



## WILBUR O. AND ANN POWERS COLLEGE OF BUSINESS

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## 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 Powers 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.

### MISSION

The Wilbur O. and Ann Powers College of Business graduates servant leaders equipped with 21st century skills to thrive in a dynamic global economy.

### VISION

The College will leverage the strengths of its Foundational Disciplines (academic departments) to create Signature Programs. These business-critical competencies will be a differentiator and contribute to Clemson University's rise in educational relevance on a national level.

# Wilbur O. and Ann Powers College of BUSINESS

## HIGHLIGHTS

### 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)

### MASTERS & Ph.D. Programs

- Accounting
- Economics
- Management
- Marketing
- MBA
  - corporate
  - business analytics
  - innovation & entrepreneurship
  - digital brand marketing

### SIGNATURE PROGRAMS

- **Leadership** is built around our emphasis of producing leaders of business and industry. This certificate program teaches leadership and cultivation of the notion that leadership is a choice, not a title.
- **Business Analytics** is a skill critical for business professionals to make data-driven strategic decisions. The program will equip students, regardless of their business major or career path, with critical analytical skills, experience and confidence.
- **Sales Innovation** provides students a proficiency in understanding the technique for effective, efficient and honorable sales in services, technical and medical fields through hands-on learning opportunities.
- **Digital & Brand Marketing** prepares students for careers in marketing, printing, packaging and visual communications. The interdisciplinary approach to teaching within the Erwin Center and Sonoco Institute is conducive to partnerships with industry practitioners, resulting in real-world, hands-on learning.
- **Financial Markets** provides educational opportunities, experiential learning and enrichment activities for our students and faculty in our on campus trading room.
- **Entrepreneurship** is the business of innovation. The Wilbur O. and Ann Powers College of Business will elevate the stature of course offerings and experiential learning opportunities to become a major driver in Clemson's entrepreneurial environment by providing competitive and relevant programming and campus-wide buy-in.
- **Value Chain and Advanced Manufacturing** leverage the business school's strong supply chain management faculty expertise and industry needs to create market-relevant educational programs that blend analytic and creative thinking. The program partners business, engineering and science with industry to meet advanced manufacturing needs.
- **Customer Experience (CX)** – Customers and clients are at the confluence of each business. Through our CX program, we explore how the tactical approach of each business line, the organization's leadership teams and vision transcend to formulate a meaningful experience that retains customers and fosters an enduring growth in its market.
- Our **MBA** is highly regarded for its innovative, applied approach to advanced business topics. Students enrich their classroom experience by collaborating with prestigious domestic and international companies on real-world projects. They network with executives, entrepreneurs and HR professionals throughout the program and access personalized, individual career counseling and job placement assistance including employer networking forums.

## 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.
- **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. The center also hosts an internal, student-led creative agency with paying clients from actual businesses.
- **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.
- **J. Daniel and Nancy Garrison Sales Innovation Program** focuses on being a nationally renowned resource for sales education, sales research and valuable partnerships with multiple corporate sponsors.
- **MBA in Digital Brand Communications** has been designed specifically for working professionals, featuring the convenience of online learning along with the development of strong connections over residency weekends, as well as the unique opportunity to share courses with master's level graduate students from other disciplines. In-person classes are scheduled for two weekends (Friday-Sunday) per semester, and the remainder of the coursework is completed online. Incoming students take part in orientation and Statistics Bootcamp in July of their first year.
- **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.
- **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 multidisciplinary approach, the Sonoco Institute attracts economic development and recruits, hires and maintains the top researchers.

## ENTREPRENEURSHIP

- **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.
- **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 (SBDC)** offers personal guidance and assistance to small business owners and entrepreneurs in surrounding counties, as well as hands-on consulting experience for our graduate students.

## LEADERSHIP AND ENGAGEMENT

- **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.
- **Student Learning Labs**
  - **Melvin and Dollie Younts Trading Room** allows students to gain real-time trading experience using the latest technology.
  - **Econometrics Lab** is dedicated to the study of economic and strategic decision making, fostering a combination of economic theory, game theory, behavioral economics, laboratory experiments and survey research.
  - **Garrison Sales Lab** is an experiential training ground for students seeking guidance on how to enhance their communication skills, hone their interviewing techniques and prepare for a career in sales.
- **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.
- **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.

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