

# COLLEGE OF BUSINESS AND BEHAVIORAL SCIENCE

The mission of the College of Business and Behavioral Science is to develop leaders who are exceptionally qualified, globally competitive, entrepreneurial, and committed to the betterment of society; produce scholarly research that is relevant to our stakeholders; and support professional and public service activities that contribute to economic, social, and intellectual development.

The College of Business and Behavioral Science offers advanced degrees in Accounting, Applied Economics, Applied Psychology, Applied Sociology, Business Administration, Economics, Graphic Communications, Human Factors Psychology, Industrial/Organizational Psychology, Management, Marketing, and Public Administration. The Master of Real Estate Development is offered in cooperation with the College of Architecture, Arts, and Humanities.

Courses are offered in finance, law, marketing, and political science to provide program requirements and electives for students in other areas.

The graduate programs in the College of Business and Behavioral Science provide a wide range of opportunities for academic careers and for professional careers in business, industry, government, and nongovernment public sector organizations. Degrees offered in the business disciplines are fully accredited by the Association to Advance Collegiate Schools of Business (AACSB).

In the MA, MS, and PhD programs, extensive research programs involve graduate students in both theoretical and applied research and provide excellent opportunities for thesis and dissertation research. The professional master's degree programs feature internships that provide opportunities for practical experience in the student's field. Financial aid, in the form of fellowships and teaching and research assistantships, is available for full-time participants in all graduate programs.

In addition to a full range of graduate programs offered on the main Clemson campus, some degree programs may be completed via off-campus evening programs. The Master of Business Administration (MBA) and the Master of Public Administration degrees are offered at the University Center of Greenville.

Additional information is available at [business.clemson.edu](http://business.clemson.edu).

## ACCOUNTING

### Master of Professional Accountancy

The Master of Professional Accountancy (MPAcc) degree program prepares students for positions in industrial, commercial, governmental, financial, or public accounting. The program requires 33 credit hours and ACCT 899 and is open to students with appropriate backgrounds. The program accommodates full- and part-time students. Full-time students are able to complete the program in one year. The program recognizes the rapid pace of change in accounting resulting from technological advances in managing data, the theory and practice of management, and increases in the volume and scope of authoritative pronouncements from the FASB, SEC, and IRS. Two specializations are available: Assurance and Management Services and Taxation. The program is accredited by AACSB, International.

Applicants should hold a bachelor's degree from an institution whose scholastic rating is acceptable to the Graduate Admissions Committee of the School of Accountancy and Legal Studies. Admission to the program is based on academic record and score on the Graduate Management Admission Test (GMAT). Letters of recommendation and relevant work experience also may be considered. Applicants should have completed a basic business core of at least 30 credit hours, as well as the following accounting prerequisites: intermediate accounting (at least six credit hours), cost accounting (three credit hours), tax (three credit hours), auditing (three credit hours), and accounting information systems (three credit hours). Current information is available at [business.clemson.edu/Account/](http://business.clemson.edu/Account/).

## APPLIED ECONOMICS

### Doctor of Philosophy

The graduate program in Applied Economics utilizes the facilities and faculty of the Department of Economics and those of the Department of Applied Economics and Statistics in the College of Agriculture, Forestry, and Life Sciences. Students may carry out their dissertation research under the direction of a faculty member from either department.

Applicants to the PhD program should have a strong background in economic theory and statistics. The program has required fields in these areas. Students choose two additional concentrations from financial economics, labor economics, monetary economics, environmental economics, industrial organization, public sector economics, and other fields supported by departments across the University.

## APPLIED SOCIOLOGY

### Master of Science

The Department of Sociology offers the MS degree in Applied Sociology emphasizing practical and theoretical knowledge in the areas of industrial and organizational sociology and focusing on the acquisition of social research skills, theory application, and practical field experience. Students are prepared for employment in federal, state, and local government agencies; in industry and related agencies; and to pursue a doctorate.

Applicants must hold a bachelor's degree from an accredited degree program; must have completed a minimum of 15 undergraduate credit hours in sociology or another social science discipline that includes at least one course each in statistics, research methods, and sociological theory; must submit GRE scores on the verbal, quantitative, and written sections (satisfactory scores normally include a minimum of 500 on the verbal and quantitative sections of the test and a 4.0 on the written section); must submit three letters of recommendation, at least two of which are from faculty members of the applicant's previously attended college or university; and must submit a 500-word essay on career aspirations and goals, explaining how completion of this program in Applied Sociology will assist in achieving these goals.

