Darla Moore School of Business
University of South Carolina

Producing World-class Leaders for the Global Business Environment
Producing world-class leaders for the global business environment

For more than 90 years, the Darla Moore School of Business has provided an outstanding business education to students who have gone on to become leaders in every business sector. Known worldwide for its top-ranked programs in international business, the Moore School is home to a world-class faculty and eight major research centers.

The Moore School is committed to educating leaders in global business, and to playing a central role in the economic growth of the state by bringing the world to South Carolina, and South Carolina to the world.
Darla Moore School of Business

At a Glance

• Influential business and economic research
• World-class faculty and top-ranked international programs
• Leadership in supporting business innovation, entrepreneurship and economic development
• Enterprise solutions for state, national and multinational corporations

Top-tier Business School Rankings

• #1 undergraduate international business degree (U.S.News & World Report, 2012)
• Top-ranked public university and #3 overall for graduate international business (U.S.News & World Report, 2012)
• #3 for international experience (Financial Times, 2012)
• #3 for fastest return on MBA educational investment (BloombergBusinessweek, 2009)
• #9 undergraduate Risk Management and Insurance program (U.S.News & World Report, 2012)
• Top 20% of business schools worldwide in the Aspen Institute’s “Beyond Grey Pinstripes” ranking (2011-12)
• #25 Professional MBA program (U.S.News & World Report, 2012)
The New Darla Moore School of Business

A New Building, a New Standard for Innovation

In December of 2013, the Darla Moore School of Business will take occupancy of its new home currently under construction at the gateway to the university's Innovista research district. The Moore School’s new building is designed to enhance learning, research and collaboration and will set the highest standard for innovation and energy efficiency in higher-education facilities.

The building has created a buzz not only for its iconic design by Rafael Viñoly Architects of New York, but also for its green features.

The main level houses a visitor’s center, a café, a trading room with stock market ticker boards and doors that open to an expansive, open-air courtyard.

The first floor is the learning level. It features a variety of classrooms, all designed with technology and flexibility for student project collaboration in mind. It also includes a 500-seat lecture and performance hall, the result of a partnership with and support from the School of Music.

The third floor houses executive education, classrooms outfitted with advanced telepresence technology, a conference center with meeting spaces and administrative offices. Faculty offices and a research lab are located on the fourth floor.

The roof, which features green turf to reduce heat and improve energy efficiency, is one of the myriad sustainable features of the building.

Sustainability

Designs incorporate goals for earning a LEED Platinum and a Net-Zero rating, meaning that the building will generate as much energy as it consumes. The Moore School was selected by the U.S. Department of Energy to work with its national laboratories in its Net-Zero Energy Commercial Building Partnership program. As a result of the partnership, the Moore School has benefitted from expertise in energy technologies and building systems and design and operating practices.
Building Features

For our Community

• 251,891 gross square feet
• More than 2,000 classroom seats in 35 classrooms
• More than 40 meeting rooms/project spaces
• Multiple rooms equipped with advanced telepresence technology
• 136 faculty offices, and space for more than 100 Ph.D. students
• 500-seat lecture and performance hall
• Café, trading room and areas for individual and group study
• Outdoor views, skylights and natural lighting elements designed to enhance productivity and reduce sick days
• Advanced systems that continuously monitor energy use and air quality

For our Planet

• Green rooftop terraces
• Collection and reuse of rainwater for irrigation and toilets
• Landscaping to reduce the heat island effect
• Technical support from the U.S. Dept. of Energy identified additional opportunities for energy efficiency
• Innovative, energy-efficient heating and air conditioning systems
• Abundant use of natural light for livability and energy savings
• Building materials with recycled content save resources
• Construction waste recycled

When the new home of the Darla Moore School of Business at the University of South Carolina is completed in 2013, it will be one of the greenest buildings of its size in the world.
Research Productivity

- #1 for research productivity among international business faculty in North America and #2 worldwide (Journal of International Business Studies, 2006-11)
- #1 for experimental accounting research productivity (Brigham Young University study, 2010)
- UT Dallas ranks the Moore School 39th among North American business schools for research productivity.

The five schools identified as aspirant peers at the university level (University of North Carolina, University of Maryland, Indiana University, University of Virginia and University of Missouri) had an average ranking of 38.8 on the UT Dallas ranking system. The five schools identified as peers (Rutgers University, University of Connecticut, University of Georgia, University of Tennessee and University of Kentucky) had an average rating of 74.14 on this ranking.
Moore School Faculty

