished my time at College of Charleston School of Business and all of the great people who work so hard to make it a great place to learn day in, day out. One of my favorite professors, Jocelyn Evans, is leading a fundraising effort to support local Charleston hospitals. If you have been looking for a good way to give back during these difficult times, please consider contributing below. Sending good energy to all. Stay safe!”

Testimonials and Success Stories
“When hiring candidates, it is important that employers know they have mastered the basics. Having an Excel Certification on the resume sets the candidate apart and lets the future employer know that they will not have to do any additional training in that discipline.” Blaine West, Director of Operations, OneinaMil, LLC

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.”

Two students, Chase Westernfelder and Eric Spector passed the CFA level 1 exam, several passed the Security Industry Essential Exam (SIE) or Investment Foundation exam from the CFA Institute.

Management and Marketing Department internships increased from 8 in summer 2018 to 13 in summer 2020.

STUDENT ACCOMPLISHMENTS AWARDS

- IMPACTX- 15 honor students participated and top 3 teams each won $1,000. $7,000 was reserved for this cohort also. (Many of these students received multiple awards).
- HTMT 488 Business Plan Contest
  - First Place-The Student Village-Will Finneyfrock, Hannah Hunter, Alexis Davis, Kelly Hartman
- Spring 2020 contest was sponsored by ServisFirst Bank-$1,500 for 3 groups.
- First Place-The Root-Andrew Austen, Julianne Podoley, Eva Smillie, Gerald Nunoo

<table>
<thead>
<tr>
<th>Outstanding/Distinguished Student Awards (Seniors)</th>
<th>Spring 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department of Accounting and Business Law</strong></td>
<td></td>
</tr>
<tr>
<td>Accounting Major</td>
<td>Mikaela Fodor</td>
</tr>
<tr>
<td>Outstanding Graduate Accounting Student</td>
<td>Cory Harberg</td>
</tr>
<tr>
<td>William Young Ripley Award</td>
<td>Pamela Jackson</td>
</tr>
<tr>
<td><strong>Department of Economic</strong></td>
<td></td>
</tr>
<tr>
<td>Fanchon Morrow Condon Memorial</td>
<td>Will McEwen</td>
</tr>
<tr>
<td>Outstanding Economics Student Award</td>
<td></td>
</tr>
<tr>
<td><strong>Department of Finance</strong></td>
<td></td>
</tr>
<tr>
<td>Finance Major</td>
<td>Evan Sarro, Sarah Graham, Nick Rowland, Will McEwen</td>
</tr>
<tr>
<td>Nutt Family Awards (Finance)</td>
<td>(Mary) Emerson Tarbert, Karyn Swider</td>
</tr>
<tr>
<td>Award</td>
<td>Recipients</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Commercial Real Estate Finance Major</td>
<td>Matthew Battin, Daphne Lerner</td>
</tr>
<tr>
<td>CCIM Award in Real Estate</td>
<td>Chloe Helligenstein</td>
</tr>
<tr>
<td>Market Analysis Award in Real Estate</td>
<td>Mason Barkley</td>
</tr>
<tr>
<td><strong>Department of Hospitality &amp; Tourism Management</strong></td>
<td></td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Major</td>
<td>Mary Catherine Pope and Anjelika Servetas</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Minor</td>
<td>Shanan Malley</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Concentration</td>
<td>Anastasia Palasko</td>
</tr>
<tr>
<td>Hospitality Academic Achievement Award</td>
<td>Alexis Davis</td>
</tr>
<tr>
<td>Leadership Award in Hospitality &amp; Tourism Management</td>
<td>Kelsey Feltenkamp</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Merit Award</td>
<td>Rachel Singletary, Wendy Horne, Brooke Sheppard, Bryce Dixon, Alexandra Moring, Leona Burton Rojas, Mariah Shield, Margot Barry, Alexis Washington, Noah Hammond, Breanna Byrne, Marquez Bellamy, Eva Smillie, Gerald Nunoo, Will Finneyfrock, Brian Lee, Andrew Austen, Mike Allewelt, Shunta Tada, Claire Ludington, Mariah Shields</td>
</tr>
<tr>
<td><strong>Department of Management &amp; Marketing</strong></td>
<td></td>
</tr>
<tr>
<td>Business Major</td>
<td>Emily Tran</td>
</tr>
<tr>
<td>International Business Major</td>
<td>Renee Frayley</td>
</tr>
<tr>
<td>Marketing Major</td>
<td>Katrina Koomen</td>
</tr>
<tr>
<td>Al Lifton Award for Leadership &amp; Management Development</td>
<td>Daphne Lerner</td>
</tr>
<tr>
<td>Outstanding Entrepreneurship Student Award</td>
<td>Tristan Soliven</td>
</tr>
<tr>
<td>2020 Student Entrepreneur of the Year</td>
<td>Isaac Waters</td>
</tr>
</tbody>
</table>
SCHOLARSHIPS