Students selecting the thesis option are required to complete a minimum of 34 credit hours of coursework including SOC 803, 805, 807, 810, 830, 895, and either ANTH 603 or SOC (R S) 671. In addition, students choosing the thesis option are required to complete six hours of thesis credit (SOC 891) and successfully defend a formal thesis. Students choosing the nonthesis option must complete 40 hours of coursework including SOC 803, 805, 807, 810, 830, 895 and either ANTH 603 or SOC (R S) 671. In addition, students selecting the nonthesis option must pass a departmentally administered comprehensive examination. Students must demonstrate competence in basic statistics by passing a departmentally administered competency examination or by earning a B in EX ST 801. A six-hour internship in an applied setting is required of all students. The field placement is coordinated by the student, the graduate director, and the on-site supervisor. Typically, the internship is completed in the summer between the first and second years of the program, but only after completing a minimum of 12 credit hours of 800-level coursework. In exceptional circumstances, the graduate coordinator may approve the substitution of six hours of appropriate coursework for the field placement when the student has had work experience comparable to the placement.

## BUSINESS ADMINISTRATION

### Master of Business Administration

The Master of Business Administration programs, full-time and part-time, provide advanced business education to prepare graduates for successful careers in a global market. MBA students come from a wide variety of business and nonbusiness backgrounds. With either MBA program, students may pursue a second, dual master's degree, usually earning both in two to three years. Common second degrees include MS in Marketing Research, Master of Real Estate Development, and MS in Engineering. Additional information is available at [business.clemson.edu/mba](http://business.clemson.edu/mba) or by e-mail from the MBA Office at [MBA@clemson.edu](mailto:MBA@clemson.edu).

The two-year, 62- to 64-credit-hour, full-time MBA program is held on the Clemson campus. This intensive program starts in the fall only and allows students the flexibility to tailor the degree to meet specific career goals. The first year (34 credit hours) provides a strong foundation in graduate-level core business

areas including economics, statistics, marketing, management, business law, finance, operations, information systems, and accounting. MBA seminars include top industry speakers and career-enhancing workshops. In the second year (28–30 credit hours), students take four specialization courses specific to their professional goals, three tools courses, a strategic management class, and two electives. During the summer, students participate in internships, study abroad, or take classes at Clemson.

The part-time, evening MBA (33–44 credit hours) is offered at the University Center of Greenville in a live classroom setting. Each class meets one night a week. The program includes five foundation courses (11 credit hours), which provide basic business knowledge, and 11 advanced business courses (33 credit hours), including three electives. Typically, it takes two to three years to complete the program.

A college-level calculus class is the only prerequisite for both programs. Admission is based on GMAT (Graduate Management Admission Test) scores, two letters of recommendation, academic background (transcripts), statement of purpose (full-time program only), and work experience (résumé required). A minimum of two years of work experience beyond the bachelor's degree is required for the part-time program. One year of work experience is required for business majors and preferred, although not required, for non-business majors for the full-time program. A separate fee structure applies to evening program classes.

## ECONOMICS

### Master of Arts

Applicants to the MA degree program must have completed at least 12 credit hours of undergraduate economics, including a course in intermediate price theory. A background in mathematics, including at least one course each in calculus and statistics, is also required. When necessary, the economic theory, mathematics, and statistics courses may be taken at Clemson University.

The graduate program includes at least one course in econometrics and a minimum of two courses in economic theory. Program concentrations in financial economics, labor economics, monetary economics, environmental economics, industrial organization, and public sector economics have been designed for students interested in these areas.

Students pursuing a terminal MA degree must complete 24 credit hours of coursework and submit an approved thesis. Students continuing beyond the first year may receive an MA degree upon the completion of the PhD core courses with at least a B average. With the permission of the graduate coordinator, a maximum of six hours of course credit may be earned for graduate courses taken at Clemson outside the Department of Economics. All remaining courses must be taken within the department.

### Combined Bachelor's/Master's Plan

The Department of Economics allows students to count up to 12 hours of graduate credit (800-level courses) toward both the bachelor's and master's degrees. Students participating in this program must

have a minimum cumulative grade-point ratio of 3.4 and be admitted to the Graduate School prior to registering for graduate courses. Details of the suggested curriculum and program information are available from the Department of Economics. Application details are available in the *Academic Regulations* section of this catalog.

## GRAPHIC COMMUNICATIONS

### Master of Science

The Master of Science in Graphic Communications degree program prepares students for technical, creative, or professional careers in graphic communications, the third largest manufacturing industry in the United States. The program serves the needs of graphic communications, graphic arts, printing management, or graphic design graduates from other institutions, as well as undergraduates with degrees in engineering, manufacturing, computer science, communications, technology, and various business fields who want to transition into graphic communications fields.

The MS program is enhanced by Clemson's undergraduate program of more than 400 students and works closely with Clemson's nationally recognized Packaging Science program. Industry supports well-equipped G C laboratories. Graduates are placed in positions in a variety of printing, packaging, publishing, imaging, and related industries in management, marketing, sales, customer service, creative, technical, scientific, and academic positions. Placement rates are consistently high.

Program entrance is available fall, spring, and first or second summer terms. Requirements for the program include 33 credit hours of graduate courses for a nonthesis option or 30 hours with a thesis. Within the total requirements, at least 17 hours will be in G C technical/managerial courses; seven will be research related; six credits will be from outside the Graphic Communications Department; and at least one-half will be at or above the 800 level. Based upon applicant's undergraduate coursework and work experience, prerequisite courses may be required in specific areas. Students without relevant work experience will also complete an industrial internship.