Selected Faculty Honors and Awards

- Tatiana Kostova and Kendall Roth—Fellows in the Academy of International Business
- Rob Ployhart—Fellow in the Association of Psychological Science
- Scott Jackson—Award for Greatest Impact on Practice in Management Accounting, American Accounting Association, 2012
- Chuck Kwok and Omrane Guedhami—Moskowitz Prize for Socially Responsible Investing, 2011
- Chuck Kwok and Omrane Guedhami—Best Paper Award in Financial Institutions, Southwest Financial Association Conference, New Orleans, 2012
- Manoj Malhotra—Best Paper Award from Decision Sciences, 2011
- Manoj Malhotra—Fellow of the Decision Sciences Institute
- Joshua Pierce—BlackRock Michael Brennan Award, Review of Financial Studies, 2010
- Tom Hughes and Mariah Lynch—"The Best 300 Professors," The Princeton Review and RateMyProfessors.com, 2012
- Sanjay Ahire—Master Black Belt in Lean Six Sigma through the American Society of Quality
- Marc van Essen—Richard N. Farmer Dissertation Award, Academy of International Business, 2012
- Gerry McDermott—Fernand Braudel Senior Fellowships from the European University Institute in Florence, Italy, 2012
- Terry Shimp—Distinguished Service Award from the Journal of Consumer Research, 2012
Endowed Chairs and Professors

Allen Berger
Finance Department
H. Montague Osteen, Jr. Professor of Banking and Finance

McKinley L. Blackburn
Economics Department
James A. Morris Professor of Economics

Henry W. Chappell
Economics Department
Dewey H. Johnson Professor of Economics

Jean Helwege
Finance Department
J. Henry Fellers Professorship of Business Administration

Tatiana Kostova
International Business Department
Buck Mickel Chair and Professor of International Business

Robert Leitch
School of Accounting
Friends of Accounting-Donald H. Cramer Professorship in Accounting

Manoj Malhotra
Management Science Department
Jeff Bates Professorship in Business Administration

Robert Ployhart
Management Department
Bank of America Professorship of Business Administration

Kendall Roth
International Business Department
J. Willis Cantey Chair of International Business and Economics

Subhash Sharma
Marketing Department
James F. Kane Professor of Marketing

Patrick Wright
Management Department
Thomas C. Vandiver Bicentennial Chair

Jean Helwege
Finance Department
J. Henry Fellers Professorship of Business Administration

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Subhash Sharma
Marketing Department
James F. Kane Professor of Marketing

Patrick Wright
Management Department
Thomas C. Vandiver Bicentennial Chair

Fellowships

Scott Jackson
FAD/Cramer Professor in Accounting

Mark Ferguson
Wilbur S. Smith Distinguished Moore Fellow

Greg Niehaus
James Bradley Distinguished Moore Fellow

Chuck Kwok
Charles W. Coker, Sr., Distinguished Moore Fellow

Satish Jayachandran
Francis M. Hipp Distinguished Moore Fellow

Audrey Korsgaard
Moore Fellow

Brian Klaas
Moore Fellow

Sherry Thatcher
Moore Fellow

Rich White
Moore Fellow

Randy Rose
Moore Fellow

Jayaram Jayanth
Moore Research Fellow

Omrane Guedhami
Moore Research Fellow

Brad Tuttle
Moore Research Fellow

Page Prize

The Dr. Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curricula, created by the Moore School in 2008, promotes the introduction and improvement of sustainability courses and associated coursework into the curricula of business schools in the United States and abroad. The winning submissions are part of a growing database of course descriptions and curricula available for business faculty around the world to use. More than 45 courses are included on the database, which is accessible on the Moore School website and through Moore School’s partner page on the Aspen Institute’s website.
Research at Moore

The Moore School’s Division of Research not only supports the efforts of the school’s faculty, it also reaches beyond the academic environment into the public and private sectors in the United States and the world. By conducting applied practical research on timely business and economic topics, the division has become a recognized center of expertise on economic issues.

The division uses the research talents of the Moore School faculty from all areas of business and economics, including:

- Economic impact analysis
- Economic trend analysis
- Market surveys and analysis

SCDash.com

As part of the Moore School’s commitment to encouraging economic growth in South Carolina, the school created SC Dash, an online clearinghouse for economic data about South Carolina. SC Dash is managed by the Division of Research at the Moore School.

The site provides current, reliable aggregated data and quick, customizable searches and analytical capabilities. SC Dash generates user-defined graphs that present statistical information in an easy-to-use format, allowing users to evaluate a wide variety of economic data at a glance.

SC Dash compiles data from diverse sources: private and public, national and statewide. Users can create interactive graphs using multiple criteria that can aid with site selection, intelligence gathering, business development and personnel recruitment. SC Dash gives users a simple way to view objective, up-to-date information about South Carolina’s economy.
Moore Research Centers

Risk and Uncertainty Management Initiative

This year, the Security Executive Council (SEC) and the Moore School formed an alliance to bring together and expand upon the significant interests, resources and focuses of both organizations concerning risk. The goal of the initiative is to combine each organization’s expertise in business and security risk research, management and education. The new entity will operate under the banner of the Risk and Uncertainty Management Initiative within the Moore School.

Initial efforts will focus on executive education, research and events for business and security executives and a corporate executive-in-residence program. These efforts will combine the academic work of the faculty at the Moore School with input from experienced security practitioners and applied research from the SEC. Output will be shared with the risk management community in the form of guidance documents, business and research publications and knowledge exchange partnerships with businesses, government agencies, other universities and nonprofit organizations.