- **Table 5** shows a total of $409,998 in academic merit, needs-based, or travel scholarships were awarded to undergraduate students by the School of Business.

<table>
<thead>
<tr>
<th>Students</th>
<th>Number</th>
<th>Renewed</th>
<th>New</th>
<th># Awards</th>
<th>Total $ Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upperclassmen</td>
<td>155</td>
<td>30</td>
<td>29</td>
<td>59</td>
<td>$235,356</td>
</tr>
<tr>
<td>Freshman</td>
<td>215</td>
<td>0</td>
<td>15</td>
<td>15</td>
<td>$72,000</td>
</tr>
<tr>
<td>MBA</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>$34,750</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>18</td>
<td>---</td>
<td>---</td>
<td>18</td>
<td>$37,892</td>
</tr>
<tr>
<td>Summer Internships</td>
<td>12</td>
<td>---</td>
<td>12</td>
<td>12</td>
<td>$30,000</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>30</td>
<td>56</td>
<td>104</td>
<td>$409,998</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Freshman Scholarships</th>
<th>Upper-class Scholarships</th>
<th>Other Scholarships*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guy E. Beatty</td>
<td>Albert Sottile Memorial</td>
<td>Maclean Business</td>
</tr>
<tr>
<td>Charleston Wine &amp; Food Festival Scholarship</td>
<td>Ashbill Real Estate</td>
<td>Mercedes-Benz Vans</td>
</tr>
</tbody>
</table>

<p>| Study Abroad | $37,892 | | |
| Summer Internships | $30,000 | | |
| Total | $409,998 | | |</p>
<table>
<thead>
<tr>
<th>Scholarship Fund</th>
<th>College Program</th>
<th>Sponsor(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marion &amp; Wayland Henry Cato Jr.</td>
<td>Boeing Scholar</td>
<td>Patrick E. Ringwald</td>
</tr>
<tr>
<td>Mattox Family</td>
<td>Charles &amp; Mary Pratt Edmondson</td>
<td>Rebecca C. Herring</td>
</tr>
<tr>
<td>R. Keith &amp; Melissa G. Sauls</td>
<td>Charleston Wine &amp; Food Festival Senior</td>
<td>Robert McCormick Figg Americanish</td>
</tr>
<tr>
<td>Sharon &amp; Rus Kingman</td>
<td>Lowcountry Hospitality Association</td>
<td>SC Stevedore Association</td>
</tr>
<tr>
<td>William Nelson Grooms Memorial</td>
<td>Hale-Westbury</td>
<td>Steadman</td>
</tr>
<tr>
<td></td>
<td>IANA Excellence</td>
<td>Warren Capital</td>
</tr>
<tr>
<td></td>
<td>Independent Insurance Agents of SC</td>
<td>Wells Fargo Business</td>
</tr>
<tr>
<td>Jack Maybank Maritime</td>
<td>Wild Dunes Resort Hospitality Management</td>
<td></td>
</tr>
<tr>
<td>Kiawah Island Golf Resort</td>
<td>Wild Dunes Resort Hospitality Management</td>
<td></td>
</tr>
</tbody>
</table>

Real Estate scholarships include CCIM, Rent to Own Labs, Pension Real Estate Association, Appraisal Institute, and FIABCI and International Council of Shopping Centers. SIOR Mildred C. Hanson Memorial Scholarship

Study Abroad Travel Scholarships include IANA: Intermodal Association of North American Travel, Knox Global, and the Knox Global Finance.

