YOUR FUTURE BEGINS HERE

COLLEGE OF CHARLESTON

SCHOOL OF BUSINESS

THE BEATTY CENTER
5 LIBERTY STREET
CHARLESTON, SOUTH CAROLINA

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“Ready to Work” is the unofficial motto for the School of Business. That’s because our programs prepare students for career opportunities around the world. The School of Business offers nine undergraduate majors, an honors program, several interdisciplinary minors, an M.S. in Accountancy and a one-year MBA.

Approximately 2,200 undergraduate and graduate students are enrolled in majors or programs within the business school including our international students who attend from countries including Germany, France, and Brazil.

WELCOME

Get ready for the best years of your life!
Our undergraduate and graduate programs support our school’s mission to prepare socially responsible students for global career opportunities. With dual accreditation in business and accounting by the Association to Advance Collegiate Schools of Business International (AACSB), our programs cover the essential business disciplines while teaching students the local, national and international implications of managing and operating a business in the global arena.

With the strength and diversity of our Board of Governors who represent the business community, the School of Business is closely aligned with distinct industries locally and internationally. The School of Business enjoys the advantages of the thriving economy in the greater Charleston region where our students gain internships at firms that represent the diverse service and manufacturing industries.
ABOUT

WHO WE ARE

- Dual accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in both Business and Accounting programs
- 2,200 students and 100+ faculty and staff
- Internationally recognized university

WHAT SETS US APART

- Small class sizes with individualized attention
- A full service Student Success Center that is there for students from orientation to graduation and beyond
- The opportunity to study abroad anywhere in the world

OUR MISSION

- 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.

OUR VISION

- 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.
THE BEST OF THE BEST

#13
TOP 50 COLLEGES AND UNIVERSITIES
That offer a bachelor's program in business

#1
MOST CERTIFIED GLOBAL BUSINESS PROFESSIONALS
In the world with the most Certified Global Business Professionals on faculty. All CGBP faculty have lived, worked and studied abroad.

#15
GLOBAL BUSINESS AND STUDY ABROAD OPPORTUNITIES
Made possible through the dedication of our faculty in advancing global learning and leading study abroad programs to places such as Dubai, Honduras, Ghana, Hong Kong, Brazil, and China.

#5
FINANCE PROGRAM IN THE COUNTRY

#6
HOSPITALITY & TOURISM PROGRAMS IN THE COUNTRY
WHAT MAKES THE SCHOOL OF BUSINESS SO FUN

School of Business students are encouraged to join one of our many clubs, specialty programs or honor societies.

What's what?

Club
School of Business students are invited to join one of our many clubs to develop leadership skills, make business connections, practice what you have learned in class and enhance your resume before graduation. Check the School of Business website, your email and the screens in the Beatty Center for meeting dates and locations. Clubs are open to all students!

Honor Society
Honor societies recognize students with achievements in academics, extracurricular activities and worthwhile contributions. Honor Societies are either application-based or invitation-based.

Specialty Program
Specialty programs give students access to important experiential learning opportunities that connect them with business leaders across a variety of industries. These competitive programs require an application and interview.

Centers of Excellence
The School of Business has several Centers of Excellence that support specific industries, conduct research, and help to strengthen our ties with the global business community. The Centers also advance the educational experience and understanding of our students in a variety of specialty areas.
EVENTS, HAPPENINGS & ORGANIZATIONS

With dozens of possibilities to get involved, it’s impossible to not make the most of your college career

**Clubs**
- American Marketing Association
- Club for Hospitality and Tourism
- Economics Club
- Micro-Finance Club
- Real Estate Club
- Student Finance Club
- Student Port Club
- Supply Chain Management Club
- Women in Business

**Specialty Programs**
- BMW Logistics Advantage Program
- Global Scholars
- ImpactX
- Investment Program
- Market Process Scholars
- Phi Chi Theta
- Schottland Scholars
- Student Ambassadors
- Think Differently Forum

**Honor Societies**
- Beta Alpha Psi
- Beta Gamma Sigma
- Omicron Delta Epsilon

**Centers of Excellence**
- Carter Real Estate Center
- Center for Entrepreneurship
- Center for Public Choice and Market Process
- Certiport Authorized Testing Center
- George C. Spaulding Distinguished Executive Speaker Series
- Global Business Resource Center
- Office of Economic Analysis
- Office of Tourism Analysis

**Specialty Programs**
- Carter Real Estate Center
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- Global Business Resource Center
- Office of Economic Analysis
- Office of Tourism Analysis

**Mark your calendar for...**
- SSC Café Success
- Professional Headshots
- Involvement Fair
- Do What You Love
- Career Fairs
- German-American Business Summit
- Welcome Week
- Adam Smith Week
- Career Fair Prep Week
- Senior Stop-Ins
- Senior Send-Off
- Hot Topic Talks
- Study Abroad Fair
SPECIALTY PROGRAMS & HONOR SOCIETIES

BMW LOGISTICS ADVANTAGE PROGRAM
The BMW Logistics Advantage Program is a competitive opportunity for students in the Global Logistics and Transportation program to develop professional skills while earning credits towards covering all expenses for the Rotterdam Travel Study. Students are presented with an array of program choices including industry experience, professional development, mentoring and specialized education which help distinguish students for future career opportunities.

GLOBAL SCHOLARS
The Global Scholars program is a university-wide initiative designed to increase the capacity of students, faculty, and staff to contribute productively as global citizens. The program aims to meet the changing demands brought about by globalization and recognize students and faculty members who structure their learning and work around developing a wider global world view.

IMPACTX
Each semester, you can apply for a coveted position in the ImpactX Accelerator. Join two or three other CoC students as a team to experience what it is like to move an idea from conception to commercialization. With two industry mentors, you may have the opportunity to actively engage in the founding of a globally-scalable, high-tech company. Impact X is sustainability focused as part of the College’s quality enhancement plan, “Sustainability Literacy as a Bridge to Addressing 21st century problems.” Adopting the United Nations framework of Sustainable Development Goals, Impact X students address two specific sustainability focused Student Learning Outcomes.

INVESTMENT PROGRAM
The program, which is structured like an investment firm, allows students to invest real money both publicly and privately while building relationships with local, regional, and national investment communities. This hands-on experience not only teaches students the fundamental principles of investing, it positions them to excel in the competitive job market upon graduation.

MARKET PROCESS SCHOLARS
Market Process Scholars provides students with a unique undergraduate multi-year experience that develops understanding of economics of a free society, research skills and practical business knowledge. The program develops professional, research and leadership skills through exposure to a broad range of successful academic scholars and business executives representing diverse fields of study, organizational cultures, leadership styles, and measures of personal and organizational success.
GET INVOLVED

Innovative Programs

**PHI CHI THETA**
Phi Chi Theta is the School’s co-ed professional business and economics fraternity. The group provides opportunities for members to develop and practice professional leadership skills and to enhance their education by developing abilities necessary to succeed in business. Members learn to foster the high ideals needed when pursuing a career in business that inspire a spirit of sacrifice and unselfish devotion.

**SCHOTTLAND SCHOLARS**
Schottland Scholars is a leadership program designed for highly motivated business students. The program aims to connect scholars to business and organizational leaders who have made a difference in both business and community involvement. The program provides students with opportunities to build relationships with business leaders and mentors in a variety of professional and networking engagements during the course of the year.

**STUDENT AMBASSADORS**
The SB Student Ambassadors program is designed to give students the chance to become a vital part of the School of Business, and to network with fellow students, prospective families, alumni, and business professionals. They assist with special events and outreach activities, serve as tour guides, speak with prospective students and families, help with orientation and admissions events, and promote School of Business offerings and opportunities.

**THINK DIFFERENTLY FORUM**
The Think Differently Forum exposes students to a topic in business, politics, international affairs, or culture that has societal importance and interest. The Forum represents the minority point of view on that specific topic, challenging the mainstream opinion and assumptions of the campus community.

Honor Societies

**BETA ALPHA PSI**
Beta Alpha Psi is an international honor society for high-achieving accounting students that recognizes academic excellence, professional development and community service in fields related to the creation, management and analysis of financial information. The society complements its members’ formal education by providing interaction among students, faculty and accounting professionals, and fosters lifelong growth, service and ethical conduct.

**BETA GAMMA SIGMA**
Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International. Membership in Beta Gamma Sigma is the highest recognition that business students anywhere in the world can receive in an undergraduate or masters program. Beta Gamma Sigma members are ranked in the top 10% of their junior or senior class or upper 10% of the graduating masters class.

**OMICRON DELTA EPSILON**
Omicron Delta Epsilon is the International Economics Honorary Society and encourages devotion on the part of its members as economists to the advancement of their science and to the scholarly effort to make freedom from want and privation a reality for all mankind.

"The ImpactX program taught me invaluable lessons on building the foundation of a company. From idea to product to market, I learned that successful companies are those that are agile and iterative throughout the process. If you couple that with some of the harsh (but necessary) realities I learned through some of the speakers and teachers in the Entrepreneurship program and there’s the beginning of my journey. Ultimately, the

ImpactX program and School of Business prepared me for the unexpected hurdles I’ve faced so far."

- Brandon Brooks ’15
Founder, JYVE
What do you think about having a group of people who are focused on your success in school, work, and life?

This is an exciting time in your life as you transition to college and then into the professional world. School of Business students have the added benefit of the Student Success Center.

Focused on each student's success from orientation through graduation and beyond, the Success Center boasts services that include academic advising, internship guidance, student involvement, career development, life skills, professional development and much more.

**WHAT WE OFFER**
- Academic advising
- Career development
- Resume and cover letter reviews
- Internship and job search assistance
- Interview preparation
- Professional development
- Student engagement
- Scholarships
- Life design

**SSC ON DEMAND**
**AVAILABLE 24/7 AT YOUR FINGERTIPS**

- Academic advising
- Career development
- Resume, LinkedIn, and cover letter reviews
- Internship and job search assistance
- Interview preparation
- Professional development
- Student engagement activities and events
- Scholarships
- Life design
- Virtual training sessions on:
  - Resume 101
  - Cover Letters 101
  - How to apply for scholarships
  - How to register for classes
  - How to create a degree audit

**VISIT US AT SB.COFC.EDU**
StudentSuccessCenter@cofc.edu
CareerLaunch Services

Today’s job market is competitive and our students need to graduate with “Ready to Work” skills that help them land the BEST internship, the BEST job and the RIGHT opportunities for networking. We also know that business students need access to the types of services that will make sure they stand out from other applicants.

Headshots
Did you know your LinkedIn is 7x more likely to be viewed if you have a professional headshot? Good news, we schedule headshots throughout the semester. We also have a self service headshot station too!

Interview Essentials
Landed an interview? Great, now it’s time to prepare. We offer student business cards, resume paper and SB portfolios. You can also schedule a mock interview to help you be more prepared.

Resume Review
Don’t go into an interview with a resume that has not been reviewed. Stop in anytime to have your resume triple checked. Need help getting your resume started? We do that too!

LinkedIn Reviews
As a business student, network on LinkedIn with alumni and business professionals. To be sure your LinkedIn is ready to be seen by the world, have your profile reviewed by our Student Success Center career coaches.

CareerLeader Assessment
So you want to major in business, but you’re not sure which subject area you should focus? Take a CareerLeader assessment to see the areas of business where you will excel!

Suit Valet
Have an interview after class? Don’t worry, we will store your suit or dress clothes while you are in class. Iron, lint rollers, and stain wipes are also available for use.
Employers look for students who pair their education with experience - that’s where the School of Business Internship Program comes in. Internships increase your employability with over 60% of School of Business interns being offered full-time employment by the company where they interned. 80% of employers believe a supervised and evaluated internship is very effective in ensuring recent college graduates possess the skills and knowledge needed for success.

Our School of Business students are encouraged to complete 2 -3 internships during their college career. You can do an internship in your major or minor for academic credit. Through this structured program you receive credits and experience by completing relevant assignments. You are also encouraged to do non-credited internships anytime during your college career.

**PLAN YOUR CAREER**

**IT’S NEVER TOO EARLY TO PURSUE AN INTERNSHIP**

**A VALUABLE EXPERIENCE**
Get to see and experience the roles that people play in an organization and begin to understand your field of interest from different perspectives.

**GAIN A BETTER UNDERSTANDING**
Take the opportunity to understand each task you are given and how it relates back to the larger organization. Ask relevant questions to gain knowledge.

**OPPORTUNITY TO WATCH AND LEARN**
During your internships, you will be doing hands-on projects and learning from those who have careers in your field of study. These people will be your mentors, your supervisors and those who can help you towards your career and life goals.

**GET A FEEL FOR DIFFERENT INDUSTRIES**
Internships are vital to your overall career path. These experiences will help you figure out what roles you would enjoy. They can also help you figure out what type of jobs you don’t want which helps prevent you from accepting an ill-fitting job when you graduate.
QUEST (Powered by Suitable) is the mobile app specifically designed for CofC School of Business students. It’s your personalized connection to all SB professional, academic, and social events on your mobile device whenever you need it and wherever you are. For every event you attend, every challenge you accept, and every QUEST activity you complete, you’ll earn points you can redeem for badges, prizes, and many other great rewards.

QUEST will help you navigate School of Business events, programs, and activities as you build your career and professional skills. Sign up for events through the app, and when you attend simply scan the QR code or enter the event ID. You will also be invited to participate in activities and challenges to earn points. The more points you earn, the higher you’ll rise on the QUEST Leaderboard, leading up to the ultimate QUEST Platinum badge.

**Sign Up. Sign In. Get Rewarded.**

- 8 competencies to build your business and professional skills
- Complete tasks and events to earn badges, prizes, and rewards
- Track your progress through the app and watch your points add up on the Leaderboard
- Push notifications to keep you informed and up to date
- Everything in one place to build your professional portfolio
Spend an academic year, semester, or summer abroad while earning credits toward graduation. You can even intern abroad and really set yourself apart from the crowd. There’s a global experience that’s perfect for you! The Global Business Resource Center is here for your support in navigating the hundreds of opportunities available to you. Whether you decide to take business, language, or cultural courses, we’re here to help. Set up an appointment or drop in.

“Studying abroad gave me an opportunity to be out of my comfort zone, learn things about a local culture but also learn more about who I am as a person and as a traveler. I loved that everywhere I walked [in Athens] I got a rich taste of the history!”

