ABOUT COASTAL CAROLINA UNIVERSITY

Coastal Carolina University is a dynamic, public comprehensive liberal arts institution located in Conway, just minutes from the resort area of Myrtle Beach, S.C., USA. The University offers 55 areas of study toward the baccalaureate degree and seven master’s degree programs in education, writing, coastal marine and wetland studies, the Master of Business Administration (MBA) and the Master of Accountancy (MAcc). Ten new undergraduate degree programs were recently added, including biochemistry, economics, graphic design, information systems, musical theatre, theatre arts, as well as criminology, health and aging, and social justice tracks in sociology.

More than 9,000 students from across the country and the world interact with a world-class faculty, and enjoy a nationally competitive NCAA I athletic program, an inspiring cultural calendar, and a tradition of community interaction that is fueled by more than 120 student clubs and organizations.

CONTACT INFORMATION

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Management

E. Craig Wall Sr.
College of Business Administration

www.coastal.edu/business
ABOUT THE WALL COLLEGE OF BUSINESS

The Wall College of Business is named for E. Craig Wall Sr., a legendary South Carolina businessman who was known for his energy, vision, integrity and generosity. Because Wall College faculty members make it a priority to pass these core values to their students, the college has become a superb training ground for a successful business career. The Wall College offers majors in accounting, economics, finance, management, marketing and resort tourism, and graduate programs such as the Master of Business Administration (MBA) and the Master of Accountancy (MAcc). The PGA Management program, which is one of only 20 programs nationally accredited by the PGA of America, provides internship opportunities at America’s finest golf facilities.

The Wall College also boasts unique programs such as the Wall Fellows program, a university wide program designed to provide professional and personal development for students interested in pursuing high-level career tracks. There is also the NASCAR® Kinetics: Marketing in Motion program, which involves a specially selected group of students in a hands-on learning experience in the motorsports industry. A wealth of international opportunities geared towards preparing students for the global business environment are also offered. Because of the superb training that is provided by the Wall College, our graduates are excelling in an impressive range of roles, such as bank presidents, corporate CEOs, entrepreneurs, golf professionals, Certified Public Accountants (CPAs), resort executives and college professors.

WHY MAJOR IN MANAGEMENT?

Management has a variety of definitions, but to put it simply, it is “the art and science of directing the operations of both individuals and organizations.” Specifically, the overall function of management is often broken down into four general categories: planning, leading, organizing and controlling. The overall effectiveness of an organization depends on how it is managed. In short, management is what makes a business enterprise a real organization rather than simply a collection of people.

A recent study by Georgetown University found that more people with bachelor’s degrees majored in business management than any other field of study. Managers are essential in all types of businesses because they are “problem solvers.” From setting and achieving organizational goals to settling personnel issues among employees, the manager is the “go to” person. Because of the universal demand for skilled and competitive managers, management is a good career choice from the standpoint of job opportunities. Careers include management positions in operations, human resources, sales and marketing, healthcare, financial services and public relations. The management curriculum at Coastal Carolina University is quite diverse, and includes concentrations in managerial entrepreneurship, human resource management, international management and operations and technology management. A bachelor’s degree in management from the E. Craig Wall Sr. College of Business Administration is a great way to get started on a path to a successful management career.

CURRICULUM

If you are interested in majoring in management and would like more information about the program’s curriculum, contact the chairperson of Management and Decision Sciences at 843-349-4175 (Inside U.S.) or +1-843-349-4175 (Outside U.S.) or via email at wcobmads@coastal.edu.