**FACULTY AND STAFF SCHOOL OF BUSINESS AWARDS**

Distinguished Teaching in School of Business –
Rafael Teixeira
Department of Supply Chain and Information Management
Distinguished Research in School of Business –
Steve Litvin
Department of Hospitality and Tourism Management

Distinguished Service in School of Business –
Elaine Worzala
Department of Finance

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

Howard F. Rudd, Jr. Distinguished Faculty Award-  
Frank Hefner
Department of Economics

As recipients of the 2020 Excellence in Collegiate Education and Leadership (ExCEL) Awards, more than 30 College of Charleston students, staff, faculty and community members were recognized, honored and celebrated for their commitment to creating a campus environment that promotes diversity and excellence. These impressive CofC community members will be recognized at the 2021 ExCEL Awards ceremony, due to the stay-at-home regulations.

Outstanding Faculty of the Year  
Beatriz Maldonado
Department of Economics

Outstanding Student of the Year  
Kayla Kozak
Business Administration
EXTERNAL FACULTY AWARDS

• The College’s former president, P. George Benson, Ph.D., who currently teaches supply chain classes at the College of Charleston School of Business, was re-elected as chairman of the Foundation for the Malcolm Baldrige National Quality Award for the third consecutive year.

• Rene Mueller and David Desplaces served as co-chairs of the SC International Trade Coalition, an organization made up of associations and organizations that provide export services to companies across the state of South Carolina. Members meet regularly to collaborate on export training events, international trade missions, and company outreach opportunities.

• 2019-2020 was Iris Junglas’ year at the Associate Editor Awards. She won “Best Associate Editor,” awarded by the journal Communications of the Association of Information Systems (CAIS); she also won a “Best Associate Editor” award for her track on “Practice-Oriented IS Research” at the International Conference on Information Systems (ICIS). And lastly, she was nominated to serve as an Associate Editor for the journal Management Information Systems Quarterly Executive, a practitioner-oriented sister publication of MIS Quarterly.

FULBRIGHT

• Established in 1946, Fulbright is the most widely recognized and prestigious international exchange program in the world, supported by the American people through an annual appropriation from the U.S. Congress and by the people of partner nations. The program—working with universities, schools,
binational Fulbright commissions, government agencies, nongovernmental organizations and the private sector—actively seeks out individuals of achievement and potential who represent the full diversity of their respective societies and selects nominees through open, merit-based competitions. Several faculty members have been selected as Fulbright Scholars and Senior Specialists.

- Core US Scholar Program:
- S Litvin (HTMT)-Core US Scholar, Fulbright Ambassador and Fulbright Canada
- M Witte (ECON)- Core US Scholar, Croatia
- R Mueller (MKTG)- Core US Scholar, Fulbright Austria; Guest lecturer Fulbright Portugal

- Other Fulbright Programs:
- J Crotts (HTMT) –Fulbright Specialist, India
- B McCleod (HTMT)- Fulbright Specialist, Iceland
- K Gourdin (GLAT)- hosted Jamal El Baz from Ibn Zohr University (Morocco)

Global Scholars Faculty
Beatriz Maldonado-Bird
College of Charleston Announces 2019 Alumni Award Recipient

Howard F. Rudd, Jr. Business Person of the Year Award 2019 Recipient: Marcia Howie Snyder ’93. The Howard F. Rudd, Jr. Business Person of the Year Award recognizes a graduate who has made significant contributions as a business leader to industry or profession, community and alma mater, and who has exhibited great integrity in his or her business and personal life.

• In October, Alumni Affairs conducted a survey of undergraduate degree holders to assist with the Strategic Planning process as well as to capture information critical to current programs. One of the questions asked was about who their favorite professor was while at the College of Charleston. Well according to 2,466 alumni that responded to the survey, Steve Litvin is a top ten “Favorite Professor.”