-MAGGIE DECKER '21
FILL YOUR LIFE WITH ADVENTURE

Exchange Program
Want to earn credits from top-notch business schools around the world? College of Charleston has student exchange agreements with over two dozen foreign universities. Pay regular tuition to the College and receive transfer credit upon successful completion of courses. Courses are taught in English and the country’s language. Spend a year or semester immersing yourself in the culture at a university abroad.

Affiliate Programs
Approved third party study abroad organizations providing students the opportunity to study a wide variety of subjects around the world. Students can take classes at a foreign institution or at an academic center administered by the host organization during a semester, year, or summer term. Students do not pay CoC tuition; instead, they pay a program fee directly to the study abroad organization and receive transfer credit for approved coursework upon successful completion of their program.

Faculty Led
First time going abroad? A little hesitant about going on your own? Have a favorite professor you’d love to study abroad with? A faculty-led program may be the perfect option for you! Students participate in a semester, summer, or spring break program sponsored by the College of Charleston and directed by its faculty. Students pay tuition to the College plus a program fee and receive CoC grades and credits. Programs vary by year.
MAJORS
A subject of academic study chosen as a field of specialization. The College of Charleston requires all students to complete one major with at least a 2.0 major GPA to graduate.

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

MINORS
Encompasses 6 or more courses within an academic subject. Minors are not required for graduation, but are a great way to build skills.

- Business Administration
- Economics
- Entrepreneurship
- Finance
- Global Logistics & Transportation
- Healthcare & Medical Services Management
- Hospitality & Tourism Management
- Information Management
- Leadership for Sustainability
- Management
- Marketing
- Project Management
- Real Estate

CONCENTRATIONS
For Business Administration majors only. An intentional way to focus your degree in one of six areas.

- Entrepreneurship
- Finance
- Global Logistics & Transportation
- Hospitality & Tourism Management
- Leadership for Sustainability
- Real Estate
Accounting Major

Accounting can be divided into several fields including financial accounting, management accounting, auditing, and tax accounting.

The Accounting field offers limitless opportunities in business, government and public accounting. With a College of Charleston School of Business Accounting degree, you will have several paths available to you including audit, taxation, accounting information systems, management accounting and more.

Beyond the classroom, a highlight feature of the Accounting program are the internships and hands-on learning opportunities. Since your Accounting professors have worked or are currently working in the field, don’t be surprised when they connect you to an internship opportunity that leads to job offers.

Beta Alpha Psi, our Accounting Honor Society, offers you the ability to network and build professional relationships. In the Accounting program, you will be taught to be technically proficient as well as a confident communicator who can articulate arguments and play key roles in business decisions. The CofC Accounting program holds dual accreditations in Business and Accounting from the Association to Advance Collegiate Schools of Business International (AACSB) and the department offers a Masters in Accountancy.

Your Accounting major will provide you with a strong impact driven education that will prepare you to lead and serve in this diverse and ever changing world.
ACCT 203: Financial Accounting*
ACCT 204: Managerial Accounting*
ACCT 307: Accounting Information Systems
ACCT 308: Cost Accounting
ACCT 316: Intermediate Accounting I
ACCT 317: Intermediate Accounting II
ACCT 341: Federal Taxation
ACCT 409: Auditing Theory
ACCT 418: Intermediate Accounting III
BLAW 205: Legal Environment of Business*
DSCI 232: Business Statistics*
DSCI 304: Productions and Operations Management
FINC 303: Business Finance
MGMT 301: Management and Organizational Behavior
MGMT 408: Business Policy
MKTG 302: Marketing Concepts

MAJOR ELECTIVES: 3 CREDIT HOURS
Select three credit hours from ACCT 444 or an upper level (300-400 level) School of Business course that is not required for the major. See course catalog for extensive list. catalog.cofc.edu

ADDITIONAL REQUIREMENTS: 15 CREDIT HOURS
- COMM 104 Public Speaking
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus

*NOTE:
1 - Honors students can take the alternative courses as follows:
   HONS 203 in lieu of ACCT 203
   HONS 204 in lieu of ACCT 204
   HONS 210 in lieu of BLAW 205
   HONS 214 in lieu of DSCI 232

2 - Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/for more information.

“My undergraduate accounting education with its attentive and available professors set me up for a successful fifth year in the Accountancy Graduate Program. The accounting programs provided me with excellent career opportunities and set the groundwork for my ideal job placement at Grant Thornton- a top tier international accounting firm. Through the fall and spring thesis system my research has allowed me to concentrate on forensic accounting-my intended area of practice. The Accountancy European Study Abroad Program provided an excellent bridge from my undergraduate studies to graduate school as well as enlightening me on the international dimensions of accounting.”

Lily English '18
Forensic Accounting Associate
Grant Thornton
Business Administration
Major

Business Administration will always be in high demand, but even more so when a specialization is added. Entrepreneurship, Finance, Hospitality & Tourism Management, Global Logistics & Transportation, Leadership for Sustainability and Real Estate are all available as concentrations.

The world of business is an exciting place to be and the Business Administration major can be your launching platform. As a Business Administration major, you will develop a core set of business skills and a strong portfolio of experience. Over the course of your major, you will gain a foundation and skill set from in-depth coursework in accounting, economics, finance, statistics, management and marketing.

As a Business Administration major, you have the ability to concentrate your business degree. Enhance your studies by concentrating in Entrepreneurship, Finance, Global Logistics and Transportation, Hospitality and Tourism Management, Leadership for Sustainability, or Real Estate.

You will enrich your Business Administration degree with internships, case studies and group projects, by joining Business clubs and specialty programs, advancing into leadership roles, and taking advantage of all the opportunities that come your way on a path to becoming an impactful business leader.

Grow your resume and your professional skills by joining Business organizations such as Women in Business, Phi Chi Theta the co-ed Business Fraternity, or the Think Differently Forum. You can earn a membership in the Beta Gamma Sigma Honorary Society, the highest recognition that business students anywhere in the world can receive. A CofC Business Administration major paired with internships and extracurriculars will open the door to a variety of opportunities and diverse career paths.

WHAT CAN I DO WITH A BADM DEGREE?
- Software quality analyst
- Supply chain analyst
- Special events specialist
- Creative manager
- Media manager
- Marketing liaison
- Stats and research analyst
- Creative strategist
- Sales account manager
- Project manager

SOME OF THE PLACES OUR ALUMNI WORK
- Amazon
- ABC/Disney
- Blackbaud
- Boeing
- Coca-Cola
- Google
- Medical University of SC
- Microsoft
- Patagonia
- Bosch
- Vanguard
MAJOR COURSES: 42 CREDIT HOURS

- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- BLAW 205: Legal Environment of Business
- DSCI 232: Business Statistics
- DSCI 304: Production and Operations Management
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- INFM 220: Management Information Systems
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MGMT 301: Management and Organizational Behavior
- MGMT 408: Business Policy
- MKTG 302: Marketing Concepts

MAJOR ELECTIVES: 18 CREDIT HOURS

Students must also complete eighteen hours of School of Business 300-400 level courses from the following courses with a maximum of 6 credit hours of accounting, decision sciences, economics, finance, hospitality and tourism, information management, international business, marketing, supply chain management, real estate, independent study, special topics, tutorial, or travel/study abroad courses. In lieu of choosing 18 credit hours from the list below, students may select one of the approved Business administration concentrations. Some courses are offered in specific terms only, please refer to the catalog for available terms.

- Any ACCT course at the 300 or 400 level
- Any BLAW course at the 300 or 400 level
- Any DSCI course at the 300 or 400 level
- Any ECON course at the 300 or 400 level
- Any ENTR course at the 300 or 400 level
- Any FINC course at the 300 or 400 level
- Any HTMT course at the 300 or 400 level
- Any INFM course at the 300 or 400 level
- Any INTB courses at the 300 or 400 level
- Any MGMT course at the 300 or 400 level
- Any MKTG course at the 300 or 400 level
- Any REAL course at the 300 or 400 level
- Any SCIM course at the 300 or 400 level
- Any TRAN course at the 300 or 400 level

*NOTE:
1. Students majoring in Business Administration may not double major in ACCT, CREF, FINC, HTMT, INTB, MKTG or SCIM majors.
2. Students majoring in Business Administration can minor in Economics, Healthcare and Medical Services Management, Information Management and Project Management.
3. Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/ for more information.

"Having boundaries and limits removed from my thinking was the single most important part of my experience in the School of Business. With the guidance and encouragement of my professors I learned to see beyond what was just in front of me. I certainly needed that when I developed the crazy business plan for creating the world's largest man-made whitewater river, now known as the US National Whitewater Center."

Vic Howie '83
US National White Water Center, Founder
Merrill Lynch Senior Wealth Advisor
Commercial Real Estate Finance Major

The first of its kind in the state of South Carolina, and one of the only finance-driven commercial real estate programs in the country, the Commercial Real Estate Finance major meets a real need in the Lowcountry and a large market demand across the country. Commercial real estate represents over 30% of the U.S. macro economy.

Where better to learn the art of analyzing cash flows for new properties, brokering a large transaction with a client, or preserving a historic building than the place where it’s all happening – Charleston, SC. Charleston’s growing population and tourism sector drive the need for more retail, restaurant, office, hotel and other commercial spaces.

We also encourage students to take advantage of the opportunities within the Carter Real Estate Center (CREC). The Center builds relationships with the Charleston real estate community to support our students’ professional development and provides employers with responsible real estate professionals.

Graduates have a variety of career paths to choose from in the industry, including specialty areas such as Investment Analysis, Financing, Market Analysis and Research, Consulting and Advising, Brokerage and Leasing, Development and Redevelopment, Valuation, Asset and Portfolio Analysis and Management, Legal Affairs, Regulation and Management in Government Agencies.

WHAT CAN I DO WITH A CREF DEGREE?

- Appraiser
- Asset manager
- Commercial real estate broker
- Property manager
- Real estate development
- Finance analyst
- Investment sales agent
- Real estate project manager
- Land acquisition manager

SOME OF THE PLACES OUR ALUMNI WORK

- Bridge-Commercial
- Carolina One
- Carter Enterprises
- Greystar
- Jones Lang LaSalle
- KPMG Los Angeles
- Lee and Associates
- Marcus and Millichap
- REIS
- WRS
CREF
MAJOR REQUIREMENTS

MATH REQUIREMENTS: 6 CREDIT HOURS
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus

CORE BUSINESS COURSES: 33 CREDIT HOURS
- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- BLAW 205: Legal Environment of Business
- DSCI 232: Business Statistics
- DSCI 304: Production and Operations Management
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- INFM 220: Management Information Systems
- MGMT 301: Management and Organizational Behavior
- MKTG 302: Marketing Concepts

REAL ESTATE CORE COURSES: 15 CREDIT HOURS
- REAL 310: Principles of Real Estate
- REAL 376: Real Estate Market Analysis
- REAL 390: Real Estate Valuation Analysis
- REAL 490: Real Estate Feasibility Analysis
- FINC 403: Real Estate Finance

MAJOR ELECTIVES: 6 CREDIT HOURS
Complete 6 credit hours from the following with no more than 3 credit hours from REAL 344 and REAL 420.
- REAL 344: Real Estate Internship
- REAL 360: Special Topics in Real Estate
- REAL 420: Real Estate Independent Study
- REAL 499A: Bachelor’s Essay
- REAL 499B: Bachelor’s Essay
- ECON 307: Urban Economics
- ECON 311: Environmental Economics
- ENTR 200: Entrepreneurship Theory and Practice
- ENTR 320: New Venture Modeling
- FINC 313: Management of Financial Institutions
- FINC 360: Special Topics in Finance
- FINC 380: Real Estate Investment Analysis
- FINC 385: Individual Risk Management and Insurance
- FINC 389: Financial Management Information Systems
- FINC 450: Applied Portfolio Management I
- FINC 451: Applied Portfolio Management II
- HPCP 298: Digital Methods & Communications for Preservation & Community Planning
- HPCP 315: Urban Design Studio
- HPCP 319: Architectural Studio Design
- HTMT 351: Hotel Management
- HTMT: 353 Hospitality Sales & Negotiations
- HTMT: 355 Negotiations: Principles and Practices
- POLI: 305 Urbanization and Urban Geography
- POLI: 306 Urban Policy
- TRAN 312 Global Logistics
- URST 310 Urban Planning
- URST 313 Sustainable Urbanism
- URST 320 Town and Country Planning
- URST 360 Land Use Law
- URST 361 Water Use Law

*NOTE:
1 - Students majoring in Commercial Real Estate Finance may not double major in the Business Administration major.
2 - Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/ for more information.

"I was exposed to the Commercial Real Estate Finance major after taking the First Year Experience-The Wonderful Real Estate According to King Street. After Dr. Worzala pitched the major to me, I quickly changed my minor in real estate to the CREF major.

From the program, I have been exposed to numerous mentors and professionals, critical skills in the market, and countless internships. The program has accelerated my career in the commercial real estate industry and I am forever thankful for the Carter Real Estate Center"

Chloe
Heiligenstein '20
Industrial Brokerage Associate
Colliers International
Economics

Major

Economics studies how individuals make choices, by understanding how households determine what goods they buy, why firms produce certain quantities of goods and services, and what forces shape the aggregate performance of economic institutions.

Economists think very differently. If you’re curious about the world around you – from the environment, politics, global markets, consumer behavior, or public policy and society - then a major in economics is an excellent choice for you. An Economics degree combines the best of business and liberal arts courses to provide new perspectives and the communication, critical thinking, and quantitative skills needed to advance your career in a variety of fields and industries. We use innovative teaching methods and offer students numerous opportunities for hands-on research and real-world experience.

Become active in the Center for Public Choice and Market Process - a faculty-student collaboration that focuses on economic issues by bringing speakers to the College and staging events. Join the International Economics Honorary Society, Omicron Delta Epsilon. The Department is also home to the Office of Economic Analysis.

A background in economics prepares you to excel whether your next step is graduate school or the professional realm. The Economics major will prepare you to work in numerous areas whether that is banking, manufacturing, transportation, insurance, retail, real estate or financial services. Our faculty include specialists in a number of diverse areas including international trade, economic development, gambling and environmental economics. The Economics department will provide you with appropriate analytical skills incorporating independent learning experiences, extensive student-professor interaction, and a supportive environment that will help you become an informed, policy-literate citizen.

WHAT CAN I DO WITH AN ECONOMICS DEGREE?