Center for Global Supply Chain and Process Management

The Center for Global Supply Chain and Process Management (GSCPM) provides cutting-edge education and training to students and innovative, value-added solutions to client organizations in the areas of process improvement and global supply chain design, coordination and implementation. The center offers expertise to help firms improve their supply chains.

Faber Entrepreneurship Center

The Moore School will remain a global leader in business education and a catalyst for economic development because it stays at the forefront of entrepreneurship, innovation and change. The school formed the Faber Center to develop USC’s entrepreneurship program as it continues to encourage and prepare students to take their entrepreneurial skills into the ever-changing global economy. The center works closely with state economic development and business support organizations to support economic growth in South Carolina.

Through the Center for Global Supply Chain and Process Management, corporate partners connect with faculty and students on a wide range of process improvement and supply chain projects, saving member companies millions of dollars and providing students the opportunity to earn their Lean Six-Sigma Green Belts.
Moore Research Centers

Riegel & Emory Human Resources Center
The Riegel & Emory Human Resources Center is devoted to supporting research and education in the area of human resources, including work values, teams in the multinational corporation, HR outsourcing, workplace dispute resolution and organizational restructuring.

Center for International Business Education and Research (CIBER)
The Centers for International Business Education and Research (CIBERS) were created to increase and promote the nation's capacity for international understanding and economic enterprise. The CIBER program at the Moore School, one of 30 such centers created by the federal government, links the manpower and information needs of U.S. business with the international education, language training and research capabilities of universities across the nation.

Center for Marketing Solutions
The Center for Marketing Solutions leverages the Moore School's collective expertise, creativity and energy to deliver marketing resources and knowledge to local, regional, national and global businesses.

Center for Business Communication
The Center for Business Communication is a free service for the entire Moore School community of students, faculty, staff and alumni, and one of the first centers of its kind in the country. The Moore School’s Center for Business Communications is considered a model for other business schools.

In addition to communication consulting for faculty and students, the center provides pedagogical support to faculty, lecturers, instructors and graduate teaching assistants who wish to include communication elements in their course assignments, or who have students with special needs relating to communication.
Advancement

The Darla Moore School of Business’ new building is an important part of creating a world-class home for a world-class school of business. But more important than the physical structure is the ongoing commitment to excellence in business education that every student in the Moore School comes to expect. The generous gifts from alumni, faculty, staff and other members of our community continue to support a wide array of opportunities, including faculty development, study abroad, internships, research and class projects that give students the experiences they will need to succeed both today and in the future.

The Moore School’s loyal, engaged alumni, as well as many other individual and corporate supporters, recognize the immense impact the school has on the state and region—in research, economic development, support for businesses and creation of talented new graduates.
Business Partnership Foundation

When the USC-Business Partnership Foundation (BPF) was incorporated in 1969, a partnership between the business and academic communities was formalized with a commitment to make the Darla Moore School of Business one of the best in the nation.

The BPF, in addition to providing supplemental financial support for the Moore School, also acts as an advisory body to ensure that the school remains attuned to the needs of those it serves. The foundation provides a focus for the partnership between the business sector and the university that is essential to the continued qualitative growth of the business school.

The offices of the Business Partnership Foundation are located within the Moore School.

Alumni

The Alumni Relations Office builds lifelong links to the Moore School of Business by promoting professional development and building a strong network of alumni worldwide.

- More than 42,000 living alumni
- 31,000 with undergraduate degrees
- 13,000 with graduate degrees
- 3,000 with more than one degree from the Moore School
- Average age of alumni = 43 years
- Located in 90 countries

Darla Moore School of Business Endowment

Business Partnership Foundation Endowment $34,304,969
Educational Foundation Endowment $43,183,685
Total Moore School Endowment $77,488,654

Gift value of future bequests to the Moore School $62,000,000
More than 4,000 undergraduate and almost 1,000 master and doctoral students attend the Darla Moore School of Business—the second largest division of the University of South Carolina, which has more than 29,000 Columbia campus students.

Innovation is the key to the success of the Moore School. The school has a history of keeping pace with the ever-changing global market through a blend of academic preparation and real-world experience. By emphasizing a global perspective, internships, foreign language learning and entrepreneurial opportunities in its undergraduate and graduate curriculum, the school has earned international recognition.

Academic programs at the Moore School also emphasize sustainable enterprise and development, with the mission to promote education and research to tackle the complex issues related to corporate responsibility, viable economic development and stewardship of resources—both human and natural. This strategy, together with our continuing focus in international business, furthers the Moore School’s leadership in international business education.
Student organizations

Alpha Kappa Psi
American Marketing Association
Association of Supply Chain Students
Beta Alpha Psi
Beta Gamma Sigma
Carolina Finance Club
Gamma Iota Sigma
Delta Sigma Pi
Entrepreneurship Club
Gamecock Economics Society
Global Business Council
Institute of Management Accountants Student Chapter
National Association of Black Accountants
Net Impact
Society for Human Resource Management
Student Leadership Council
Women in Business Council

The Proving Ground business plan competition

The Moore School’s business plan competition, in its third year, has gained momentum with increased student participation and sponsor support. “The Proving Ground” is open to all USC undergraduate and graduate students in all disciplines, at all eight campuses. The 2012 competition offers a total of $40,000 in prizes and startup support, up from $3,000 awarded in previous years, which places USC among the top colleges that have business plan competitions.
Core Programs: Undergraduate Studies

Undergraduate course work at the Darla Moore School of Business leads to the Bachelor of Science in Business Administration degree.