THE TOP TEN “FAVORITE PROFESSORS” ACCORDING TO ALUMNI ARE:

1. William Moore - Political Science
2. Steve Litvin - Hospitality & Tourism
3. Nan Morrison - English
4. John Creed - Political Science
5. Harry Freeman - Biology
6. George Dickinson - Sociology
7. John Rashford - Anthropology
8. Louise Doire - Religious Studies
9. Gorka Sancho - Biology
10. Thomas Pelmer - Political Science

GLOBAL AWARENESS AND STUDY ABROAD OPPORTUNITIES

• The Global Business Resource Center (GBRC) is the umbrella organization that overseas and coordinates international business education efforts at the College of Charleston. In addition to providing support for one of the country’s largest international business and foreign language programs, the Center provides multiple outreach activities and trade services for the global trade community. Students are encouraged to participate in all the Center’s activities which include focused lectures, seminars, workshops, and other professional development programs such as the Certified Global Business Professional. By working closely with the US Commercial Service, SC Department of Commerce, EXIM Bank, Customs and Freight Forwarders Association, and other key industry players, the GBRC is able to offer students unique educational programs typically reserved for business professionals. In addition to its associations, its proximity to one of the
busiest port cities makes the GBRC uniquely positioned to match students with mentors, internships, and jobs.

- The Global Business Resource Center (GBRC) supports continued development of international education opportunities so students may gain the necessary international business skills, cross-cultural experience and foreign language proficiencies needed to compete effectively in today’s globalized economy. To help ensure that the international business knowledge conveyed in the classroom is up-to-date and relevant, the GBRC also supports faculty development and international business research.

- The GBRC is the first organization in the state to offer the NASBITE Certified Global Business Professional credential program and training seminars. Since 2008, the GBRC and the Charleston Women in International Trade has established a mentoring program that matches School of Business students with global trade and logistics professionals in mutually beneficial relationships and continues to host workshops connecting students with working professionals.

http://sb.cofc.edu/centers/globalbusinessresourcecenter/index.php

STUDY ABROAD

- The total number of School of Business students who studied abroad during the 2019-20 academic year was 118 students. They all participated in semester-long programs as all short-term programs were cancelled. One student studied abroad for the full academic year. 100 students were majors and 19 were SB minors from majors outside the SB. INTB was the largest contributor with 25 percent and MKTG a close second with 24 percent. The Management and Marketing department accounts for 69 percent of the total.

![Study Abroad by Undergraduate Major]

Where SB Students are Studying

SB students studied in 20 countries this academic year. Spain continues to be the destination of choice, followed by Italy and Australia. Like US students in general, the vast majority (79%) study in Europe; less than 15 percent study in regions of strategic interest like Africa, Latin America, Middle East and Asia.

![Time and Length of Study Abroad]

Proposed Undergraduate Courses Taught Overseas/with Overseas Travel

- HTMT 360 Adventure Tourism (B McCleod, J Clement, Banff, Canada, spring break)
• JWST 210 Business Climate of Israel (J Shanes, R Mueller, Israel, spring break)
• TRAN 312 Global Logistics (K Gourdin, Netherlands, spring break)
• HTMT 360 Destination Management & Marketing: Iceland (B McCleod, J Clement, Iceland)
• INTB 390 International Social Enterprise and Development (J Malm, Ghana, co-listed with
  • FINC 360 Microfinance in Ghana (J Malm)
• MKTG 326 International Marketing (R Mueller, Management Center Innsbruck, Austria)
• MKTG 360 Doing Business in China (H Xie, China and HK, co-listed with INTB 309 International Business Study Abroad (H Xie)
• MGMT 350 Business, Leadership, and Society (E. Perrault, Ireland, co-listed with non-business courses)
• TRAN 360 Panama Canal – Its Impact on Global Trade (K Gourdin, Panama, co-listed with REAL 360 Panama Canal – Its Impact on Global Trade (E Worzala)
• MGMT 301 Organizational Behavior (A Carrico, Spain, co-listed with
• MGMT 360 Managing for Sustainability in the European Union - Focus Spain (A Carrico, co-listed with SPAN courses)
• FINC 360 Global Financial Markets (H Liu, Taiwan, co-listed with SCIM 360 Global Information Technology (C Chou)
• MKTG 326 International Marketing (R Mueller, Greece, co-listed with MGMT 325 International Management (D Desplaces, co-listed with INTB 314 Global Operations and Technology Management (G Quesada)
• TRAN 360 Doing Business in Costa Rica (M Gonzalez, Costa Rica, co-listed with SCIM 360 International Logistics (M Gonzalez)
• ACCY 570 European Origins of Modern Accountancy, (R Daniels, UK, France, Italy, co-listed with) ACCY 575 European Financial Markets (R Daniels) MBA Study in Israel (R Magnuson)