- Trader
- Financial center lead
- Investment manager
- Project manager
- Analyst
- Advertising operations
- Solutions consultant
- CEO
- Forecast analyst

SOME OF THE PLACES OUR ALUMNI WORK

- BB&T
- Benefitfocus
- Carolina One
- High Cotton
- In/Pact
- Merrill Lynch
- Nike
- Pepsi
- UPS
- Vanguard
- Wells Fargo
ECON MAJOR REQUIREMENTS

Students who plan to double major or minor in finance or take any finance courses must complete ACCT 203 and ACCT 204 which are pre-requisites to FINC 303.

REQUIRED COURSES: 24 CREDIT HOURS
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- ECON 317: Microeconomics Analysis
- ECON 318: Macroeconomics Analysis
- ECON 419: Econometrics
- DSCI 232 or MATH 350: Business Statistics / Statistical Methods II
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MATH 250: Statistical Methods I

MAJOR ELECTIVES: 18 CREDIT HOURS
Students must also complete 18 credit hours from the following economics and finance courses at the 300-level and above; no more than 6 credit hours from finance courses:
- ECON 303: Economics of Transportation and Geography
- ECON 304: Labor Economics
- ECON 305: Money & Financial Institutions
- ECON 306: Monetary Theory and Policy
- ECON 307: Urban Economics
- ECON 308: Evolution of Economic Doctrines
- ECON 310: International Economics
- ECON 311: Environmental Economics
- ECON 316: Evolution of the U. S. Economy
- ECON 320: Managerial Economics
- ECON 324: Game Theory
- ECON 325: Economics for Development
- ECON 330: Comparative Economic Systems
- ECON 340: Public Finance
- ECON 350: Financial Markets in US Economy
- ECON 360: Special Topics in Economics
- ECON 399: Tutorial
- ECON 400: Senior Seminar in Economics
- ECON 420: Independent Study (1-3)
- ECON 444: Economics Internship
- ECON 499A: Bachelor’s Essay
- FINC 303: Business Finance
- FINC 313: Management of Financial Institutions
- FINC 314: Intermediate Business Finance
- FINC 316: Advanced Financial Statement Analysis
- FINC 344: Finance Internship
- FINC 360: Special Topics in Finance
- FINC 362: Global Investment Industry
- FINC 380: Real Estate Investment Analysis
- FINC 382: International Financial Management
- FINC 385: Individual Risk Management and Insurance
- FINC 386: Corporate Risk Management and Insurance
- FINC 389: Financial Management Information Systems
- FINC 399: Tutorial
- FINC 400: Investment Analysis
- FINC 401: Fixed Income Investment Analysis
- FINC 402: Derivatives Securities
- FINC 403: Real Estate Finance
- FINC 410: Seminar in Finance
- FINC 415: Advanced Business Finance
- FINC 418: Advanced Valuation and Corporate Financial Analysis
- FINC 420: Independent Study (1-3)
- FINC 450: Applied Portfolio Management I
- FINC 451: Applied Portfolio Management II
- FINC 499A: Bachelor’s Essay
- FINC 499B: Bachelor’s Essay

*NOTE: Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/ for more information.

Alumni Spotlight

"As an Economics Major, student-athlete, and Schottland Scholar, my experiences at The College developed the entrepreneurial mindset & critical thinking skills required to work at a small but successful start-up doing what I love at the intersection of business, creativity, and social good. I'll always be grateful to my Economics professors who connected me with many unique experiences including internships and conferences where I was able to test new ideas among peers and explore my passions.

The connections, relationships, and mentorship made possible by the School of Business fostered a sense of community that nurtured and shaped my future career - and ultimately, a network foundation that continues to grow post-graduation."

Amy Kubie '14
Senior Project Manager in/Pact
Finance Major

Finance focuses on how individuals and business organizations raise money and capital, and how those resources are allocated among competing investment and consumption opportunities.

There are many things that make the College of Charleston Finance Degree unique. The Finance Department tailors our curriculum to the real world by offering special topic courses and by preparing you to gain recognized designations and certifications.

You will learn from dedicated faculty members who are active in research and have expertise across many areas including investment, corporate finance, international finance, banking management, and financial modeling.

You can look forward to real world experience through internships during your junior and senior years. Our Finance students have interned with many national firms such as Goldman Sachs, Merrill Lynch, Edwards Jones, Northwestern Mutual, All State Insurance and many local companies such as Tandem Investment Advisors, Inc, Snap Capital, The Palmetto Group and KD Capital Management LLC.

The School of Business Investment Program is an exciting opportunity where selected students have the opportunity to invest real money in the stock market on the School of Business trading floor. Join the Student Finance Club to learn to discover ways to build an investment portfolio or be part of the Microfinance Club where you will volunteer to teach both entrepreneurship and personal finance to local families.

Your Finance major will help ensure that you are fully prepared for a bright future whether that be on Wall Street, in graduate school, or in a wide range of positions in business and industry.

WHAT CAN I DO WITH A FINANCE DEGREE?

- Data analyst
- Brokerage associate
- Financial advisor
- Financial analyst
- Analytics representative
- Private banking analyst
- Economic valuation
- Financial manager
- Portfolio manager
- Management development

SOME OF THE PLACES OUR ALUMNI WORK

- Bank of America
- CBRE
- Fox Events
- Goldman Sachs
- IBM
- JP Morgan
- KPMG
- M&T Bank
- New York Yankees
- PriceWaterhouseCoopers
- U.S. Trust
## FINC MAJOR REQUIREMENTS

### REQUIRED COURSES
- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- BLAW 205: Legal Environment of Business
- DSCI 232: Business Statistics
- DSCI 304: Production and Operations Management
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- FINC 313: Financial Markets and Institutions
- FINC 315: Intermediate Business Finance
- FINC 389: Financial Management Information Systems
- FINC 400: Investment Analysis
- FINC 418: Advanced Valuation and Corporate Financial Analysis
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MGMT 301: Management and Organizational Behavior
- MKTG 302: Marketing Concepts

### MAJOR ELECTIVES: 9 CREDIT HOURS
Complete 9 credit hours from the list below with no more than 6 credit hours of electives from non-FINC courses.
- ACCT 316: Intermediate Accounting 1
- ACCT 317: Intermediate Accounting 2
- ECON 305: Money and Financial Institutions
- ECON 317: Microeconomic Analysis
- ECON 318: Macroeconomic Analysis
- ECON 419: Intro to Econometrics & Forecasting
- ENTR 335: Financing New Ventures
- FINC 316: Advanced Financial Statement Analysis
- FINC 344: Finance Internship
- FINC 360: Special Topics in Finance
- FINC 362: Global Investment Industry
- FINC 380: Real Estate Investment Analysis
- FINC 382: International Financial Management
- FINC 385: Individual Risk Management & Insurance
- FINC 386: Corporate Risk Management & Insurance
- FINC 399: Finance Tutorial
- FINC 401: Fixed Income Investment Analysis
- FINC 402: Derivatives Securities
- FINC 403: Real Estate Finance
- FINC 410: Seminar in Finance
- FINC 415: Advanced Business Finance
- FINC 420: Independent Study
- FINC 450: Applied Portfolio Management I
- FINC 451: Applied Portfolio Management II
- FINC 499A: Bachelor Essay
- FINC 499B: Bachelor Essay
- REAL 310: Principles of Real Estate
- REAL 376: Real Estate Market Analysis
- MATH 220: Calculus 2
- MATH 203: Linear Algebra

**NOTE:**
1. No more than 6 credit hours from any combination of FINC 399, FINC 420, FINC 344, & FINC 499 will count toward the major.
2. FINC majors will be limited to no more than 2 of the following real estate related courses (six credits): REAL 310, FINC 403 (formerly REAL 410), REAL 376, FINC 380 (formerly REAL 380).
3. Students are not permitted to double major in FINC and BADM.

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**Alumni Spotlight**

"Choosing the School of Business changed my life. After declaring as a finance major, I was blown away by my professors' willingness to prepare me for my career. To help gain an understanding of industry trends in the competitive field of banking, my professors assisted me in finding a supplementary degree that could give me an edge among my peers, leading to my minor in Data Science. This degree combination ultimately led to internships with Bank of America and J.P. Morgan Chase & Co. It’s amazing to attend a school where faculty and students alike will always have your back."

Chase Westenfelder '19
Analyst
J.P Morgan Private Bank
Hospitality & Tourism Management

Major

Hospitality & Tourism Management is for students who are genuinely intrigued by an opulent hotel, a trendy restaurant, a unique resort, or a mammoth convention hall - this major has everything you seek.

Where better to study hospitality and tourism management than in the city that Travel + Leisure magazine ranked the world’s No. 1 tourist destination. Faculty in this department deliver high-quality education in hospitality management, supported by a progressive series of practical, applied and experiential learning opportunities that take place in one of the world’s premier tourist destinations.

As a Hospitality and Tourism major, you will learn to be guest focused, ethical, innovative, globally aware and techfluent. HTMT majors are also trained to be effective communicators, able to excel in the many facets of this industry. You will have the ability to focus your coursework in hotel and resort management, food service management or events management. In addition, you choose an emphasis on sales and marketing, human resource management or general management.

An important component of the Hospitality and Tourism Management program is the work experience you will gain outside the classroom. It is our aim to give you the tools you need not only academically, but also professionally, to become future leaders in the industry. The internship experience is a fundamental part of the program that will help you be successful in your future career.

You are encouraged to make the most of your interaction with the department’s well-connected faculty. Hospitality and Tourism Management majors can join CHAT, The Club for Hospitality and Tourism. The Club provides professional and academic growth opportunities for their members through enrichment activities and philanthropy.

WHAT CAN I DO WITH A HTMT DEGREE?
- Client liaison
- Marketing project manager
- Client relations manager
- Director of conferences and catering
- Events manager
- Private events assistant
- Social media marketing
- Wedding coordinator
- Event planner

SOME OF THE PLACES OUR ALUMNI WORK
- Marriott International
- Disney Hotels
- Kautz Family Vineyards
- Vale Resort, South Wales
- Wedding Wire!
- Billy Casper Golf
- bdGlobal Sports
- News America Marketing
MAJOR COURSES: 48 CREDIT HOURS
- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- BLAW 205: Legal Environment of Business
- DSCI 232: Business Statistics
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- HTMT 210: Principles & Practices of Hospitality and Tourism
- HTMT 352: Service Operations Management
- HTMT 444: Hospitality Management Internship
- HTMT 488: Strategic Hospitality and Tourism Management
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MGMT 301: Management and Organizational Behavior
- MKTG 302: Marketing Concepts
- REAL 310: Principles of Real Estate*
- MGMT 307: Human Resource Management*
- MGMT 308: Managing Diversity*
- HTMT 355: Negotiations: Principles and Practices
- HTMT 353: Hospitality Sales & Negotiations
- HTMT 354: Hospitality and Tourism Technology
- HTMT 350: Hospitality & Tourism Marketing
- HTMT 351: Hotel Management
- HTMT 352: Service Operations Management
- HTMT 353: Hospitality Sales & Negotiations
- HTMT 354: Hospitality and Tourism Technology
- HTMT 355: Negotiations: Principles and Practices
- HTMT 356: Special Topics in Hospitality & Tourism
- HTMT 361: Meetings and Convention Management
- HTMT 402: Independent Study
- HTMT 444: Hospitality Management Internship
- HTMT 488: Strategic Hospitality and Tourism Management
- HTMT 499: Bachelor’s Essay
- HTMT 499: Bachelor’s Essay
- HTMT 360: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial

MAJOR ELECTIVES: 12 CREDIT HOURS
Students must also complete twelve credit hours from the following courses:
- ARTM 362: Events Management
- HTMT 310: Current Topics in Hospitality & Tourism Management
- HTMT 350: Hospitality & Tourism Marketing
- HTMT 351: Hotel Management
- HTMT 353: Hospitality Sales & Negotiations
- HTMT 354: Hospitality and Tourism Technology
- HTMT 355: Negotiations: Principles and Practices
- HTMT 360: Special Topics in Hospitality & Tourism
- HTMT 361: Meetings and Convention Management
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 420: Independent Study
- HTMT 444: Hospitality Management Internship
- HTMT 488: Strategic Hospitality and Tourism Management
- HTMT 499: Bachelor’s Essay
- MGMT 307: Human Resource Management*
- MGMT 308: Managing Diversity*
- REAL 310: Principles of Real Estate*

NOTES:
1.* Only one of these courses can be used as an elective.
2. Students may not double major in Hospitality and Tourism Management and Business Administration.
3. Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/ for more information.

“Hospitality and Tourism is full of connections, ideas and encouraging leaders. They gave me the fiery interest to explore the different parts and find my niche. I joined CHAT - the Club for Hospitality and Tourism - right off the bat during my freshman year and met Chef Bob Waggoner. He opened up his cooking class kitchen to me and before I knew it, he became a mentor.

Additionally, I worked with my professor to land an internship with Chef Nathalie Dupree, a James Beard award-winning chef. This program is destined to change lives, you just need to trust your instinct and get after it.”

Lauren Furey '20
Culinary Artist
International Business Major

Businesses are being challenged to take advantage of international markets with greater demands on current products. The ability to understand and adapt to a rapidly changing global environment can yield great rewards.

One of only a few international business degree programs in the Southeast, the nationally renowned program provides students with a multi-dimensional and applied-learning perspective. International business students have one-of-a-kind resources available to them.

As an International Business major, you will be required to minor in a foreign language, regional study or a global area. You will be able to choose from 10 different languages, including Arabic, Russian and Japanese. In addition, the degree has a study abroad requirement allowing you to travel and live just about anywhere in the world.

You will learn from faculty that include 10 NASBITE™ certified global business professionals and 17 global scholars. The Global Business Resource Center provides you with important resume-building opportunities, and your classroom experience will focus on building your business and analytical skills combined with a central understanding of geopolitics, international affairs, law, economics and social issues. Our graduates work in global corporations in the United States and abroad, they take on government, banking and nonprofit positions, and they work overseas for U.S. based companies and other international organizations.

WHAT CAN I DO WITH AN INTB DEGREE?