Undergraduate programs, generally completed in 122 credit hours, emphasize a strong liberal arts background combined with theory and practice in business administration. The integrated core curriculum provides a solid business foundation by introducing students to marketing, management, finance and risk management, production and operations management, and their relationships to each other.

Courses common to all programs include business communications, entrepreneurship, and international business, as well as accounting, economics, computer applications, and business law.

In addition to a core curriculum, other courses are required in English, history, foreign language, natural and behavioral sciences, and other disciplines. The requirement of 18 hours of directed study outside the school encourage students to select one of the many minors offered by the university.

Structured electives can lead to a double major or stronger emphasis in a particular field. Professional advisors are available throughout each student’s academic career to help with decisions and develop career possibilities.

<table>
<thead>
<tr>
<th>Increasing undergraduate enrollment, and increasing average SAT scores</th>
<th>2001</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total undergraduate population</td>
<td>2,609</td>
<td>4,026</td>
<td>4,181</td>
</tr>
<tr>
<td>Total new freshmen</td>
<td>743</td>
<td>1,094</td>
<td>1,159</td>
</tr>
<tr>
<td>Average freshman SAT</td>
<td>1098</td>
<td>1201</td>
<td>1207</td>
</tr>
</tbody>
</table>
Undergraduate majors

- Accounting
- Economics
- Finance
- Risk Management and Insurance
- International Business
- Management
- Management Science
- Marketing
- Real Estate

Students in Undergraduate Majors

- Accounting 16%
- Marketing 19%
- Management 18%
- Finance 17%
- International Business 10%
- Accounting 16%
- Management Science 6%
- Economics 4%
- Real Estate 2%
- Insurance 8%
Global Experience

The Moore School offers a cutting-edge undergraduate business education that prepares students for today's global environment.

Unlike many schools where international implications often are discussed only at the end of the semester, global perspectives and experiences permeate classes at the Moore School. Students have a number of options to gain exposure to global business issues, including:

- International study abroad opportunities
- Foreign language study: Spanish, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Arabic and Swahili
- Specialized programs such as the IBCE (International Business & Chinese Enterprise) program
- Maymester study abroad trips to Europe, Africa and Asia
- International internships
- International Service Learning options
- Undergraduate international research

Undergraduate Partner Exchanges

The University of South Carolina and the Moore School have strong partnerships with universities across the globe.

Europe

- CUNEF – Madrid, Spain
- Erasmus University – Rotterdam, Netherlands*
- ESSEC – Paris, France
- Jönköping University – Jönköping, Sweden
- Koç University – Istanbul, Turkey*
- Tilburg University – Tilburg, Netherlands*
- Université Catholique de Louvain – Louvain-la-Neuve, Belgium*
- EuroMed – Marseilles France*
- Université Dauphine – Paris, France*
- University of Mannheim – Mannheim, Germany
- University of Navarra – Pamplona, Spain
- University of St. Gallen – St. Gallen, Switzerland
- University of Warwick – Coventry, England*
- Zürich University of Applied Sciences – Zürich, Switzerland*
- WU Wien – Vienna, Austria
- LUISS – Rome, Italy

South America

- Fundação Getulio Vargas – Rio de Janeiro, Brazil*
- Universidad de Chile – Santiago, Chile
- Universidad Torcuata di Tella – Buenos Aires, Argentina*

Asia

- Tsinghua University – Beijing, China*
- Fudan University – Shanghai, China*
- Jiao Tong University – Shanghai, China*
- Chinese University of Hong Kong – Hong Kong, China*
- Yonsei University – Seoul, South Korea

*Exchange agreement pending

Magellan Scholar
Justin Jensen
researched economics in Hong Kong in Summer/Fall 2011.
International Cohort Programs

IBCE Track

The primary objective of the International Business and Chinese Enterprise (IBCE) program is to develop undergraduate students into professionals who can operate and succeed in the Chinese business environment. The Darla Moore School of Business will admit 20 students per year into the IBCE program. These students will be matched with 20 students at the Chinese University of Hong Kong (CUHK). During the course of the IBCE program, Moore students work towards a Bachelor of Science degree in Business Administration, major in a special track with the international business concentration, and complete a second business major at the Moore School.

USC students spend their freshman and junior years at USC, and their sophomore and senior years at CUHK. IBCE students will participate in intensive study of Mandarin Chinese (Putonghua) with two summers in Hong Kong. Over the course of the four-year program of study, students may also pursue internships in the United States and China/Hong Kong, with linked opportunities for graduate study.