GLOBAL SCHOLARS

• The Global Scholars programs is a college wide program which recognizes students who have completed 18 hours of multidisciplinary international study, passed a national foreign language proficiency test, and have had a study abroad experience. This year, the overall number of Global Scholars is down to 26 students from30 last year. Spanish graduated the highest number (35 percent). Out of the seven SB majors, four majors are represented as are four proficient languages and four countries visited.

Faculty Global Scholars

• Likewise, faculty who have completed similar requirements and who also serve as mentors for students in the GS program can become Global Scholars. The following SB faculty members are also Global Scholars:

  C Chou (SCIM), R DeLaurell (ACLS), D Desplaces (MGMK), J Gavidia (SCIM), M Gonzalez (SCIM), F Hefner (ECON), HC Liu (FINC), B Maldonado (ECON), J Malm (FINC), J Mueller (MGMK), RD Mueller (MGMK), Quesada (SCIM), W Wang (FINC), Y Xie (MGMK)
FACULTY AND STAFF NEW HIRES

- Dr. Iris Junglas is the Noah T. Leask Distinguished Professor of Information Management and Innovation in the Supply Chain and Information Management Department. Over her 20-year career, she has worked inside as well as outside of academia, including a variety of consulting firms, such as PricewaterhouseCoopers and Accenture. Iris’ research sits at the intersection of technology innovation and business analytics. She has published more than 50 refereed journal articles and currently serves as an Associate Editor for three leading journals in the field of Information Systems. Iris has taught at the undergraduate, graduate, Ph.D., and executive level, inside and outside the U.S. Before joining the College of Charleston, she spent half a year as a Fulbright Scholar at Maynooth University in Ireland where she researched the “Internet of Things.”

- Iris holds a Ph.D. from the University of Georgia in Management Information Systems with a minor in Artificial Intelligence and a Master’s as well as Undergraduate Degree in Computer Science with a specialization in Business Administration from the University of Koblenz, Germany.

Lindsey Pierz ’17 is the event coordinator for the School of Business. She serves as project manager for all priority School of Business events and works closely with the MBA program on various student networking events. Pierz earned her bachelor’s degrees in Business Administration and Sociology from the College of Charleston.

FACULTY PROMOTIONS

**Associate Professor**
Jessica Madariaga
Department of Economics
Christopher Mothorpe
Department of Economics

**Associate to Full Professor**
Robert (Bob) Frash
Department of Hospitality & Tourism Management
Carrie Messal
Department of Management & Marketing
Mark Witte
Department of Economics
Senior Instructor
Lancie Affonso
Department of Management & Marketing
Jeremy Clement
Department of Hospitality & Tourism Management

3rd Year Review
Alexis Carrico
Department of Management & Marketing
Daniel Guttentag
Department of Hospitality & Tourism Management

DEPARTMENT OF MANAGEMENT & MARKETING
Ivana Milosevic
Department of Management & Marketing
Rafael Teixeira
Department of Supply Chain & Information Management
Thomas Noland
Accounting & Business Law
Josette Pelzer
Accounting & Business Law
Ken Soyeh
Department of Finance
Christopher Whelpley
Department of Management & Marketing

Post-Tenure Review
Pete Calcagno
John Crotts
Rene Mueller

Appointments
New Chair of the Department of Supply Chain & Information Management

Chen Chou
The College of Charleston announced that **Gioconda “Gia” Quesada**, former chair of the Department of Supply Chain and Information Management (SCIM) in the School of Business, was named the College’s assistant provost of assessment. Her new post took effect Monday, Feb. 17, 2020.