- Import/export manager
- Global business development
- Global brand management
- Freight forwarder
- International banking
- Global trade specialist
- International human resources
- Customs broker

SOME OF THE PLACES OUR ALUMNI WORK

- BMW Corporation
- Cambridge International Systems
- U.S. State Department
- Hermes
- Kuehne + Nagel
- Mediterranean Shipping
- NASA
- Space and Naval Warfare Systems Command
- Tradesman International
- OOCL International Logistics
MAJOR REQUIREMENTS

MAJOR COURSES: 45 CREDIT HOURS
- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- DSCI 232: Business Statistics
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- FINC 382: International Financial Markets
- INTB 314: Global Operations & Technology Management
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MGMT 301: Management and Organizational Behavior
- MGMT 325: International Management
- MKTG 302: Marketing Concepts
- MKTG 326: International Marketing
- MGMT 408: Business Policy

MAJOR ELECTIVES: 3 CREDIT HOURS
Select one course from the following list. Other travel courses in the field of International Business may be applied as approved by the Department Chair or their designee.
- BLAW 309: Legal Environment of International Business
- BLAW 360: Special Topics in Business Law
- ECON 303: Economics of Transportation & Geography
- ECON 310: International Economics
- INTB 309: International Business Study Abroad
- INTB 313: Global Commerce and Enterprise
- INTB 344: International Business Internship
- INTB 390: International Social Enterprise and Development
- INTB 420: Independent Study in International Business
- INTB 499: Bachelor’s Essay
- MKTG 309: Marketing Study Abroad
- TRAN 312: Global Logistics
- POLI 104/GEOG 101: World Regional Geography

STUDY ABROAD REQUIREMENT
The international business degree program requires a study abroad experience. All International Business students are required to spend one semester or summer in a study abroad or overseas internship or earn a minimum of 6 credit hours to be arranged with the Program Director and with the provision of an alternative exemption based on special circumstances.

INTERNATIONALLY FOCUSED MINOR REQUIREMENT
An internationally focused minor must also be completed for this major.
- African Studies
- Asian Studies
- European Studies
- French and Francophone Studies
- German Studies
- Global Logistics and Transportation
- International Studies

*NOTE:
Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/ for more information. INTB majors may not double major in BADM.

"The International Business program introduced me to the fascinating complexities of doing business around the world. As a Trade Policy Advisor at the U.S. Department of Commerce, I have worked with companies to help them access international markets, overcome market access barriers and operate in unique and often challenging foreign environments in order to grow their business. The School of Business prepared me to grasp the most important aspects of competitiveness - how market conditions, innovation, political economy and cultural aspects all connect in the global private sector to create (or hinder) business opportunity."

LeAnn Tagwerker '03
International Trade Specialist U.S. Department of Commerce
Marketing
Major

Every business organization must answer basic marketing questions such as what product to make or service to provide, how to distribute, what price to charge, and how to communicate the merits of the product or service.

Our students are uniquely qualified to augment the marketing efforts of companies and organizations. From conducting market research to developing strategic concepts, they gain a comprehensive understanding for marketing through courses in consumer behavior, international marketing, advertising, digital and social media marketing, and brand management.

Any time that a decision maker spends money on marketing, whether it relates to the sales force, social media or advertising, distribution or retailing, they have to prove the impact on the bottom line of the organization. Thus, it is more important than ever that our marketing students understand the operations and financial strategies of the business. Many of our courses are increasingly reflecting sustainable business practices.

We offer electives in a number of areas including marketing and society, sports marketing, social media marketing, digital marketing, integrated marketing communications, advertising, sales and international markets.

Join our growing American Marketing Association collegiate chapter that works with community-based projects and provides exciting resume building opportunities. In many of your courses, you will work hands-on with live-case projects. With a College of Charleston Marketing degree, you will be poised for a successful career in marketing, market research, brand management, customer relations, sales, advertising, merchandising, and more.
MAJOR REQUIREMENTS

MAJOR COURSES: 51 CREDIT HOURS

- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- BLAW 205: Legal Environment of Business
- DSCI 232: Business Statistics
- DSCI 304: Production and Operations Management
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- INFM 220: Management Information Systems
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MGMT 301: Management and Organizational Behavior
- MKTG 302: Marketing Concepts
- MKTG 315: Managerial Marketing
- MKTG 320: Marketing Research
- MKTG 329: Consumer Behavior
- MKTG 345: Digital and Social Media Marketing
- MKTG 355: Marketing and Society
- MKTG 360: Special Topics in Marketing
- MKTG 399: Marketing Tutorial
- MKTG 420: Independent Study
- MKTG 444: Marketing Internship
- MKTG 499: Bachelor’s Essay
- MKTG 309: Marketing Study Abroad
- MKTG 326: International Marketing
- MKTG 328: Retailing Management
- MKTG 330: Advertising
- MKTG 334: Integrated Marketing Communications
- MKTG 337: Sports Marketing
- MKTG 348: Brand Management
- MKTG 425: Strategic Marketing Management

MAJOR ELECTIVES: 12 CREDIT HOURS

Students must also complete twelve hours of coursework from any 300 or 400-level marketing courses.

- INTB 309: International Business Study Abroad
- MKTG 309: Marketing Study Abroad
- MKTG 326: International Marketing
- MKTG 328: Retailing Management
- MKTG 330: Advertising
- MKTG 334: Integrated Marketing Communications
- MKTG 337: Sports Marketing
- MKTG 345: Digital and Social Media Marketing
- MKTG 348: Brand Management
- MKTG 355: Marketing and Society
- MKTG 360: Special Topics in Marketing
- MKTG 399: Marketing Tutorial
- MKTG 420: Independent Study
- MKTG 444: Marketing Internship
- MKTG 499: Bachelor’s Essay

*NOTE:

1 - Students majoring in Marketing may not double major in Business Administration

2 - Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/ for more information.

Alumni Spotlight

"I initially enrolled in beginning marketing classes as an undeclared major without any inclination of what my future career in business would look like. After building a relationship with my first marketing professor, I quickly realized I was in the right place.

In the School of Business, I collaborated on simulation projects running my own business, took classes from Marketing executives who provided real-life examples, and built key relationships with incredible professors that ultimately led to the completion of my Honors thesis and a job after graduation. The School of Business allowed me to discover my passion, provided the tools to make my dream job a reality, and laid the foundations for my future career."

Mary Kate Bowers '18
Category Manager
Le Creuset
Supply Chain Management Major

In commerce, supply chain management is the management of the flow of goods and services involving the movement and storage of raw materials, inventory, and of finished goods from point of origin to point of consumption.

As a College of Charleston Supply Chain Management major, you will be part of figuring out new and better ways to take a product from raw material all the way to the consumers’ hands. As a Supply Chain major you will experience Charleston as a living laboratory. The opportunities for hands-on learning abound, we have the Port of Charleston, foreign corporations and numerous import-export businesses.

You will gain an end-to-end perspective on the flow of products and services from the raw material providers down to the customer and the flow of valuable information back up the chain. Enjoy classes including planning and analysis, global logistics, operations strategy, Lean Six Sigma, production and operations management, and procurement and management of information systems. In addition, you will be able to study green supply chains, statistics and supply chain risk.

A highlight of the program are the experiential opportunities including a study abroad course in Panama. Led by professors in logistics and real estate, the course examines the Panama Canal Extension project where professors offer the experience as an in-depth case study.

The Student Port Club discusses relevant industry-related topics, including environmental ecology and conservation, engineering and business practices, and marine architecture. The Supply Chain Management Club provides growth opportunities for its members through guest speakers, internship opportunities, professional organizations, on-site visits, and meet and greets in the industry.

WHAT CAN I DO WITH AN SCIM DEGREE?

- Global logistics manager
- Inventory control manager
- Logistics services sales
- Purchasing agent
- Supply chain consultant
- Transportation manager
- Supply chain value analyst
- Transportation manager
- Logistics freight broker
- International logistics

SOME OF THE PLACES OUR ALUMNI WORK

- Amazon
- Beiersdorf AG
- Michelin North America
- Veritiv Corporation
- Mercedes-Benz Vans
- BMW Corporation
- Volvo Cars North America
- Boeing
SCIM
MAJOR REQUIREMENTS

REQUIRED COURSES: 54 CREDIT HOURS
- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- BLAW 205: Legal Environment of Business
- DSCI 232: Business Statistics
- DSCI 304: Production and Operations Management
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- FINC 303: Business Finance
- INFM 220: Management Information Systems
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 116 or MATH 120: Calculus for Business and Social Sciences / Calculus
- MGMT 301: Management and Organizational Behavior
- MKTG 302: Marketing Concepts
- SCIM 233: Purchasing and Supply Chain Management
- SCIM 366: Lean and Six Sigma
- SCIM 373: Supply Chain Planning and Analysis
- SCIM 424: Supply Chain and Operations Strategy
- TRAN 312: Global Logistics

MAJOR ELECTIVES: 6 CREDIT HOURS
Students must complete six credit hours from the following courses:
- CSCI 111: Introduction to Cybersecurity
- CSCI 220: Computer Programming I
- CSCI 220L: Programming I Laboratory
- DSCI 306: Introduction to Electronic Commerce,
- DSCI 323: Computer-Based Decision Modeling
- DSCI 360: Special Topics in Decision Science
- DSCI 406: Quantitative Methods and Decision Making
- DSCI 420: Independent Study
- DSCI 444: Decision Sciences Internship
- DSCI 499: Bachelor’s Essay
- INFM 330: Enterprise Data Management
- INFM 340: Innovation Technology
- INFM 350: Business Analytics
- INFM 360: Special Topics in Information Management
- INFM 390: Enterprise Resource Planning
- SCIM 360: Special Topics in Supply Chain Management
- SCIM 371: Green Supply Chain Management
- SCIM 420: Independent Study Supply Chain Management
- SCIM 344: Internship in Supply Chain Management
- SCIM 444: Internship in Supply Chain Management
- SCIM 499: Bachelor’s Essay in Supply Chain Management
- TRAN 311: Intermodal Transportation
- TRAN 360: Special Topics in Intermodal Transportation
- TRAN 399: Tutorial
- TRAN 420: Independent Study
- TRAN 431: Issues in Global Logistics
- TRAN 432: Global Logistics Systems Management
- TRAN 444: Transportation Internship
- TRAN 499: Bachelor’s Essay

*NOTE:
1 - Students majoring in Supply Chain Management may not double major in BADM
2 - Students minoring in GLAT may apply a maximum of 6 credit hours from the GLAT program to the SCIM major.
3 - Courses within this major may also satisfy general education requirements. Consult the catalog.cofc.edu

"At the School of Business there are so many knowledgeable professors who have hands-on experience and connections with industry and professionals in the field. This has allowed me to network with those specialist in the area, ultimately bringing me to my career today. I get to work on the project for Mercedes-Benz vans, where I am a part of a team that made the US production of the Sprinter Van come to life."

April Henry '16
Program Planning Specialist
Mercedes-Benz Vans
No matter what your major is, the knowledge and skills you will acquire through the Business Administration minor will serve you well upon graduation, helping you both in your job search and your ability to be successful in your chosen career field.

Over the course of your Business Administration minor, you’ll gain a foundational knowledge and skills in macroeconomics and financial accounting, as well as your choice of courses in Accounting, Business Law, Decision Science, Economics, Supply Chain and Information Management, Entrepreneurship, Finance, Hospitality and Tourism Management, Marketing, Real Estate, Global Logistics and Transportation, or Information Management.

The School of Business 24-credit Business Administration minor is open to students from any program with the exception of those majoring in Business Administration.

As a Business Administration minor, you will:
- Learn the foundations of various business disciplines and how they function together to create a sustainable business operation.
- Discover principles and theories and apply them to program design.
- Learn key concepts of organizational change and the impact on a business.
- Understand how to analyze reports and make information relevant to an organization.
- Create value for your future employer by learning to read and create spreadsheets.
Earning a minor in Business Administration requires the completion of 24 credit hours, including 6 hours of core courses and eighteen hours of electives selected from courses in the School of Business at the 300 or 400 level, with a minimum overall quality point average of 2.00 in courses counted for the minor. The BADM minor is open to all majors.

**CORE COURSES: 6 CREDIT HOURS**
The core courses are the entry level building blocks of a solid business administration minor education. Students will use the concepts you learn in these classes throughout your upper level School of Business classes.

**ECON 201: Principles of Macroeconomics (3)**
The foundation of aggregate economic analysis is presented, including identification of basic social goals, money and credit systems, and theories of national income, employment and economic growth, and international interdependence.
Prerequisite(s): ECON 200*, and 3 credit hours of MATH
Course Frequency: Fall and Spring

**ACCT 203: Financial Accounting (3)**
A survey of accounting information essential for external parties to make business decisions about an organization.
Prerequisite(s): Sophomore standing.
Course Frequency: Fall and Spring

**Minor Electives: 18 credit hours**
Eighteen credit hours selected from courses in the School of Business at the 300 or 400 level; no more than six credit hours selected from 200, 300, and 400 level accounting or economics courses.

- Any ACCT course at the 200, 300 or 400 level
- Any BLAW course at the 300 or 400 level
- Any DSCI course at the 300 or 400 level
- Any ECON course at the 200, 300 or 400 level
- Any SCIM course at the 300 or 400 level
- Any ENTR course at the 300 or 400 level
- Any FINC course at the 300 or 400 level
- Any HTMT course at the 300 or 400 level
- Any INFM course at the 300 or 400 level
- Any MGMT course at the 300 or 400 level
- Any MKTG course at the 300 or 400 level
- Any REAL course at the 300 or 400 level
- Any TRAN course at the 300 or 400 level

**Note:**
1. By taking ECON 200 Principles of Microeconomics (the pre-requisite for the required core course Macroeconomics ECON 201) students will satisfy 3 credits of the 18 hours in the minor electives.
2. 100-level courses, special topics courses, and independent study courses will not count toward the required 24 hours for the minor in business administration.
3. A maximum of three credit hours of business travel/study courses listed in the catalog may be used for the minor in business administration.
Thinking as an economist provides valuable insights into our complex world. A minor or concentration in economics will introduce you to the analytical skills used to understand how households, firms, and governments make economic decisions.

Economics is concerned with the creation, consumption, and transfer of wealth, important areas for all students to understand. The economics minor and concentration will increase your understanding of both microeconomics and macroeconomics, and you will have your choice of 12 credits in a wide variety of economic related topics. Through the study of Economics, you learn how to look at a complex world and make sense of consumer and business actions.