New Undergraduate Cohort Programs

The Moore School is replicating its successful IBCE program with additional partner institutions worldwide:

- South America – Spanish – Universidad de Chile
- Central Europe – German – WU Wien
- Eurasia – Turkish – Koç University
- Western Europe – French – Université Dauphine
Core Programs: Graduate Studies

MBA Programs

International MBA

Ranked as the #1 MBA program for international business at a public university, the Moore School’s International MBA (IMBA) has been consistently ranked as one of the top MBA programs in the world for over 20 years. Considered a premier program for corporations around the globe to recruit their top talent, the IMBA has a 40-plus-year history of producing global business leaders.

2012 Entering Class Profile:

- 27% Female
- 23% International
- Average GMAT 623
- Average work experience 3.4 years

The Moore School’s IMBA is a rigorous program that combines the intense academics of a premier MBA with the acquisition of a second, third or fourth language (via a four-month immersion abroad). In addition, our candidates complete a six-month corporate consulting project overseas, demonstrating the ability to turn theory into successful implementation and a level of agility in countries outside of their own.

The IMBA curriculum emphasizes a dynamic understanding of the impact of foreign socioeconomic and political factors on multinational businesses. Through intensive international experiences, candidates analyze cross-national and comparative institutional differences to determine successful strategies.

IMBA Core Courses

Global Functional Core: The core focuses on best practices across traditional business functions. Courses include:

- Decision Analysis
- Economics
- Financial Accounting
- Finance
- Management of Human Capital
- Marketing
- Supply Chain and Operations Management

International Business Core: Each candidate completes an advanced treatment of the management of business activities in and across foreign locations, incorporating techniques such as institutional analysis, in the advanced core:

- Global Strategy
- Managing the Multinational Enterprise
- Comparative Institutional Systems

Language Immersion and Overseas Corporate Consulting

IMBA students pursue a second, third or fourth language in order to lead teams and implement strategies and tactics following local principles, and to drive global and standardized strategies across institutional environments.

Introduction to Language: During the first part of the program, participants study a language based on the country or region of their interest. Languages offered are Spanish, French, German, Portuguese, Chinese, Japanese and Arabic.

Language Immersion: Each student participates in an in-country intensive language-training program that lasts from four months to a year, depending upon the language chosen. That ensures that IMBA candidates become both culturally and operationally fluent in order to be best prepared for their global business immersion.

Global Business Immersion: All students participate in a five-to ten-month international consulting project or internship focused on a specific global, cultural and business environment.

Thematic Specialization: Students will choose from a variety of electives, allowing them to customize an individual program of study in the traditional functional areas such as finance, supply chain and marketing. Students may also pursue cross-functional specializations in areas such as innovation and intellectual property management, economic development and enterprise risk management.
Accelerated MBA

The new Accelerated Master of Business Administration (AMBA) at the Moore School is a highly focused experience designed to prepare students in one year to be leaders in an ever more challenging business environment. In addition to providing a solid MBA foundation, AMBA students focus their elective coursework in several different areas. The program will launch in summer 2013.

AMBA Core Courses

**Business Foundation:** Foundation courses include Decision Analysis, Financial and Managerial Accounting, Global Economics, Management of Information Systems, Management of Human Capital, and Leadership. The business foundation addresses the need for business analytics as well as broad managerial and leadership skills.

**Global Functional Core:** These courses focus on best business practices across the disciplines of finance, marketing and supply chain and operations management from a global perspective. Courses integrate functional and international expertise in an interactive classroom environment.

**Capstone Experience:** The capstone course is designed to integrate material covered throughout the program, hone critical thinking skills and develop a strategic perspective.

AMBA Areas of Focus

**Global Supply Chain and Operations Management:** The global supply chain and operations management (GSCOM) focus prepares students with state-of-the-art knowledge and practical, applied experience in the dual competencies of business process improvement and global supply chain management. Designed to prepare students for careers with global manufacturing, service and consulting organizations, the GSCOM focus consists of courses in:

- Lean systems and six-sigma methodologies
- Service operations management
- Strategic sourcing, logistics and distribution
- Supply chain modeling and optimization

**Human Resource Management:** The human resource management (HRM) focus prepares students to work in the management of human capital and to build new expertise in the field. Human capital issues covered in the program include:

- Current global HRM policies and practices
- Integration between HRM and the strategic direction of the organization
- Effective performance and management in team-based structures

- Management of re-engineering efforts
- Staffing and restructuring of departments and organizations
- Planning and providing strategic employee development opportunities

**Corporate Accounting:** The accounting focus is designed for applicants whose objective is to enter or continue a career in the corporate accounting and finance fields. Subject areas for this focus include corporate tax, advanced cost and managerial accounting, and advanced financial accounting. Students also choose from a broad range of electives such as financial statement analysis, international issues in accounting, legal issues in accounting, management of investment risk, governmental accounting, accounting and management control, and corporate finance.