## DIVERSITY

<table>
<thead>
<tr>
<th>School of Business</th>
<th>Department</th>
<th>Fall Term 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tenured</td>
<td>Tenure-Track</td>
</tr>
<tr>
<td></td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>School of Business</td>
<td>Accounting and Business Law</td>
<td>5</td>
</tr>
<tr>
<td>Economics</td>
<td>8</td>
<td>80.00%</td>
</tr>
<tr>
<td>Finance</td>
<td>5</td>
<td>50.00%</td>
</tr>
<tr>
<td>Hospitality &amp;</td>
<td>5</td>
<td>71.40%</td>
</tr>
<tr>
<td>Tourism Management</td>
<td>Management &amp; Marketing</td>
<td>12</td>
</tr>
<tr>
<td>Supply Chain &amp;</td>
<td>9</td>
<td>90.00%</td>
</tr>
<tr>
<td>Info Mgmt</td>
<td>44</td>
<td>63.80%</td>
</tr>
<tr>
<td>School Total</td>
<td>44</td>
<td>63.80%</td>
</tr>
<tr>
<td>College Total</td>
<td>44</td>
<td>63.80%</td>
</tr>
</tbody>
</table>

The TENURE categories include roster faculty on sabbatical and excludes both visiting faculty occupying a state line and administrators holding faculty rank.

The TERMINAL DEGREE category includes faculty occupying a state line and roster faculty on sabbatical or paid leave.

Source: Institutional Research and Planning Fact Book

Online query generated on 29MAY20 at 09:57

- Dr. Dave Hansen taught a Social Entrepreneurship class (ENTR 406) Spring 2020, and one of the class projects stemmed from talking with two women of color students in his entrepreneurship class during Spring 2019.
  He asked them why more women of color, and women in general, don’t take entrepreneurship classes.
  Among the things the student mentioned was that they don’t see women of color entrepreneurs, so it’s not something they generally consider as an option. After that discussion, Hansen organized a Women of Color Entrepreneurs panel in Fall 2019. In preparing that he ran across a report from American Express about the state of women-owned businesses. They are starting faster than other businesses, and within women-owned businesses, African-American women start more than any other group. SC is ranked 3rd for that phenomenon. But there is a huge revenue gap. Because of this Hansen offered this as one of the project options for Social Entrepreneurship (ENTR 406). The three students he consulted with decided to work on this topic. Also, as part of the class, all teams took part in the local Map the System competition. This team
won and went on to represent CofC in the global (though virtual) competition hosted by Oxford (it would have been AT Oxford if there wasn’t a pandemic). They competed with teams from 30 other universities from 16 different countries. They did not win, but it was a good experience. In their final report, the students made recommendations to the organization they were working with. They chose to target the Dean since there wasn’t any specific organization like others had, such as the Lowcountry Food Bank and Destiny Café.

OTHER ACCOMPLISHMENTS
SCHOOL OF BUSINESS RANKING & RATINGs

Best Colleges for Business in America
#166-1,043

https://www.niche.com/colleges/search/best-colleges-for-business/

Study.com
School of Business #16 top business school in the country
Finance Program #5 in the nation

The emphasis at the College of Charleston’s School of Business is on preparing students for the workplace. You’ll find a Student Success Center here designed to help you with your career questions, internship opportunities and study abroad goals.”

College of Charleston #8 in Regional Universities South
What major is College of Charleston known for?
The most popular majors at College of Charleston include: Business, Management, Marketing, and Related Support Services; Biological and Biomedical Sciences; Visual and Performing Arts; Social Sciences; and Communication, Journalism, and Related Programs.

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

www.usnews.com/best-colleges/rankings
The School’s one-year Master of Business Administration program has been ranked as the No. 7 accelerated MBA program in the country by MBA Central. The website assessed schools according to affordability, support services and the quality of classes. The MBA program also recognized by The Financial Engineer as among one of its top MBA programs in the U.S.
Founded in 1770 and chartered in 1785, the College of Charleston is the oldest college in S.C. and is among the oldest in the U.S. The Cistern Yard, representing the core of campus, has three buildings listed on the National Register of Historic Places: Randolph Hall (c. 1830), Porter's Lodge (1851), and Towell Library (1833). Randolph Hall is one of the longest-serving academic buildings in the U.S.