

COLLEGE of CHARLESTON

SCHOOL OF BUSINESS AND ECONOMICS

QUICK FACTS

The School of Business and Economics at the College of Charleston is student focused. We strive to "...provide our students with the knowledge and skills necessary to be lifelong learners and managers, and to be socially responsible in the global economy."

STUDENTS

Providing a quality education relies, in part, on attracting and retaining capable and motivated students.

- **\$125,085 in scholarships** was awarded to 23 students for the 2007-08 academic year. In addition, **\$793,197 was awarded in College funding** for merit and need.
- The School **graduated 457 undergraduate students in 2006-07**

SBE Students by Year

2004-05	2005-06	2006-07
424 undergraduate graduates 20% of CofC	439 undergraduate graduates 22% of CofC	457 undergraduate graduates 21% of CofC
~1444 undergraduate majors	~1549 undergraduate majors	~1472 undergraduate majors
~190 undergraduate minors	~226 undergraduate minors	~211 undergraduate minors
SBE students' SAT average: 1123	SBE students' SAT average: 1145	SBE students' SAT average: 1145
Average class size (fall 2005-06): 28	Class size: 10 classes had 50+ students; 397 classes had less than 50 students	Class size: 9 classes with 50+ students 351 classes with less than 50 students

SBE Graduates by Major

Year	ACC	BADM	ECON	HTMT	INTB	TOTAL
2000-1	42	264	11		38	355
2001-2	31	261	27		60	379
2002-3	29	302	22		70	423
2003-4	54	274	22		74	424
2004-5	47	289	31		81	448
2005-6	43	295	21	34	46	439
2006-7	38	288	32	50	49	457

SBE Majors enrolled for 2006-07 Academic Year

Major	Fall 2005		Spring 2006		Fall 2006		Spring 2007	
	Undergrad	Grad	Undergrad	Grad	Undergrad	Grad	Undergrad	Grad
ACC	146	39	162	34	156	52	151	43
BADM	866		908		830		794	
ECON	71		92		87		88	
HTMT	112		168		188		202	
INTB	205		219		211		208	
Total	1,400		1,549		1,472	52	1,443	43

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Undergraduate Admissions Requirements

The School successfully implemented SBE Admissions Requirements which went into effect in the fall of 2006 to further our goal of academic excellence. Students are required to make a grade of “C-” or above on a set of six prerequisite courses in Accounting, Economics, Statistics, and Calculus.

Accounting Graduate Program

Graduate enrollments in the Masters of Accountancy program

2004-05	2005-06	2006-07
25 M.S. Accounting graduates 35 students in program	24 M.S. Accounting graduates 34 students in program	48 M.S. Accounting graduates 40 students in program

The Accounting Masters program grew significantly over the past year. Double the number of students graduated in 2007 compared with 2006.

CAREER DEVELOPMENT AND STUDENT PLACEMENT

Under the leadership of Laura Demarse, our enhanced career services office had a very productive year. Student internship coordinators were also added to manage internships in our Hospitality and Tourism Management and Economics and Finance departments. 112 students in the School of Business and Economics completed for credit internships during the 2006-07 academic year. In addition, the career services office piloted a Career Development Program with a \$10,000 grant from the Academic Affairs / Academic Experience Office. Professional development activities were added including the online Employon job search portal for our students.

School Placement Data

Degree major	2006	Placement at time of graduation	2007	Placement at time of graduation
	Average salary		Average salary	
ACC	\$42,613	59%	\$43,500	38%
BA	\$33,163	26%	\$34,600	37%
H&TM	~\$27,200	36%	\$33,000	47%
IB	\$32,958	17%	No data	10%

FACULTY

- The School of Business has 69 full-time faculty, 93 percent of whom hold a Ph.D.
- Eight new faculty members were hired for 2006-07 and ten new faculty members in 2007-08.
- Faculty Scholarship in 2006-07:
 - 55 peer reviewed journal articles
 - 129 presentations, lectures, panels and papers
 - 4 book chapters
 - 1 book

DEGREES PROGRAMS

Majors Minors / Concentrations

Bachelor of Science

- Accounting
- Business Administration:
 - *Entrepreneurship*
 - *Finance*
 - *Marketing*
 - *Global Logistics & Transportation Management*
 - *Hospitality & Tourism Management*
 - *Leadership, Change & Social Responsibility*
- Economics
- International Business
- Hospitality & Tourism Management

Master of Science in Accountancy

CENTERS

Tate Center

Funding and staff support has allowed us to greatly expand the work of the **Tate Center for Entrepreneurship**.

We currently run the following programs through Tate:

- Student Managed Enterprises
- Students in Free Enterprise (SIFE)
- Youth Entrepreneurship South Carolina (YEScarolina)
- Entrepreneurs-in-Residence program
- Family Enterprise Forum
- Franchise Management Program
- Women in Business initiative in cooperation with the Center for Women
- Accounting Continuing Professional Education – ACPEN
- MIT Enterprise Forum

Real Estate Program

The **Real Estate Program** within the School of Business and Economics meets the needs of the complex, ever changing real estate industry by leveraging programs and courses within the College of Charleston as well as outside institutions. Strong growth in the real estate industry has brought economic prosperity to many areas of South Carolina. This has translated into increasing demand for employees with a strong, focused undergraduate education in real estate. It also demands an understanding of the political, business and environmental issues required for

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future development. The School's program will emphasize a real world approach including experimental learning through industry internships and direct industry participation. Local leaders in the industry have expressed the need for and willingness to support a real estate program at the College.

The program is a public private partnership with a \$1,000,000 endowment from the Carter Family to establish the Carter Center for Real Estate at the College.

Global Trade Initiatives

Global Trade Initiatives (GTI) *“supporting economic development through international trade education, outreach, and research”*

The GTI is housed in the College of Charleston's School of Business and Economics. Its port-city location, in the beautiful historic city-center, places the GTI in the heart of the international trade community. Top-notch facilities at the Beatty and Tate Centers make the GTI the ideal venue for international trade seminars, workshops, and lectures. The GTI continues to build upon longstanding relationships with the SC World Trade Center, the State Ports Authority, and other international trade organizations in order to expand international trade education to mid-career professionals. In conjunction with the S.C. World Trade Center, for example, it is now the first S.C. organization to offer the NASBITE Certified Global Business Professional™ program.

Office of Economic Analysis

The **Office of Economic Analysis** is part of the School's Economic Partnership Initiative, linking academic programs at the College of Charleston with key segments of the Lowcountry economy. The primary role of this office is to provide objective analysis and interpretation of economic data and trends in the national, regional and local economy. The Office consists of Dr. Frank Hefner, Director and Professor of Economics, and Research Associate, Marcia Snyder.