**Entrepreneurship:** Entrepreneurship is a project-based focus that allows students to create business plans and work on cases for start-ups as well as established companies. In addition to traditional courses covering critical concepts and perspectives in entrepreneurship, other highly experiential courses provide significant faculty mentoring and guidance through real-world case studies. Entrepreneurship students also work with the Moore School’s Faber Entrepreneurship Center to develop a personalized curriculum that addresses new venture creation and innovation, the strategy and management of intellectual property commercialization, and management of small, high-growth organizations.

**Marketing Analytics:** Students in marketing analytics gain skills to gather, analyze and manage customer and company data. Students take coursework in marketing management, marketing research, data mining, pricing strategy and analysis, consumer behavior and strategic marketing. As part of the marketing analytics focus, students have the opportunity to take courses that deliver practical consultative experience. Graduate consulting teams work actively to address a challenge faced by an actual organization.

**General Management:** Students who prefer to pursue advanced education in general management have the opportunity to select a more traditional program of study that provides a solid foundation in finance, marketing, leadership, global strategy and management. Students can choose from a broad array of graduate-level courses offered within the Moore School. Students may also opt to pursue a joint degree program, such as a Law and MBA degree (JD/MBA). Through this option, students combine elective courses from the AMBA’s General Management area of focus with courses from the University of South Carolina School of Law’s Juris Doctorate program.
Professional MBA

The Professional MBA (PMBA) program at the Darla Moore School of Business is designed for working professionals who want to earn an MBA without interrupting their careers. The program is available in multiple locations around South Carolina as well as in Charlotte, North Carolina.

2012 Entering Class Profile:
• 28% Female
• Average GMAT 598
• Average work experience 8.4 years

The Moore School’s rigorous curriculum, along with extensive exposure to other working professionals, prepares students for new career opportunities. Ten core courses provide a firm foundation in the functional areas of business, while a variety of electives focus on a particular area of interest. Optional week-long study abroad experiences give students a chance to visit multinational organizations, international stock exchanges and manufacturing operations, as well as opportunities to meet with local entrepreneurs in other countries while enjoying cultural and social events.

Strategic Management, the capstone course of the PMBA program, provides an engaging business simulation that requires students to apply skills and tools developed throughout the program. Students compete against other teams as each group launches a fictitious start-up company.

Program Overview

The Moore School’s PMBA program is offered in Columbia, Aiken, Bluffton, Charleston, Greenville and Spartanburg, S.C., and also in Charlotte, N.C.

• Courses meet one night per week
• Monthly day-long residencies on the Columbia campus of USC
• Telepresence technology used in locations outside of Columbia
• On-demand course capture in real and delayed time
• Completion in 28 months
• No prerequisite business coursework (business degree not required)
Master’s Programs

Master of Human Resources

Innovation, customer service, and efficiency all depend on hiring the right people, developing their skills and abilities, motivating them through effective reward systems and helping them learn how to function as part of a business team. The Moore School’s MHR program prepares graduates to take their place as key players on the top management team.

2012 Entering Class Profile:

- 61% Female
- 11% International
- Average GMAT 588

The 45-credit Master of Human Resources provides students with the strong education and practical experience to accelerate a career as an HR professional. The MHR is a year-and-a-half program, including 27 credit hours of HR-specific coursework, 12 hours of business core courses and a required six credit-hour internship. Students from any undergraduate major are eligible for admission.

The Moore School MHR provides a personalized educational experience with small class sizes and an interactive learning environment, outstanding placement rates and competitive salaries, and strong corporate support, allowing for numerous fellowship opportunities.

Master of Accounting

The Moore School offers the Master of Accountancy (MACC) degree to students who are looking at graduate school and beyond. Small class sizes, an impressive record of job placement for graduates, and solid preparation for the CPA exam are hallmarks of the Moore School MACC program.

2012 Entering Class Profile:

- 51% Female
- 9% International
- Average GMAT 592

The Moore School MACC program is highly respected by accounting firms in the Southeast and beyond, and offers outstanding preparation to be in demand by recruiters from the Big Four accounting firms, other international, regional and local accounting firms and corporate accounting.

The MACC program excels at preparing students to pass the four-part CPA exam. The program’s partnership with Becker CPA Review provides students the opportunity to take a comprehensive, on-campus review course for the CPA exam each spring and summer.

Riegel and Emory HR Advisory Board

Students in the Human Resource Management focus benefit from the highly engaged Riegel & Emory Human Resources Advisory Board. Board members are senior human resource executives from global firms such as ExxonMobil, Shell, Sonoco, Eaton Corporation, Ingersoll-Rand, General Electric, Electronic Arts, International Paper, Bank of America, Quintiles, Duke Energy and Pepsi.