Acquiring a foundation in economics offers a versatile, big-picture perspective that can prove advantageous in the fields of government, politics, business and the nonprofit world. In addition to mastering the principles of micro and macroeconomics, you will enhance your critical thinking and quantitative reasoning skills in ways that address modern problems facing businesses. You will also learn about common economic theories and the role they play in the global economy.

Economics students may be employed in businesses, financial firms, government agencies, and nonprofit organizations and pursue advanced degrees in business, economics, law, public administration, and other social sciences.
Earning a minor in economics requires completion of 18 credit hours, including 6 hours of core courses and 12 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This minor is open to all majors, including School of Business majors.

REQUIRED COURSES: 6 CREDIT HOURS
The core courses are the entry level building blocks of a solid business administration minor education. Students will use the concepts you learn in these classes throughout your upper level School of Business classes.

ECON 200: Principles of Microeconomics (3)
The structure of the market is presented, including product and factor pricing, allocation of resources and distribution of income, market equilibrium analysis, and analysis of domestic and international problems and policies.
Prerequisite(s): 3 credit hours of MATH
Course Frequency: Fall and Spring

ECON 201: Principles of Macroeconomics (3)
The foundation of aggregate economic analysis is presented, including identification of basic social goals, money and credit systems, and theories of national income, employment and economic growth, and international interdependence.
Prerequisite(s): ECON 200*, and 3 credit hours of MATH
Course Frequency: Fall and Spring

Minor Electives: 12 credit hours
Students must also complete twelve hours of economics 300 or 400 level courses. Student may also take DSCI 232 business statistics as 3 hours of the economics minor elective credits. ECON upper level course pre-requisite may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- ECON 303: Economics of Transportation & Geography
- ECON 304: Labor Economics
- ECON 305: Money & Financial Institutions
- ECON 306: Monetary Theory and Policy
- ECON 307: Urban Economics
- ECON 308: Evolution of Economic Doctrines
- ECON 310: International Economics
- ECON 311: Environmental Economics
- ECON 316: Evolution of the U.S. Economy
- ECON 317: Microeconomics Analysis
- ECON 318: Macroeconomic Analysis
- ECON 320: Managerial Economics
- ECON 324: Game Theory
- ECON 325: Economics for Development
- ECON 330: Comparative Economic Systems
- ECON 340: Public Finance
- ECON 350: Financial Markets in US Economy
- ECON 360: Special Topics in Economics
- ECON 399: Tutorial
- ECON 400: Senior Seminar in Economics
- ECON 419: Introduction to Econometrics
- ECON 420: Independent Study
- ECON 444: Economics Internship
- ECON 499A: Bachelors Essay
- ECON 499B: Bachelors Essay
- Honors students can take the alternative course of HONS 200 in lieu of ECON 200.
- Honors students can take the alternative course of HONS 211 in lieu of ECON 201.
The Entrepreneurship minor and concentration prepare you to be able to find or create new opportunities, research and develop those opportunities and communicate them effectively to stakeholders. The minor will teach you how to think like an entrepreneur and creative innovator while inspiring critical thinking and problem solving. This minor and concentration is also useful for those interested in learning how to apply an entrepreneurial approach to drive innovation in a corporate setting.

The Entrepreneurship minor and concentration develop the skills you need to identify problems, create business solutions and capitalize on untapped opportunities.

If you like to challenge the status quo, innovate new ideas, and find solutions to complex problems, the Entrepreneurship minor and concentration will prepare you for a role in any industry from startups and large corporations to nonprofits and everything in between.

Entrepreneurs that can think and work innovatively are needed to drive companies to success in this everchanging business landscape.

In the Entrepreneurship program, you will enjoy an academic experience that allows you the freedom to tailor coursework to your interests, unique goals, and career aspirations. You will also have opportunities along the way to showcase your entrepreneurial spirit.
Earning a minor in entrepreneurship requires completion of 18 credit hours, including 6 hours of core courses and 12 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This minor is open to all majors except Business Administration majors who can concentrate in entrepreneurship.

**CORE COURSES: 6 CREDIT HOURS**
The Core Courses are the entry level building blocks for a solid entrepreneurship minor education. Students will use the concepts learned in these classes throughout the upper level entrepreneurship classes.

**ENTR 200: Entrepreneurship Theory & Practice (3)**
This course provides an introduction to theoretical and experiential issues in entrepreneurship including the language of entrepreneurship, creativity and innovation, lean startups, business models, entrepreneurship, and learning from both successful and unsuccessful ventures. Readings, lectures, and live case discussions with entrepreneurs will be used to explore these and related issues.
Course Frequency: Fall and Spring.
Restriction(s): A student may not receive credit for both ENTR 200 and HONS 205.

**ENTR 320: New Venture Modeling (3)**
This course describes entrepreneurship as a process of economic or social value creation, rather than the single event of opening a business. Reflecting recent research, the course focuses on opportunity recognition, business model generation and lean startup. Students will research and develop a repeatable, scalable business model.
Prerequisite(s): ENTR 200 or MKTG 302 or ARTM 325 or CSCI 215 or permission of the instructor.
Course Frequency: Fall and Spring.

**Minor Electives: 12 credit hours**
Complete 12 credit hours; 6 of the 12 credit hours must be from ENTR courses:

- ENTR 260: Special Topics in Entrepreneurship
- ENTR 321: New Venture Planning
- ENTR 335: Financing New Ventures
- ENTR 344: Internship in Entrepreneurship
- ENTR 360: Special Topics in Entrepreneurship
- ENTR 375: Research in Entrepreneurship
- ENTR 406: Social Entrepreneurship
- ENTR 407: Ecopreneurship
- ENTR 420: Independent Study in Entrepreneurship
- ENTR 445: Seminar in Entrepreneurship
- ENTR 451: Health Sciences Entrepreneurship
- ENTR 499: Bachelor’s Essay in Entrepreneurship
- ARTM 310: Strategic Planning in the Arts
- ARTM 325: Understanding Creativity
- ARTM 390: Legal Aspects of the Entertainment Industry
- BLAW 205: Legal Environment of Business
- CSCI 215: Website Programming
- CSCI 220: Computer Programming I
- CSCI 220L: Programming I Laboratory
- CSCI 380: User Interface Development
- DSCI 306: Introduction to Electronic Commerce
- HTMT 210: Principles and Practices of HTMT
- HTMT 355: Negotiations: Principles and Practices
- INFM 340: Innovation Technology
- INTB 313: Global Commerce and Enterprise
- INTB 390: International Social Enterprise and Development
- MGMT 351: Minority Entrepreneurship
- MGMT 377/PSYC 349: Psychology of Entrepreneurship
- MGMT 403: Entrepreneurial Leadership
- MGMT 405: Small Business Management
Today’s employers are looking for new graduates who can immediately add value. Understanding finance allows you to differentiate yourself from other students. In an increasingly complex financial world, the Finance minor and concentration provide you with financial management knowledge including the ability to understand financial terminology, budget and investment skills, and the ability to analyze financial decisions.

The Finance minor and concentration are intended for students who have an interest in developing a strong foundation in financial decision-making by offering courses designed to develop your analytical skills and financial problem-solving abilities. Such skills can broaden your career opportunities, as most business decisions are financially based.

The finance minor offers you a unique opportunity to encounter both a macro and micro look at the world of financial activity. You learn the broad skills needed to analyze and measure the value of financial assets and performance.

The minor includes courses in financial operations, financial institutions and markets, and investments; as well as the economic and legal framework of financial activities. Primary topics include broad corporate objectives of financial planning, the acquisition of funds and business investment decisions.

Your Finance minor can help shape your future career path and may even allow you to gain access to opportunities that might not have developed had it not been for an added depth of specialization in the finance field. The act of having a minor shows that you have a greater depth and breadth of financial knowledge in the eyes of a prospective employer.
The core course is the entry level finance course, which is the building blocks of a solid finance education. Students will use the concepts learned in this class throughout the upper level finance classes.

**MINOR & CONCENTRATION REQUIREMENTS**

Earning a minor in finance requires completion of 18 credit hours, including 12 hours of core courses, 6 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This minor is open to all majors except Business Administration majors who can concentrate in finance.

**REQUIRED COURSES: 12 CREDIT HOURS**

The core course is the entry level finance course, which is the building blocks of a solid finance education. Students will use the concepts learned in this class throughout the upper level finance classes.

**FINC 303: Business Finance**

This course presents the fundamental concepts of corporate finance. Special attention will be given to the financial administrator’s role in the area of working capital, capital budgeting, and financing decisions, including international investment and financial considerations.

Prerequisite(s): Junior standing; ACCT 203, ACCT 204, ECON 200, ECON 201, MATH 104 or MATH 250

Course Frequency: Fall & Spring

**FINC 315: Intermediate Business Finance**

This course provides students interested in the study of financial management the opportunity to apply the concepts of financial management to business problems. Personal computers are used as a tool in solving problems in areas such as financial analysis, cash management, financial forecasting and planning, cash budgeting and capital structure decisions. Software utilized will include standard spreadsheet and financial decision-making packages.

Prerequisite(s): Junior standing; ACCT 203, ACCT 204, FINC 303, ECON 200, ECON 201, MATH 104 or MATH 250.

Course Frequency: Fall & Spring

**FINC 362: Global Investment Industry**

This course covers the essentials of finance, ethics, and investment roles, providing a clear understanding of the global investment industry. It benefits not only finance students, but also anyone who likes to work with or for financial and investment services organizations, in roles such as IT, sales and marketing, human resources, and customer service. The course will cover 8 modules as follows: investment industry overview, ethics and investment professionalism, inputs and tools for investment professionals, investment instruments, structure of the investment industry, serving client needs, and industry controls, which involve risk management, performance evaluation, and investment industry documentation.

Prerequisite(s): Junior standing or permission of the instructor

Course Frequency: Occasional

**FINC 389: Financial Management Information Systems**

Introduction to the components of, and design techniques for, computerized management information systems and decision support systems, with a particular emphasis on financial decision making. Financial applications of emerging information technologies and ethical implications of increasing reliance on information technology in finance will also be addressed.

Prerequisite(s): Junior standing; FINC 303

Course Frequency: Fall & Spring

**Electives: 6 credit hours**

Students must also complete six hours of elective courses, which can be selected from the 300 or 400 level Finance (FINC) or Real Estate (REAL) courses listed below. FINC and REAL upper-level course prerequisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- FINC 313: Financial Markets and Institutions
- FINC 316: Advanced Financial Statement Analysis
- FINC 344: Finance Internship
- FINC 360: Special Topics in Finance
- FINC 362: Global Investment Industry
- FINC 380: Real Estate Investment Analysis
- FINC 382: International Financial Management
- FINC 385: Individual Risk Management and Insurance
- FINC 386: Corporate Risk Management and Insurance
- FINC 399: Tutorial
- FINC 400: Investment Analysis
- FINC 401: Fixed Income Investment Analysis
- FINC 402: Derivatives Securities
- FINC 403: Real Estate Finance
- FINC 410: Seminar in Finance
- FINC 415: Advanced Business Finance
- FINC 416: Advanced Business Finance
- FINC 418: Advanced Valuation & Corporate Finance Analysis
- FINC 420: Independent Study
- FINC 450: Applied Portfolio Management I
- FINC 451: Applied Portfolio Management II
- FINC 499A: Bachelor’s Essay
- FINC 499B: Bachelor’s Essay
- REAL 310: Principles of Real Estate
- REAL 344: Real Estate Internship
- REAL 360: Special Topics in Real Estate
- REAL 376: Real Estate Market Analysis
- REAL 390: Real Estate Valuation Analysis
- REAL 420: Real Estate Independent Study
- REAL 499A: Bachelor’s Essay
- REAL 499B: Bachelor’s Essay
Global Logistics & Transportation
Minor/Concentration

Charleston is an ideal place to study logistics and transportation because of the Port of Charleston and the global trade and shipping firms tied to the South Carolina State Port Authority (SCSPA). For more than 20 years, the School of Business has been closely aligned with the SCSPA and many of our alumni work in the region’s global commerce industry and at companies with supply chain operations.

Earn a minor in the fast-growing area of logistics and transportation by completing an intensive, two-year program of study that includes six academic courses and a professional training certificate program. Faculty share professional experiences on national and international business levels and present curriculum that is continuously refined to reflect the rapidly changing trends in global logistics.

We prepare you for the diverse cultures and business practices of the global marketplace. Your professionalism will be enhanced through special opportunities including internships, a required study abroad experience, industry conferences and frequent contact with supply chain professionals. Their well-rounded learning experience and associations rank our graduates among the most desirable corporate recruits in global logistics.

Our BMW Logistics Advantage Program is an opportunity for students in the Global Logistics and Transportation program to develop professional skills while earning non-academic credits towards covering student expenses for the Rotterdam Travel Study. This program is made possible by BMW Manufacturing Co., which has been a generous supporter of the College of Charleston’s Global Logistics and Transportation program since the opening of their North American Manufacturing Operations in South Carolina.
MINOR & CONCENTRATION REQUIREMENTS

Earning a global logistics and transportation minor requires completion of 18 credit hours, including 12 hours of core courses, 6 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor.

REQUIRED COURSES: 12 CREDIT HOURS

The core courses are the building blocks of a solid global logistics and transportation minor education. Students will use the concepts learned in these classes throughout the upper level global logistics and transportation minor classes.

TRAN 311: Intermodal Transportation
This is an in-depth treatment of trends and contemporary management problems peculiar to transportation modes including rail, highway, air, water and pipeline. The course will also examine comparative evaluations of cost behavior and pricing among different transportation modes.
Prerequisite(s): ECON 200, ECON 201, junior standing.
Course Frequency: Fall

TRAN 312: Global Logistics
An introduction to logistics management that is concerned with the coordination of physical flow through the firm from raw materials to the delivery of finished goods to the user or consumer. Special emphasis will be placed on the impact of intermodal transportation on logistics systems.
Prerequisite(s): ECON 200, ECON 201, junior standing.
Course Frequency: Spring

Minor Electives: 6 credit hours
Complete 6 credit hours from the courses listed below. Upper-level course prerequisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- DSCI 406: Quantitative Methods and Decision Making
- ECON 303: Economics of Transportation and Geography
- INTB 313: Global Commerce and Enterprise
- INTB 322: International Business
- SCIM 233: Purchasing and Supply Chain Management
- SCIM 360: Special Topics in Supply Chain Management
- SCIM 366: Lean and Six Sigma
- SCIM 371: Green Supply Chain Management

- SCIM 373: Supply Chain Planning and Analysis
- SCIM 420: Independent Study in Supply Chain Management
- SCIM 424: Supply Chain and Operations Strategy
- SCIM 499: Bachelor’s Essay in Supply Chain Management
- TRAN 360: Special Topics in Intermodal Transportation
- TRAN 420: Independent Study
- TRAN 444: Transportation Internship
- TRAN 499: Bachelor’s Essay

Note:
1-Economics ECON 200 and ECON 201 are prerequisites for the courses required of this minor.
2-Students must meet with the program director (Kent Gourdin: gourdink@cofc.edu) for application in the spring of their sophomore year.
3-A professional training program is also required for students in this minor.
HEALTHCARE & MEDICAL SERVICES MANAGEMENT
Minor

The healthcare and medical services management minor focuses on how to effectively manage all aspects of a healthcare or medical services practice. In this program, you will gain a comprehensive understanding of the healthcare structure, operations management, finance and law and regulation. You will learn critical thinking, leadership and how to creatively solve organizational problems.

