



## WILBUR O. AND ANN POWERS COLLEGE OF BUSINESS

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Dean Wendy York  
at CUBS Professional Night

## THE WILBUR O. AND ANN POWERS COLLEGE OF BUSINESS

is transforming students into innovators, entrepreneurs and leaders who succeed in the global marketplace of ideas. Through an immersive educational experience, both in and out of the classroom, our students become proven, market-ready leaders, poised to shape the future.

The college nurtures individual development, bolsters entrepreneurial thinking, spurs social and economic prosperity, provides customized professional education and sparks a lifelong desire for learning through high levels of interaction and collaboration among students, faculty, business and industry, nonprofit centers, and civic and governmental agencies. From the classroom to the community, we develop bold leaders who will make a positive and lasting impact on society. Now more than ever, **Clemson Means Business.**

### OUR NEW HOME FOR BUSINESS EDUCATION

Situated in the heart of campus, the new Wilbur O. and Ann Powers College of Business building is a think tank environment, bringing students, faculty and industry together in a collaborative, inspiring space that is forward thinking in its design and daily application. Business students have the kind of attractive environment that compels them to work, engage, study, ask hard questions, challenge themselves and work together.

Our new home has space to accommodate growth, allows students and faculty to be centrally located in one building, and incorporates the technological capabilities of this top university.

## DEPARTMENTS & SCHOOLS

- Accountancy
- John E. Walker Department of Economics
- Financial Management
- Graphic Communications
- Management
- Marketing
- MBA Programs
- ROTC Aerospace Studies (Air Force)
- ROTC Military Leadership (Army)

HIGHLIGHTS >

# Wilbur O. and Ann Powers College of BUSINESS

## HIGHLIGHTS

### INNOVATION AND RESEARCH

- **Center for Corporate Learning** brings together Clemson's expert instructors and thought leaders, along with industry experts from across the nation to create dynamic learning environments for executive education and professional development. The center is dedicated to delivering job-specific solutions for today's complex business world.
- **Clemson Institute for the Study of Capitalism** explores the moral, legal, constitutional, political and economic foundations of capitalism. The institute is particularly devoted to fostering a serious examination of a free society.
- **Clemson MBA in Business Analytics (MBAbA)** program is for those who wish to become skilled at leveraging data to maximize effective decision making for an organization. Analytics may be used as input for making decisions across all realms of business including marketing, human resources, customer service or research and development.
- **Erwin Center for Brand Communications** partners with industry professionals to teach students creative methods and strategies for building brands and reaching customers through emerging technologies and insightful real-world strategies.
- **Hayek Center for the Business of Prosperity** is a hub of research and teaching that explores critical questions surrounding the role of business as a means of improving the human condition.
- **Information Economy Project** is where law & economics meet telecommunications policy. The IEP supports academic research, policy analysis, and popular commentary using economic theory and empirical methods to evaluate the challenges facing policy makers, judges and entrepreneurs throughout the sector.
- **Phyfer Innovation Hub** is housed within the Clemson MBA space at Greenville ONE and provides MBA students, faculty and the upstate community a place to meet and share innovative thought and practice. This includes mentoring promising startups and providing ongoing support for workplace innovation.
- **Sales Innovation Program** focuses on being a nationally renowned resource for sales education, sales research and valuable academic partnerships.
- **Sonoco FRESH Initiative** is a multi-disciplinary hub for innovation and research established to address the global food waste problem by looking holistically at the food lifecycle and identifying opportunities that reimagine the processes, sciences, technologies and behaviors throughout the food supply chain from harvest to retail.
- **Sonoco Institute of Packaging Design and Graphics** utilizes the synergies that exist between the graphic communications and packaging departments. The only university program in the country with this one-of-a-kind multidisciplinary approach, the Sonoco Institute attracts economic development and recruits, hires and maintains the top researchers.

### ENTREPRENEURSHIP

- **Arthur M. Spiro Institute for Entrepreneurial Leadership** supports educational, research and outreach programs that promote entrepreneurial activity and economic development of the region, state and nation.
- **Clemson MBA in Entrepreneurship & Innovation (MBAe)** is designed to help students jump start their venture from concept to company in just one year. Most classes are team-taught by Clemson professors and successful entrepreneurs and business leaders who illustrate real-life examples of how to put business concepts into action.
- **Clemson Venture Accelerator** serves all students, faculty and staff looking to start or advance an entrepreneurial venture by providing a community and support throughout the stages of developing their company including workshops, incubator workspace, peer mentoring programs, advising and other valuable resources.
- **Regional Economic Development Center (REDC)** provides startup support and services to participating community incubators across South Carolina. The center employs faculty, graduate and undergraduate students as part of the Technology Villages program, which provides a broad range of services for startup companies.
- **Small Business Development Center** offers personal guidance and assistance to small business owners and entrepreneurs in surrounding counties.