Advisory board members advise and counsel students regarding curriculum needs, participate as guest lecturers in the program and provide students with opportunities to work on faculty-led consulting projects that address critical HR trends and issues. Advisory board companies also provide support through extensive efforts to maximize career opportunities in the human resource field for Moore School graduates. Over the last decade, hundreds of Moore School graduates have built careers as a result of efforts by firms that participate on the advisory board.
Master of International Business
The Moore School has leveraged its position as one of the world’s leading centers for international business education to create the Master of International Business (MIB) program and the MIB Double Degree program to develop global leaders who can meet this growing need.

2012 Entering Class Profile:
- 50% Female
- 75% International
- Average GMAT 643

The Moore School Master of International Business program focuses on integrating the political, economic and cultural aspects of global business in a challenging and flexible curriculum that allows students to specialize within their chosen areas of interest while developing a deep understanding of the relationships between business and government on the world stage.

The curriculum is uniquely multidisciplinary, with the USC Department of Political Science and School of Law as partners in the MIB program. Students develop an appreciation of how the future is being redefined through new forms of public and private interactions and interdependencies. Thus, the program moves far beyond a simple focus on globalized functional business activities and leads to the development of a transnational mindset.

Program Overview
Moore School MIB:
- One-year, interdisciplinary graduate program jointly offered by the Moore School, the College of Arts and Sciences (Political Science) and School of Law
- Provides an appreciation of the cultural, socio-political and institutional settings within which global enterprises operate
- Develops a cross-disciplinary international mindset producing world-class leaders

MIB Double Degree:
- Offers multiple double degree options for our students in partnership with several universities across the globe, including the Grande École ESCP Europe, Koç University and the University of Mannheim
- Gives students the opportunity to spend two semesters abroad studying at a highly respected university, as well as two semesters at the Moore School completing the MIB degree. After two years, graduates will have earned two masters degrees from two different universities.

Master of Arts in Economics
The Moore School’s Master of Arts in Economics program combines a solid foundation in economics with an emphasis on applying that knowledge to real-world situations. While the program prepares students for careers as professional economists in government and business, some graduates use the degree as a springboard toward further education in law or a doctoral degree in business or economics.

2012 Entering Class Profile:
- 38% Female
- 25% International
- Average GRE 316

The Master of Arts in Economics (MAEcon) program at the Moore School combines a layer of in-depth, professional expertise and a solid foundation in economics, followed by the application of that strategic knowledge to real-world business situations. The program is three semesters in length for most students—with course offerings in sought-after areas such as business economics, quantitative economics, money and banking, economic theory, growth and development, international economics, industrial organization and public policy.

Students can choose to specialize in international economics and economic growth or the applied microeconomic areas of health, labor and environmental economics.

The MAEcon program offers thesis and non-thesis options, depending on the student’s preference.

Executive International MBA
The EIMBA program is designed for experienced managers and senior professionals with a minimum of five years of work experience. The length of the program is 22 months, and graduates earn both an Executive International MBA from the Darla Moore School of Business and an MA (Maestria en Administracion) from the Tecnologico de Monterrey.

Classes are held at Tec de Monterrey, Campus Guadalajara, every third weekend. Half of the classes are taught by professors of the Tecnologico de Monterrey, and half by professors of the Moore School, who travel to Guadalajara to teach the classes in person.

The curriculum is composed of 10 core courses, four electives, and three seminars—two residencies in Columbia, SC, and one international study experience (recent cohorts have traveled to Shanghai, China).
Ph.D. Programs

Ph.D. in Economics
The Ph.D. in Economics features a comprehensive yet flexible curriculum. The fields of human resources, international economics and applied microeconomics are especially strong. The doctoral program in economics provides thorough training in economic theory supplemented by knowledge of quantitative tools and understanding of modern economic institutions and policy problems. This program prepares candidates to pursue successfully careers as economists in academia, research, government and business.

2012 Entering Class Profile:
- 80% Female
- 80% International
- Average GRE 314

Ph.D. in Business Administration
The Ph.D. in Business Administration degree program is designed for students wanting to pursue careers in university research and teaching, business and government. To achieve this objective, the program provides an advanced, specialized education in a business administration discipline and intensive training in research methods applicable to business problems.

2012 Entering Class Profile:
- 50% Female
- 75% International
- Average GMAT 698

There are eight departments within the Ph.D. in Business Administration degree:
- Accounting
- Economics
- Finance
- International Business
- International Finance
- Management
- Management Science
- Marketing

Recent Ph.D. placements:
- Accounting – Case Western Reserve University, Quinnipiac University, University of Missouri
- Economics – Ernst & Young, PricewaterhouseCoopers
- International Business – HEC Montréal, Northeastern University, University of Victoria
- Management – University of Alabama, Virginia Tech
- Management Science – Appalachian State University, Florida State University
- Marketing – University of Arkansas, University of Kansas, University of Pittsburgh
Corporate Solutions provides businesses with a variety of consulting services and educational programs:

**Custom-made executive education solutions.** Corporate Solutions provides business leaders and rising executives the expertise and knowledge necessary for maximizing success in diverse economic, cultural and political environments.