This minor prepares you to work in a range of healthcare positions in the public, private and non-profit sector. This program offers you a practical curriculum that covers leadership, management, communication and regulation specific to the healthcare industry. It prepares you to direct individuals and manage projects in order to maximize performance.

According to the Bureau of Labor Statistics (BLS), medical and health services managers earned a median annual wage of $100,980 in 2019*. By 2029, the BLS predicts that jobs in this field will increase by 32%*. In South Carolina, careers in healthcare and medical services management are predicted to increase by 25%**.

Medical and health service managers plan, direct, assess and coordinate the non-clinical side of medical and health services. They might manage an entire facility, a specific clinical area or department, or a medical practice for a group of physicians. They could work in sales or marketing management for a medical device or pharmaceutical company. They may work in policy implementation in a government agency or for a lobbyist in healthcare. Healthcare consulting is also available and represents a diverse field of experts. It’s essential that medical and health service managers understand and comply with changes in healthcare law, regulation and technology.

**Source: CareerOneStop
The core courses are the building blocks of a solid healthcare and medical services minor education. Students will use the concepts learned in these classes throughout the upper level healthcare and medical services management minor classes.

**MINOR REQUIREMENTS**

Earning a healthcare and medical services minor requires completion of 18 credit hours, including 9 hours of required courses and 9 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor.

### REQUIRED COURSES: 9 CREDIT HOURS

The core courses are the building blocks of a solid healthcare and medical services minor education. Students will use the concepts learned in these classes throughout the upper level healthcare & medical services management minor classes.

#### HMSM 302: Structure of the US Healthcare Delivery System

This course serves as an introduction to the elements of the American healthcare delivery system, covering cultural beliefs and values impacting its shape, the historical evolution of health services in the U.S., delivery outlets, and patient deliverables. Coverage is provided of the role of for-profit suppliers and patient advocacy organizations.

Prerequisites: Junior standing or permission of the department

Course Frequency: Fall, Spring

#### HMSM 320: Healthcare Financial Management

#### HMSM 325: Healthcare Information Management

#### HMSM 340: Human Resources Management in Healthcare Organizations

#### HMSM 342: Healthcare Marketing

#### HMSM 402: Healthcare Operations Management

Prerequisites: ECON 200, HMSM 302

Course Frequency: Spring

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#### Minor Electives: 9 credit hours

Complete 9 credit hours from the following:

- **HMSM 303: Healthcare Law and Regulation**
  - This course will help students sort out the various legal and ethical issues associated with the conduct of business in the healthcare industry, looking at the history of regulation and laws that apply to healthcare, the body of state and federal laws that govern healthcare, and their evolution over time.
  - Prerequisites: Junior standing or permission of the department
  - Course Frequency: Fall

- **HMSM 346: Leadership and Management in Healthcare Organizations**
  - This course provides a foundation in leadership principles and management functions, applied to healthcare organizations. Leadership principles include visioning, shared values, trust, integrity, and leadership styles. Management functions include planning, leading, organizing, and controlling as well as roles related to information, decision-making, teams, and interpersonal relations.
  - Prerequisites: HMSM 302
  - Course Frequency: Spring
Pineapples are considered an expression of "welcome" throughout the South and symbolizes friendship, hospitality and warmth. In Charleston, the pineapple is woven into the very identity of the city as a visual representation of Southern hospitality making it the ideal location for you to study hospitality and tourism.

Your Hospitality and Tourism Management minor and concentration will provide you with a skill set you will not find anywhere else. The program will build your business knowledge, help you develop superior customer service skills, and help you gain hands-on experience which is a combination that employers seek in new graduates.

This minor and concentration will enhance your major degree with exposure to a program that will prepare you to thrive in one of the world’s largest and most exciting industries.

As part of the program, you will gain valuable experience and grow your resume by doing a required internship. Gain hands-on experience and grow your personal network by meeting professionals in the field while working with them on projects and events.

The Hospitality and Tourism minor and concentration provides you with flexibility to create the program you need to pursue your career dreams. The 18-credit program includes core courses paired with your internship. You will have nine credit hours of electives where you choose from courses including operations management, hospitality and tourism marketing, hotel management, sales and negotiations, hospitality and tourism technology, meeting and convention management, events management, foodservice enterprise, global tourism and strategic management.

You can also participate in a course that culminates with a spring break trip to Banff, Canada, to study Adventure Tourism or spend Maymester in Iceland for the Destination Iceland course.
The core courses are the entry level building blocks of a solid hospitality and tourism management minor education. Students will use the concepts learned in these classes throughout the upper level hospitality and tourism management minor classes.

**REQUIRED COURSES: 6 CREDIT HOURS**
The core courses are the entry level building blocks of a solid hospitality and tourism management minor education. Students will use the concepts learned in these classes throughout the upper level hospitality and tourism management minor classes.

**HTMT 210: Principles and Practices in Hospitality & Tourism**
An overview of the hospitality and tourism field including its historical development, major components, functions and current and future trends. Does not count toward major GPA except in HTMT major and/or concentration.
Course Frequency: Fall and Spring

**HTMT 444: Hospitality Management Internship**
A complementary source of learning and enhancement to the student’s academic program and career objectives through experiential education engaging the student in a unique three-way partnership between an approved hospitality partner, the university and the student. The overall unique learning experience will be guided by a Learning Contract, outlining specific work-related experiences and academic components designed to enhance the student’s knowledge. Finally, a series of regularly scheduled reflection and learning sessions conducted by faculty with support of industry leaders will be required. A maximum of three hours of internship credit will be awarded.
Prerequisite(s): Senior standing, declared major or minor or concentration in hospitality and tourism management; or permission of the instructor.
Course Frequency: Fall and Spring

**Concentration Electives: 12 credit hours**

**Option 1: Complete 12 credit hours from the following**
- ARTM 362: Events Management
- HTMT 310: Current Topics in Hospitality and Tourism Management
- HTMT 350: Hospitality & Tourism Marketing
- HTMT 351: Hotel Management
- HTMT 352: Service Operations Management
- HTMT 353: Hospitality Sales & Negotiations
- HTMT 354: Hospitality and Tourism Technology
- HTMT 355: Negotiations: Principles and Practices
- HTMT 360: Special Topics in Hospitality & Tourism
- HTMT 361: Meetings & Convention Management
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 420: Independent Study
- HTMT 488: Strategic Hospitality and Tourism Management
- HTMT 499: Bachelor’s Essay

**Option 2: Complete 9 credit hours from the list above and 3 credit hours from the following**
- MGMT 307: Human Resources Management
- MGMT 308: Managing Diversity
- MKTG 320: Marketing Research
- REAL 310: Principles of Real Estate
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Your Hospitality and Tourism Management minor and concentration will provide you with a skill set you will not find anywhere else. The program will build your business knowledge, help you develop superior customer service skills, and help you gain hands-on experience which is a combination that employers seek in new graduates.

This minor and concentration will enhance your major degree with exposure to a program that will prepare you to thrive in one of the world’s largest and most exciting industries.

As part of the program, you will gain valuable experience and grow your resume by doing a required internship. Gain hands-on experience and grow your personal network by meeting professionals in the field while working with them on projects and events.

The Hospitality and Tourism minor and concentration provides you with flexibility to create the program you need to pursue your career dreams. The 18-credit program includes core courses paired with your internship. You will have nine credit hours of electives where you choose from courses including operations management, hospitality and tourism marketing, hotel management, sales and negotiations, hospitality and tourism technology, meeting and convention management, events management, foodservice enterprise, global tourism and strategic management.

You can also participate in a course that culminates with a spring break trip to Banff, Canada, to study Adventure Tourism or spend Maymester in Iceland for the Destination Iceland course.
The hospitality and tourism management minor provides a fundamental understanding of the core management skills and knowledge areas in the hospitality and tourism sector in order to prepare them for career opportunities therein. This minor is open to all majors except Business Administration majors who can concentrate in hospitality and tourism management.

**MINOR REQUIREMENTS**

The hospitality and tourism management minor provides a fundamental understanding of the core management skills and knowledge areas in the hospitality and tourism sector in order to prepare them for career opportunities therein. This minor is open to all majors except Business Administration majors who can concentrate in hospitality and tourism management.

**CORE COURSES: 9 CREDIT HOURS**

The core courses are the entry level building blocks of a solid hospitality and tourism management minor education. Students will use the concepts learned in these classes throughout the upper level hospitality and tourism management minor classes.

**ACCT 203: Financial Accounting**

A survey of accounting information essential for external parties to make business decisions about an organization.

Prerequisite(s): Sophomore standing

Course Frequency: Fall and Spring

**HTMT 210: Principles and Practices in Hospitality & Tourism**

An overview of the hospitality and tourism field including its historical development, major components, functions and current and future trends. Does not count toward major GPA except in HTMT major and/or concentration.

Course Frequency: Fall and Spring

**HTMT 444: Hospitality Management Internship**

A complementary source of learning and enhancement to the student’s academic program and career objectives through experiential education engaging the student in a unique three-way partnership between an approved hospitality partner, the university and the student. The overall unique learning experience will be guided by a Learning Contract, outlining specific work-related experiences and academic components designed to enhance the student’s knowledge. Finally, a series of regularly scheduled reflection and learning sessions conducted by faculty with support of industry leaders will be required. A maximum of three hours of internship credit will be awarded.

Prerequisite(s): Senior standing, declared major or minor or concentration in hospitality and tourism management; or permission of the instructor.

Course Frequency: Fall and Spring

**Minor Electives: 9 credit hours**

Students must also complete 9 hours of hospitality and tourism management 300 or 400 level courses. HTMT upper level course prerequisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- HTMT 310: Current Topics in Hospitality and Tourism Management
- HTMT 350: Hospitality & Tourism Marketing
- HTMT 351: Hotel Management
- HTMT 352: Service Operations Management
- HTMT 353: Hospitality Sales & Negotiations
- HTMT 354: Hospitality and Tourism Technology
- HTMT 355: Negotiations: Principles and Practices
- HTMT 360: Special Topics in Hospitality & Tourism
- HTMT 361: Meetings & Convention Management
- HTMT 362: Events Management
- HTMT 370: Foodservice Enterprise: Design & Development
- HTMT 372: Foodservice Operations Analysis
- HTMT 380: Managing Global Tourism
- HTMT 399: Tutorial
- HTMT 420: Independent Study
- HTMT 488: Strategic Hospitality and Tourism Management
- HTMT 499: Bachelor’s Essay

**Note:**

1. No more than 6 credit hours from HTMT 310 may be applied towards the program requirements.
2. No more than 12 credit hours from HTMT 399 may be applied towards the program requirements.
A minor in Information Management can make you a more competitive job candidate by growing your skill set with information and data-extraction technologies. The minor is designed for you to learn about computer-based information systems, and how they are used in today’s businesses. The program enhances your career options in any major and increases your capacity to analyze, design, and manage business processes—which is extremely valuable no matter your career path.

When you become skilled in Information Management, you gain the ability to apply information technology in ways that improves the efficiency and effectiveness of an organization. The ability to save an organization time and money by harnessing data in the right way differentiates you as a valued employee.

The Information Management minor—combined with your major area of study—will enable you to understand the strategies, issues, and best practices for aligning information technology with business strategy in this global digital world.

The 18-credit program includes four core courses in Management Information Systems, Enterprise Data Management, Innovation Technology, and Enterprise Resource Planning, followed by your choice of two elective courses. Those might include courses in business analytics and computer-based decision modeling, or courses from your major in accounting, finance, hospitality, marketing and supply chain management.

Students learn the basics of data and information management, business processes, databases, and the analysis and design of information systems with the intent to make businesses more efficient and effective in the market. The minor is a perfect complement to any degree in today’s information-rich society.
Earning a minor in information management requires completion of 18 credit hours, including 12 hours of core courses, 6 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor.

**REQUIRED COURSES: 12 CREDIT HOURS**

The core courses are the entry level building blocks for a solid information management minor education. Students will use the concepts learned in these classes throughout the upper-level information management and decision science minor classes.

**INFM 220: Management Information Systems**
Survey of transaction processing systems, management information systems, and decision support systems. Introduction of systems analysis concepts and methodologies for information system design and development. System development projects will be required.
Prerequisite(s): Junior standing; ACCT 203, ACCT 204, DSCI 232, MATH 104 or MATH 250.
Course Frequency: Fall and Spring

**INFM 330: Enterprise Data Management**
This course provides an introduction to the planning, design, and implementation of data management systems across the enterprise. Topics include data management strategy, data modeling, infrastructure design, query design, reporting, and visualization. Special emphasis will be placed on in-memory database systems, such as SAP HANA.
Prerequisite(s): INFM 220.
Course Frequency: Occasional

**INFM 340: Innovation Technology**
Students learn fundamental information technology concepts, processes and tools that drive business innovations resulting in local and distributed product and service solutions. Specially, student will be introduced to solution design, prototyping, solution development and deployment, communication, and user-data analytics in a startup and growth companies. Students end the course with a technology portfolio of installed and cloud-based platforms and services.
Prerequisite: Math 111 or Math 250 or DSCI 232 or permission of the instructor
Course Frequency: Fall and Spring

**INFM 390: Enterprise Resource Planning**
This course analyzes the conceptual and technological dimensions of Enterprise Resource Planning, emphasizing the integration between enterprise systems, data, and business processes within and across enterprises.
Prerequisite(s): INFM 220.
Course Frequency: Spring

**Minor Electives: 6 credit hours**

Complete 6 credit hours from the following:

- ACCT 307: Accounting Information Systems
- CSCI 220/L: Computer Programming
- DSCI 306: Introduction to Electronic Commerce
- DSCI 323: Computer-Based Decision Modeling
- DSCI 406: Quantitative Methods and Decision Making
- FINC 389: Financial Management Information Systems
- HTMT 354: Hospitality and Tourism Technology
- INFM 350: Business Analytics
- INFM 360: Special Topics in Information Management
- MKTG 320: Marketing Research
- MKTG 345: Digital and Social Media Marketing
- REAL 390: Real Estate Valuation Analysis
LEADERSHIP FOR SUSTAINABILITY

Are you interested in promoting social, economic, and environmental sustainability? Then the Leadership for Sustainability minor will be a perfect pairing with your major. This minor provides an opportunity for you to enhance your major area of study by developing a skill set that will be the foundation for you to take on leadership roles in civic and professional endeavors.