## LEADERSHIP AND ENGAGEMENT

- **ILEAD!** is a multiyear certification program designed to provide participating students with a structured, yet flexible, approach to learning about leadership.
- **Leaders in the Classroom and Lunch and Learn Programs** enhance student learning by inviting successful alumni and industry leaders to speak with students in the classroom.
- **Living-Learning Communities** include the Community for Undergraduate Business Students (CUBS), Clemson IDEAS for entrepreneurial students, Army ROTC, and Air Force ROTC. Students live in a tight-knit community and participate in various activities together throughout the year.
- **Professional Development Workshops** provide business majors or minors with the opportunity to participate in career development activities, workshops, and free courses and seminars that help launch them into the professional world.
- **Thomas F. Chapman Leadership Scholars Program** identifies freshmen who show leadership potential and nurtures those qualities throughout their Clemson career. The program is designed to enrich students' academic preparation beyond the classroom and curriculum and support the college's mission to develop leadership abilities in its students.
- **Tiger Ties Mentorship Program**, with more than 600 mentors and mentees, gives students a head start on creating real-world connections that extend beyond the borders of the University by pairing current students with alumni and friends who are successful, experienced professionals.
- **Student Services Centers**
  - **Academic Advising** creates and administers a network of high-quality guidance and support services that facilitate intellectual and personal development throughout a student's college career.
  - **Office of Career & Global Engagement** helps business students become globally competitive professionals through programs that enhance their leadership capabilities and career-readiness. Students receive assistance with professional development, finding internships, resume review, full-time job search advice, interviewing skills, leadership opportunities and study abroad information.
- **Student Learning Labs**
  - **Melvin and Dollie Younts Trading Room** allows students to gain real-time trading experience using the latest tech.
  - **Manufacturing Management Lab** promotes learning through modern principles of manufacturing management, leading-edge enterprise resource planning software, teamwork and leadership.
  - **Garrison Sales Lab** is a training ground for students seeking guidance on how to enhance their communication skills, hone their interviewing techniques and prepare for a career in sales.

Learn more about our programs and departments at [clemson.edu/business](https://clemson.edu/business).

*Gateway to World Markets and McLaren Project*





Thomas F. Chapman Leadership Scholars

## ACCOMPLISHMENTS & RANKINGS

- The Wilbur O. and Ann Powers College of Business is accredited by AACSB International, the Association to Advance Collegiate Schools of Business.
- *College Choice* ranked the Wilbur O. and Ann Powers College of Business No. 39 among the nation's top undergraduate business degree programs, and No. 1 in South Carolina.
- The Department of Management is home to some of the most highly-ranked academicians worldwide — Phillip Roth is among the top 1% of organizational behavior researchers in the world, and Aleda Roth's work ranks in the top 1% of production and operations management scholars in the U.S. and seventh worldwide in service management research.
- The School of Accountancy's master's program graduation rate exceeds 95% and our students have an average 80% pass rate on each section of the CPA exam by graduation. Job placement for domestic students has exceeded 85% by their graduation date. The master's program also has had six Elijah Watt Sells Award winners in the last four years.
- The B.S. in financial management was named one of the "30 Best Financial Programs" by *Financial Planning Magazine*.
- Business faculty members Carter McElveen, Kerri McMillan, Jack Wolf, Russ Madray and Mary Ann Prater have won Clemson's Alumni Master Teacher award.
- The John E. Walker Department of Economics ranks No. 8 among U.S. southern universities in faculty research productivity, according to a recent study that includes all U.S. colleges and universities located in the South which are designated by *U.S. News & World Report's* "America's Best Colleges" as national institutions. In a recent National Research Council Assessment of Doctoral Programs, our applied economics graduate programs ranked No. 2.
- The B.S. in marketing is ranked No. 13 among the nation's top undergraduate marketing degree programs, and No. 1 in South Carolina, according to *College Choice*.
- The Department of Graphic Communications has had a 95% or higher graduate job placement rate, many years achieving 100%, since it was formed in 1999. All students are required to complete two internships before graduation.