**Targeted organizational development programs.** From senior leadership to organizational management in both functional and vertical roles, Corporate Solutions designs and delivers customized solutions to address specific requirements, utilizing our innovative Management Development Center approach.

**Talent resources to meet critical business needs.** Moore School graduates offer the depth and breadth of knowledge and experience needed to be effective, productive, problem-solving contributors.

**Business intelligence for a competitive edge.** The Moore School Division of Research conducts studies of the highest quality for its clients. A team of researchers and clinical faculty work with businesses to develop the insights, advice and solid analysis needed for success in a competitive marketplace.
Corporate Solutions at the University of South Carolina’s Darla Moore School of Business brings customized solutions tailored to pressing talent management and strategic challenges facing organizations in South Carolina and the rest of the world. From customized executive education and organizational development programs, to targeted economic impact research, to securing talented interns and graduates in permanent placements, Corporate Solutions delivers the knowledge and expertise to help businesses compete in the most challenging markets of the world.
Conferences and Seminars

Economic Outlook Conference
The 32nd Annual Economic Outlook Conference sponsored by the Darla Moore School of Business is the state’s premier gathering of economists, policy makers, bankers, investors, business executives and community leaders. The Moore School’s Economic Outlook Conference brings together expert economists from its Division of Research and leaders from business and governmental to provide predictions and perspective on South Carolina’s short-term economic future.

Retirement and Benefits Management Conference
The annual Retirement and Benefits Management Seminar enjoys a national reputation as a forum where plan administrators, business executives, attorneys, bank trust officers, CLUs and CPAs receive the latest and most accurate information on the planning and administration of employee benefit programs and legislation or regulations affecting them.

The Graduate School of Bank Investments and Financial Management
The Moore School’s mission is to provide a hands-on educational experience and to deliver product knowledge, quantitative skills, and market experience in the dynamic fields of investment portfolio, asset/liability and financial management.

Classes start with the fundamentals of valuation and securities pricing. Classes then develop specific investment portfolio management expertise, comprehensive investment product knowledge, and an overview of asset and liability management.

Annual Workshop on Community Bank Investments & Asset/Liability Management & Funding Strategies
The current economic and regulatory environment presents significant challenges to community bankers in managing their security portfolios and overall interest rate risk in the balance sheet. This conference provides a critique of current investment alternatives, examines the trade-offs between different funding alternatives, and describes strategies to enhance portfolio performance and aggregate interest rate risk management practices. It specifically addresses the implications of the recent regulatory guidance on interest rate risk and associated opportunities and responses.

Annual Fixed Income Conference
The Moore School brings together some of the top names in the fixed-income field for its annual Fixed Income Conference. U.S. investors, fund managers and economists discuss the latest developments and trends in the world’s largest capital market, focusing on credit, treasuries and real estate. The conference offers a unique opportunity to gain insights into impending changes in fixed income from a cross-section of industry experts, regulators and researchers from major universities.

Faculty Development in International Business
Faculty Development in International Business brings business school faculty from across the nation and internationally the tools and knowledge needed to internationalize their business school’s curriculum.

The FDIB seminar series at the Darla Moore School of Business, now in its 25th year, is the oldest and most highly regarded program of its kind. The goal of the program is to internationalize business school faculty, preparing them to teach international business courses.

FDIB is a series of six concurrent seminars. Each participant chooses one seminar and spends a week with some of the top faculty in the international business field, developing both professional knowledge about the particular topic and the pedagogical skills that will enhance teaching of the subject.
Telepresence

The Moore School, in partnership with Cisco, Polycom and AT&T, has installed state-of-the-art telepresence technology in multiple classrooms and teaching portals in Columbia, as well as in other Moore School locations across South Carolina. Telepresence is a high-definition videoconferencing service that offers immediate, face-to-face interactivity among participants, regardless of where they are located. Cameras track speakers' voices to focus on individuals, allowing the highest levels of interactivity for students, event participants and corporate clients.

Telepresence technology creates an unparalleled interactive environment in which all participants feel they are in the same room, together, whether they are in Charleston, Greenville, Columbia or other Moore School telepresence locations, or at telepresence-equipped facilities across the nation, or anywhere the world.

Career Management

The Moore School’s Office of Career Management (OCM) provides its services exclusively to business students. OCM creates a customized program for Moore School juniors, seniors and graduate students, allowing them to compete at the highest level during their job search. The program emphasizes individual skill development and professional best practices for interviewing, networking and the use of social media in the career search process.

Career search and strategy tools include:
- Interview training
- Résumé development
- Career management coaching
- Professional development workshops
- Networking opportunities
- Business-focused job events
- Recruitment fairs
- Business-etiquette training
- Corporate interactions and functions
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Darla Moore
In March 1998, the school became the nation’s first major university to name its business school for a woman, honoring University of South Carolina alumna and business executive Darla Moore. Ms. Moore’s combined gifts of $70 million make the Moore School the beneficiary of one of the largest private donations to a U.S. business school.

AACSB-Accredited
The Darla Moore School of Business is accredited by AACSB International.