The impact of business decisions on the environment is of growing importance for organizations. This program will provide you with an interdisciplinary approach to the study of the environment and provide an understanding of how environmental constraints should be considered as part of the decision-making process of an organization.

The Leadership for Sustainability minor provides insight into environmental issues, and develops skills in communication, leadership, and organizational management. You will learn to be part of facilitating environmental problem solving and the advancement of sustainable practices in society. As a Leadership for Sustainability minor you will engage and learn in depth about sustainability challenges and solutions.

For the Leadership for Sustainability minor, you will take Management & Organizational Behavior, Leadership and Management Development, and Business, Leadership, & Society followed by three elective courses of your choice in approved management, anthropology, communications, entrepreneurship, environmental & sustainability studies, exercise science, international studies, political science, psychology, supply chain management, sociology, or urban studies with at least three of those hours coming from MGMT courses.

Be part of leading positive change with a Leadership for Sustainability minor.
Earning a leadership for sustainability minor requires completion of 18 credit hours, including 9 hours of core courses, 9 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This minor is open to all majors except Business Administration majors who can concentrate in leadership for sustainability.

**REQUIREDS COURSES: 9 CREDIT HOURS**
The core courses are the building blocks of a solid leadership and sustainability minor education. Students will use the concepts learned in these classes throughout the upper level leadership and sustainability minor classes.

**MGMT 301: Management & Organizational Behavior**
This course approaches management as that process of reaching organizational goals by working with and through people and other resources. Organizations are treated as dynamic entities affected by individual and group behavior as well as structural and environmental factors. International as well as domestic situations are examined.
Prerequisite(s): Junior standing.
Course Frequency: Fall and Spring

**MGMT 345: Leadership and Management Development**
An investigation of the factors that determine leadership with special emphasis on the leader’s vision. The effectiveness of leaders from a wide variety of disciplines will be examined. Contemporary leaders will be selected in order to apply theories and concepts to current situations that can be easily visualized.
Prerequisite(s): Junior standing.
Course Frequency: Fall and Spring

**MGMT 350: Business, Leadership, & Society**
This course explores issues that arise in the context of doing business and leading organizations. Specifically, this course helps students see how leaders deal with the many dilemmas they face when making business and organizational decisions, given the organization’s internal, competitive, social and global environments. The course covers the leadership issues that arise out of dilemmas of corporate governance and social responsibility as well.
Prerequisite(s): Junior standing.
Course Frequency: Fall

**Minor Electives: 9 credit hours**
Students must complete 9 hours from the following. At least 3 hours must be from MGMT courses. Minor elective course pre-requisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- ANTH 345: Applied Anthropology
- COMM 315: Ethical Communication
- COMM 336: Addressing Problems in Context
- ENTR 406: Social Entrepreneurship
- ENTR 407: Ecopreneurship
- ENVT 352: Special Topics in Environment & Sustainability
- EXSC 355: Exercise Psychology
- INTB 390: International Social Enterprise & Development
- INTL 100: Introduction to International Studies*
- INTL 120: Economics of Globalization
- MGMT 308: Managing Diversity
- MGMT 325: International Management
- MGMT 332: Business Communications
- MGMT 344: MGMT Internship
- MGMT 360: Special Topics in Management
- MGMT 401: Organizational Behavior & Change
- MGMT 402: Leading Organizational Change
- MGMT 403: Entrepreneurial Leadership
- MGMT 420: Independent Study
- MGMT 499 A/B: Bachelor’s Essay
- POLI 307: Environmental Policy
- POLI 364: International Environmental Politics
- PSYC 329: Environmental Psychology
- PSYC 330: Psychology of Prejudice and Discrimination
- PSYC 332: Psychology of Social Change
- SCIM 371: Green Supply Chain Management
- SOCY 337: Prejudice
- SOCY 346: Environmental Sociology
- URST 313: Sustainable Urbanism

*Honors students can take the alternative course of HONS 173 in lieu of INTL 100.
LEADERSHIP FOR SUSTAINABILITY
Concentration

Are you interested in using your Business Administration major to promote social, economic, and environmental sustainability? Then the Leadership for Sustainability concentration will be a perfect pairing with your Business Administration major. This concentration provides an opportunity for you to enhance your major by developing a skill set that will be the foundation for you to take on leadership roles in civic and professional endeavors.

The impact of business decisions on the environment is of growing importance for organizations. This program will provide you with an interdisciplinary approach to the study of the environment and provide an understanding of how environmental constraints should be considered as part of the decision-making process of an organization.

The Leadership for Sustainability concentration provides insight into environmental issues, and develops skills in communication, leadership, and organizational management. You will learn to be part of facilitating environmental problem solving and the advancement of sustainable practices in society. Concentrating in Leadership for Sustainability, you will engage and learn in depth about sustainability challenges and solutions.

For the Leadership for Sustainability concentration, you will take Leadership and Management Development as well as Business, Leadership, & Society followed by four elective courses of your choice in approved management, anthropology, communications, entrepreneurship, environmental & sustainability studies, exercise science, international studies, political science, psychology, supply chain management, sociology, or urban studies with at least two of those being MGMT courses.

Be part of leading positive change with a Leadership for Sustainability concentration.
The core courses are the building blocks of a solid leadership for sustainability concentration education. Students will use the concepts learned in these classes throughout the upper level leadership and sustainability concentration classes.

**CONCENTRATION REQUIREMENTS**

Earning a leadership for sustainability concentration requires completion of 18 credit hours, including 6 hours of core courses, 12 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the concentration. This concentration is open to Business Administration majors only, all other students can minor in leadership for sustainability.

**REQUIRED COURSES: 6 CREDIT HOURS**

The core courses are the building blocks of a solid leadership for sustainability concentration education. Students will use the concepts learned in these classes throughout the upper level leadership and sustainability concentration classes.

**MGMT 345: Leadership and Management Development**

An investigation of the factors that determine leadership with special emphasis on the leader’s vision. The effectiveness of leaders from a wide variety of disciplines will be examined. Contemporary leaders will be selected in order to apply theories and concepts to current situations that can be easily visualized.

Prerequisite(s): Junior standing.
Course Frequency: Fall and Spring

**MGMT 350 Business, Leadership, & Society**

This course explores issues that arise in the context of doing business and leading organizations. Specifically, this course helps students see how leaders deal with the many dilemmas they face when making business and organizational decisions, given the organization's internal, competitive, social and global environments. The course covers the leadership issues that arise out of dilemmas of corporate governance and social responsibility as well.

Prerequisite(s): Junior standing.
Course Frequency: Fall

**Concentration Electives: 12 credit hours**

Students must complete 12 hours from the following. At least 6 hours must be from MGMT courses. Minor elective course pre-requisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- ANTH 345: Applied Anthropology
- COMM 315: Ethical Communication
- COMM 336: Addressing Problems in Context
- ENTR 406: Social Entrepreneurship
- ENTR 407: Ecopreneurship
- EXSC 355: Exercise Psychology
- INTB 390: International Social Enterprise & Development
- INTL 100: Introduction to International Studies*
- INTL 120: Economics of Globalization
- MGMT 308: Managing Diversity
- MGMT 325: International Management
- MGMT 332: Business Communications
- MGMT 344: MGMT Internship
- MGMT 360: Special Topics in Management
- MGMT 401: Organizational Behavior & Change
- MGMT 402: Leading Organizational Change
- MGMT 403: Entrepreneurial Leadership
- MGMT 420: Independent Study
- MGMT 499 A/B: Bachelor’s Essay
- POLI 307: Environmental Policy
- POLI 364: International Environmental Politics
- PSYC 329: Environmental Psychology
- PSYC 330: Psychology of Prejudice and Discrimination
- PSYC 332: Psychology of Social Change
- SCIM 371: Green Supply Chain Management
- SOCY 337: Prejudice
- SOCY 346: Environmental Sociology
- URST 313: Sustainable Urbanism

*Honors students can take the alternative course of HONS 173 in lieu of INTL 100.
No matter your industry or career direction, you will work with managers and you will have the opportunity to become a manager. The Management minor will help you better understand how people work together to accomplish goals in for-profit businesses, non-profit businesses, and government organizations.

In the Management minor, you will develop a better understanding of how organizations measure efficiency and effectiveness. Courses in the Management minor include opportunities to study personality, intelligence, human resource management, team dynamics, leadership, organizational culture, and strategy. In addition, all Management courses include segments on ethics, diversity, inclusion, and sustainability - important topics in which you should be fluent as you enter the workforce.

The School of Business 18 hour Management minor includes two courses required for all business school students (MGMT 301), meaning that students with a major in the School of Business can complete the minor with an additional 12 hours of credit. For students outside of the School of Business, the Management minor is a great way for students to gain a touch of business that includes an introduction to accounting (ACCT 203) and management (MGMT 301), plus an additional 12 credit hours of management electives.

Faculty who teach in the Management minor tend to be, dare we say, good managers. The faculty are energetic, and incorporate a variety of learning tools into the management classroom, including class exercises, speakers, videos, case study, and project assignments. In addition, students in the Management minor have the opportunity to gain credit via internship and study abroad.

If you see yourself advancing in your field to become a manager, then the Management minor may be the perfect way to gain the knowledge and experience you need to be effective.
Earning a minor in Management requires the completion of 18 credit hours, including 6 hours of core courses and twelve hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. Students majoring in Business Administration are prohibited from selecting this minor.

**CORE COURSES: 6 CREDIT HOURS**

The required courses are the entry-level building blocks of a solid management minor education. Students will use the concepts they learn in these classes throughout your upper-level School of Business classes.

**ACCT 203: Financial Accounting**
A survey of accounting information essential for external parties to make business decisions about an organization.
Prerequisite(s): Sophomore standing.
Course Frequency: Fall and Spring

**MGMT 301: Management & Organizational Behavior**
This course approaches management as that process of reaching organizational goals by working with and through people and other resources. Organizations are treated as dynamic entities affected by individual and group behavior as well as structural and environmental factors. International as well as domestic situations are examined.
Prerequisite(s): Junior standing
Course Frequency: Fall and Spring

**Minor Electives: 12 credit hours**

Complete 12 additional credits from any 300- or 400-level management courses with a maximum of 3 credit hours from MGMT 344 or MGMT 420.

- MGMT 308: Managing Diversity
- MGMT 310: International Human Resources
- MGMT 325: International Management
- MGMT 332: Business Communications
- MGMT 340: Total Quality Management
- MGMT 342: Project Management
- MGMT 344: MGMT Internship
- MGMT 345: Leadership and Management Development
- MGMT 350: Business, Leadership & Society
- MGMT 351: Minority Entrepreneurship
- MGMT 360: Special Topics in Management
- MGMT 377: Psychology of Entrepreneurship
- MGMT 390: The New SC: Foreign & Domestic Industrial Development
- MGMT 391: The International Corporation: A Comparative Approach
- MGMT 399: Tutorial
- MGMT 401: Organizational Behavior & Change
- MGMT 402: Leading Organizational Change
- MGMT 403: Entrepreneurial Leadership
- MGMT 405: Small Business Management
- MGMT 408: Business Policy
- MGMT 420: Independent Study
- MGMT 499 A/B: Bachelor’s Essay
- PSYC 349: Psychology of Entrepreneurship
MARKETING
Minor

Pairing your major with a Marketing minor gives you the ability to understand customer behavior which is a highly desirable skill employers seek in new graduates. The minor will give you a holistic perspective of marketing and its applications in a variety of business settings which is a great compliment to any major area of study.

The Marketing minor is all about the business of marketing. In today’s highly competitive business environment, it is important to have a strong focus on providing customer satisfaction, knowing how to conduct relevant analysis, and communicating the benefits of products or services effectively. You will gain the ability to bring a marketing orientation to both for-profit and not-for-profit organizations.

A minor in Marketing will prepare you to:
- Manage the marketing process and create value for the organization and all stakeholders
- Develop vital communication skills including oral, written, audio/visual and digital communication
- Apply consumer behavioral theories through projects and case studies
- Understand the role of data analytics in marketing and advertising

Your Marketing minor will take you through core courses and you will then be able to shape your minor by choosing from courses including Marketing Research, International Marketing, Retailing Management, Consumer Behavior, Advertising, Public Relations, Purchasing and Supply Chain Management, Marketing Management, and other special topics in marketing. You will also have the ability to do a marketing internship for academic credit to gain valuable real world experience and build your network by working alongside marketing professionals.
Earning a marketing minor requires completion of 18 credit hours, including 9 hours of core courses, 3 hours of required course and 6 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This minor is open to all majors except Business Administration majors.

**Core Courses: 9 Credit Hours**
The core courses are the entry level courses are the building blocks of a solid marketing minor education. Students will use the concepts learned in these classes throughout the upper level marketing minor classes.

**ECON 200: Principles of Microeconomics**
The structure of the market is presented, including product and factor pricing, allocation of resources and distribution of income, market equilibrium analysis, and analysis of domestic and international problems and policies.
Prerequisite(s): 3 credit hours of MATH
Course Frequency: Fall and Spring

**ECON 201: Principles of Macroeconomics**
The foundation of aggregate economic analysis is presented, including identification of basic social goals, money and credit systems, and theories of national income, employment and economic growth, and international interdependence.
Prerequisite(s): ECON 200, 3 credit hours of MATH
Course Frequency: Fall and Spring

**MKTG 302: Marketing Concepts**
This course develops an appreciation for the complexities of establishing and implementing marketing strategies. Areas of study include consumer behavior, product/service mixes, branding and packaging, channels of distribution, pricing, advertising and salesmanship.
Prerequisite(s): ECON 200, ECON 201; junior standing
Course Frequency: Fall and Spring

**Additional Required Courses: 3 credit hours (choose 1)**
- MKTG 320: Marketing Research
- MKTG 326: International Marketing
- MKTG 329: Consumer Behavior

**Minor Electives: 6 credit hours**
Students must also complete eighteen hours of electives selected from courses in the School of Business at the 300 or 400 level. Student may take no more than credit hours selected from 200, 300, and 400 level accounting or economics courses. School of Business upper level courses may require pre-requisites, please refer to the college catalog at https://catalog.cofc.edu/.

- MKTG 309: Marketing Study Abroad
- MKTG 315: Managerial Marketing
- MKTG 320: Marketing Research*
- MKTG 326: International Marketing*
- MKTG 328: Retailing Management
- MKTG 329: Consumer Behavior*
- MKTG 330: Advertising
- MKTG 331: Public Relations
- MKTG 334: Integrated Marketing Communications
- MKTG 337: Sports Marketing
- MKTG 345: Digital and Social Media Marketing
- MKTG 348: Brand Management
- MKTG 355: Marketing and Society
- MKTG 360: Special Topics in Marketing
- MKTG 399: Tutorial
- MKTG 420: Independent Study
- MKTG 425: Strategic Marketing
- MKTG 344: Marketing Internship
- MKTG 499: Bachelor's Essay
- INTB 309: International Business Study Abroad

*If not used to satisfy above requirement
The project management minor teaches effective leadership and communication. In this program, you will learn critical thinking, how to manage a project budget and how to motivate team members. You will understand how to manage complex projects from beginning to end.

This minor prepares you to work in a range of industries in the public, private and non-profit sector. This program offers you a practical curriculum that covers setting goals, managing stakeholder relationships and integration. By following the PMBOK (Project Management Body of Knowledge), it prepares you to manage project scope, schedule, cost, risk and quality.

According to the 2020 Project Management Salary Survey, the median annual salary for project managers in the United States was $116,000*. Those with less than three years of experience earned a median annual salary of $83,000 while those with more than 15 years of experience earned a median annual salary of $120,000*.

The Bureau of Labors Statistics (BLS) considers project managers as cost estimators and predicts that jobs in this field will increase by 11% by 2026**. In South Carolina, cost estimators are predicted to increase by 13%**.

By staying within the budget and on schedule, businesses can maximize their costs and resources. As businesses and organizations expand into the global market and face increased competition, project managers are expected to be in high demand.

**Source: CareerOneStop
Earning a project management minor requires completion of 18 credit hours, including 15 hours of required courses and 3 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor.

**REQUIRED COURSES: 15 CREDIT HOURS**
The core courses are the building blocks of a solid project management minor education. Students will use the concepts learned in these classes throughout the upper level project management minor classes.

**PMGT 301: Introduction to Project Management**
This course provides a realistic, socio-technical view of project management. After completing this course, students will have an understanding of the tools and processes used to manage projects, as well as the human factor required to successfully complete a project.
Course Frequency: Fall, Spring

**PMGT 311: Managing Project Scope, Schedule and Cost**
This course addresses the key concepts, models and practices of managing the scope, schedule and costs of projects across a variety of sectors (private, public, non-profit and specialized). The ability to identify and manage the scope, schedule and costs of a project is a key competency for managers and professional service providers in all sectors. Students will learn the key components of scoping, scheduling and costing process, and apply the earned value concept to communicating project status.
Course Frequency: Fall

**PMGT 321: Managing Risk**
This course addresses the key concepts, models and practices of identifying and managing risk within organizational and project activities across a variety of sectors (private, public, non-profit and specialized). The ability to identify, prevent, reduce and remediate risks that constrain the potential or current success of organizations and projects, is a key competency for managers and professional service providers in all sectors. Students will learn the key components of risk identification and management, including the process of mapping out critical processes, conducting risk audits of these processes, and developing strategies for addressing high risk elements.
Course Frequency: Spring

**PMGT 331: Managing Stakeholder Engagement and Resource Procurement in Projects**
This course addresses the key concepts, models and practices of managing stakeholder engagement and resource procurement within projects across a variety of sectors (private, public, non-profit and specialized). The ability to negotiate with and manage key project stakeholders, and procure the necessary resources for a project, is a key competency for managers and professional service providers in all sectors. Students will learn the key components of project stakeholder engagement and the procurement process, including the key steps in negotiating a project contract.
Course Frequency: Fall

**PMGT 341: Managing Project Quality**
This course addresses the key concepts, models and practices of managing quality within organizations and projects across a variety of sectors (private, public, non-profit and specialized). The ability to identify quality issues, develop a quality management strategy and implement a quality management system within organizational and project processes is a key competency for managers and professional service providers in all sectors. Students will learn the key components of quality management, including the application of a quality management process to a project.
Course Frequency: Spring

**Minor Electives: 3 credit hours**
Complete 3 credit hours from the following list:
- CMGT 340: Construction Management Process
- CMGT 341: Construction Job Site Management
- MGMT 301: Management and Organizational Behavior
- PRST 321: Fundamentals of Strategic Planning
- PRST 324: Fundamentals of Coaching Individuals, Relationships and Team in Organizations
- PRST 325: Developing, Managing and Participating in Teams
- PRST 326: Fundamentals of Organizational Change and Development
- PRST 330: Professional Writing and Presentations
- PRST 335: Managing Internal and External Stakeholder Relationships
- PRST 336: Negotiation, Conflict Management and Alternative Dispute Resolution
- PRST 350: Training and Development
- PRST 362: Performance Management
- PRST 390: Fundamentals of Marketing Communication
- PRST 394: Sales and Customer Service Management
- PRST 401: Project Management Capstone Simulation*
*selecting this elective meets the certificate requirement
The Real Estate minor serves as a strong compliment to your major for those who have interest in a career path involving the real estate industry, or for those majoring in Business Administration, the Real Estate concentration allows you to focus your studies in the industry.

You will have a variety of career paths to choose including specialty areas such as investment analysis, financing, market analysis and research, consulting and advising, brokerage and leasing, development and redevelopment, valuation, asset/ portfolio analysis and management, legal affairs, and regulation and management in government agencies.

The goal of your professors is to prepare you for long-term career success.

The Real Estate curriculum is built around the framework of the "commercial real estate system" which consists of three integrated markets and functions including real estate use markets, the real estate asset market, and the real estate development industry. Understanding the three components of the commercial real estate system and how the participants in each component make their business decisions is crucial to a successful career in the real estate industry.

Your coursework in Real Estate can be complimented by completing a real estate internship where you will work side by side with real estate professionals who provide you with hands on opportunities while you also grow your professional network with people doing what you aspire to do.

You will also enjoy the benefits of The Carter Real Estate Center that links students with the outside real estate community as a means of expanding students' learning experiences beyond the classroom.
Earning a real estate minor requires completion of 18 credit hours, including 6 hours of core courses, 6 hours of required courses and 6 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This minor is open to all majors except Business Administration majors who can concentrate in real estate.

**REQUIRED COURSES: 6 CREDIT HOURS**
The core courses are the building blocks of a solid real estate minor education. Students will use the concepts learned in these classes throughout the upper level real estate minor classes.

**REAL 310: Principles of Real Estate**
A basic course designed to cover the legal, financial, economic and marketing concepts related to real estate. Topics include property rights (contracts, deeds, mortgages, leases, liens); property ownership (titles, closing of settlement, insurance, taxes); financing (interest rates and mortgage types); brokerage; and property evaluation.
Prerequisite(s): Junior standing
Course Frequency: Fall and Spring

**FINC 403: Real Estate Finance**
This course presents the fundamental concepts of real estate finance. The course provides a framework for understanding the flow of funds into the various real estate markets and financing costs can be calculated and evaluated. The course will provide students with practical knowledge of various financing options, their costs and benefits, and provide an introduction to the financial analysis of real estate investments.
Prerequisite(s): Junior standing; ACCT 203, ACCT 204, FINC 303, REAL 310, ECON 200, ECON 201, and MATH 104 or MATH 250; or permission of the instructor
Course Frequency: Fall and Spring

**ELECTIVE COURSES 12 CREDIT HOURS**
**COMPLETE AT LEAST COURSES: 6 CREDIT HOURS**
- FINC 380: Real Estate Investment Analysis
- REAL 344: Real Estate Internship
- REAL 376: Real Estate Market Analysis
- REAL 390: Real Estate Valuation Analysis

**MINOR ELECTIVES: 6 CREDIT HOURS**
Complete at least 6 additional credit hours from any real estate (REAL) course at the 300-level and above or the following with no more than 3 credit hours from REAL 344 and REAL 420. Upper level course pre-requisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.
- ECON 307: Urban Economics
- ECON 311: Environmental Economics
- ENTR 200: Entrepreneurship Theory and Practice
- ENTR 320: New Venture Modeling
- FINC 313: Management of Financial Institutions
- FINC 360: Special Topics in Finance
- FINC 380: Real Estate Investment Analysis
- FINC 385: Individual Risk Management and Insurance
- FINC 389: Financial Management Information Systems
- FINC 450: Applied Portfolio Management I
- FINC 451: Applied Portfolio Management II
- HPCP 298: Digital Methods & Communications for Preservation & Community Planning
- HPCP 315: Urban Design Studio
- HPCP 319: Architectural Studio Design
- HTMT 351: Hotel Management
- HTMT 353 Hospital Sales & Negotiations
- HTMT 355 Negotiations: Principles and Practices
- POLI 305: Urbanization and Urban Geography
- POLI 306: Urban Policy
- TRAN 312: Global Logistics
- URST 313: Sustainable Urbanism
- URST 310: Urban Planning
- URST 320: Town and Country Planning
- URST 360: Land Use Law
- URST 361: Water Use Law
The Real Estate concentration serves as a strong compliment to your major for those who have interest in a career path involving the real estate industry, or for those majoring in Business Administration, the Real Estate concentration allows you to focus your studies in the industry.

You will have a variety of career paths to choose including specialty areas such as investment analysis, financing, market analysis and research, consulting and advising, brokerage and leasing, development and redevelopment, valuation, asset/portfolio analysis and management, legal affairs, and regulation and management in government agencies.

The goal of your professors is to prepare you for long-term career success.

The Real Estate curriculum is built around the framework of the "commercial real estate system" which consists of three integrated markets and functions including real estate use markets, the real estate asset market, and the real estate development industry. Understanding the three components of the commercial real estate system and how the participants in each component make their business decisions is crucial to a successful career in the real estate industry.

Your coursework in Real Estate can be complimented by completing a real estate internship where you will work side by side with real estate professionals who provide you with hands on opportunities while you also grow your professional network with people doing what you aspire to do.

You will also enjoy the benefits of The Carter Real Estate Center that links students with the outside real estate community as a means of expanding students' learning experiences beyond the classroom.
REAL CONCENTRATION REQUIREMENTS

Earning a real estate concentration requires completion of 18 credit hours, including 6 hours of core courses, 6 hours of required courses and 6 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. This concentration is open to Business Administration majors who can concentrate in real estate.

REQUIRED COURSES: 6 CREDIT HOURS

The core courses are the building blocks of a solid real estate minor education. Students will use the concepts learned in these classes throughout the upper level real estate minor classes.

REAL 310: Principles of Real Estate
A basic course designed to cover the legal, financial, economic and marketing concepts related to real estate. Topics include property rights (contracts, deeds, mortgages, leases, liens); property ownership (titles, closing of settlement, insurance, taxes); financing (interest rates and mortgage types); brokerage; and property evaluation.
Prerequisite(s): Junior standing
Course Frequency: Fall and Spring

FINC 403: Real Estate Finance
This course presents the fundamental concepts of real estate finance. The course provides a framework for understanding the flow of funds into the various real estate markets and financing costs can be calculated and evaluated. The course will provide students with practical knowledge of various financing options, their costs and benefits, and provide an introduction to the financial analysis of real estate investments.
Prerequisite(s): Junior standing; ACCT 203, ACCT 204, FINC 303, REAL 310, ECON 200, ECON 201, and MATH 104 or MATH 250; or permission of the instructor
Course Frequency: Fall and Spring

REQUIRED 6 CREDIT HOURS FROM THE FOLLOWING:

Students must complete 2 courses from the following course list of real estate or finance courses.

- FINC 380: Real Estate Investment Analysis
- REAL 344: Real Estate Internship
- REAL 376: Real Estate Market Analysis
- REAL 390: Real Estate Valuation Analysis

ELECTIVES: 6 CREDIT HOURS:

Complete at least 6 additional credit hours form any real estate (REAL) course at the 300-level and above or the following with no more than 3 credit hours from REAL 344 and REAL 420. Upper level course pre-requisites may differ, please refer to the college catalog at https://catalog.cofc.edu/.

- ECON 307: Urban Economics
- ECON 311: Environmental Economics
- ENTR 200: Entrepreneurship Theory and Practice
- ENTR 320: New Venture Modeling
- FINC 313: Management of Financial Institutions
- FINC 360: Special Topics in Finance
- FINC 380: Real Estate Investment Analysis
- FINC 385: Individual Risk Management and Insurance
- FINC 389: Financial Management Information Systems
- FINC 450: Applied Portfolio Management I
- FINC 451: Applied Portfolio Management II
- HPCP 298: Digital Methods & Communications for Preservation & Community Planning
- HPCP 315: Urban Design Studio
- HPCP 319: Architectural Studio Design
- HTMT 351: Hotel Management
- HTMT 353 Hospitality Sales & Negotiations
- HTMT 355 Negotiations: Principles and Practices
- POLI 305: Urbanization and Urban Geography
- POLI 306: Urban Policy
- REAL 344: Real Estate Internship
- REAL 360: Special Topics in Real Estate
- REAL 376: Real Estate Market Analysis
- REAL 420: Real Estate Independent Study
- REAL 499A: Bachelor's Essay
- REAL 499B: Bachelor's Essay
- TRAN 312: Global Logistics
- URST 313: Sustainable Urbanism
- URST 310: Urban Planning
- URST 320: Town and Country Planning
- URST 360: Land Use Law
- URST 361: Water Use Law