In addition to the standard Application for Admission, the Graphic Communications Department admissions committee requests a narrative of approximately two pages in length, to include related and nonrelated work history, educational background, current position and an explanation of how Clemson's MS in Graphic Communications program relates to the applicant's professional goals. A separate résumé should accompany the narrative.

## MANAGEMENT

### Master of Science

### Doctor of Philosophy

#### Master of Science

The Master of Science program in Management (MSM) prepares professionals to be effective leaders in supply chain, innovation, and information technology management. Graduates will have the advanced technical, entrepreneurial, and leadership skills necessary to succeed as mid- or upper-level managers in manufacturing, service, and consulting organizations. The MSM program also prepares qualified students for further doctoral study in the fields of supply chain and operations management and information systems management. MSM students benefit immensely from the focused curriculum, close coordination of courses with the MBA program, and from the small class sizes.

The program requires a Business undergraduate or graduate degree. The MSM curriculum requires 30 credit hours consisting of seven core courses, one elective course, and a six-credit-hour master's thesis. Topics in core and elective courses cover a broad range of topics in supply chain and information technology management and in entrepreneurship and innovation management. The Graduate Programs Committee will approve the final program for each student based on his/her background, interest, and availability of courses.

#### Doctor of Philosophy

The PhD program in Management is designed to provide advanced education for students of outstanding ability who desire to pursue careers in academic research institutions. The program currently features two distinct, focused tracks: Supply Chain and Operations Management and Information Systems.

The PhD track in Supply Chain and Operations Management (SC&OM) is a balanced program of management theory, analytical techniques, and research methodologies that focuses on the management of operations, technology, and supply chains. The supply chain and operations functions—managing the processes by which goods and services are sourced, created, and distributed—are critical to the success of virtually all businesses and increasingly important to globalization.

The PhD track in Information Systems (IS) focuses on cutting edge IS research addressing the complex question of “how do we make organizations better through the deployment of information systems?” This question is examined at the individual, group, organizational and inter-organizational levels through a variety of theoretical perspectives using a rich repertoire of research methodologies.

The coursework for the PhD in Management includes a rigorous research methodology set that is common to both tracks and intellectually stimulating and challenging track-specific foundation, advanced methods, and subject-related seminars. In addition, the program requires a comprehensive examination and successful completion of the doctoral dissertation. A variety of learning experiences are incorporated into both tracks, including the de-

velopment of conceptual frameworks and theories, qualitative case and empirical studies, field projects, and in-depth research. Within the Department of Management, PhD students have tremendous opportunities to conduct cross-disciplinary research between SC&OM and IS or with high-quality faculty in entrepreneurship, strategic management, and human resources management. The goal is to position graduates for scholarly academic careers at colleges and universities throughout the U.S. and the world.

The PhD program in Management is designed for full-time students who remain on-campus during the entire duration of their study. Students may enter this program in the fall semester only (starting mid-August). Students with Bachelor's or Master's degrees in Business can typically complete the program in four years. Students with non-Business degrees will need to complete background courses that may lengthen the program duration.

## MARKETING

### Master of Science

The Master of Science in Marketing degree program advances students' knowledge and expertise in marketing theory and practice and prepares them for careers in marketing analysis, research, management, and scholarship. A coordinated curriculum of quantitative and analytical skills development, research methods, consumer analysis, and strategic marketing analysis provides students with the necessary background to pursue careers in marketing research, analysis, and policy and/or as a platform for further education to prepare students for careers in academe. This is accomplished through rigorous coursework and seminars and a major research project. This one-year master's degree is designed to enhance the skills and training of students with prior academic and work experience in business. Applicants should have an undergraduate degree in business from an accredited college or university. In addition, it is preferred that incoming students have some professional work experience. Students applying to the MS in Marketing program who are not graduates of an AACSB-accredited college or school of business administration will be required to demonstrate completion of three credit hours of collegiate microeconomics, six hours of calculus, and a junior-level course in marketing, or equivalent, to be considered for the program.

The Master of Science in Marketing degree requires completion of 30 credit hours of graduate marketing and related coursework. Core classes include EX ST 801, MKT 860, 861, 862, 863, 865, 870. In addition, three credit hours in approved analytical methods and three in advanced topics in marketing are required.

## MBA

See Business Administration on page 57.

## PSYCHOLOGY

The Department of Psychology offers PhD degrees in Industrial/Organizational Psychology and in Human Factors (Engineering) Psychology and an MS degree in Applied Psychology with concentrations in Industrial/Organizational Psychology and Human Factors Psychology. These programs are designed to provide the student with the requisite theoretical foundations, skills in quantitative techniques and research design, and practical problem-solving skills to address human problems related to work. The Department of Psychology is a member of the Council on Applied Master's Programs in Psychology. The Human Factors Concentration is fully accredited by the Human Factors and Ergonomics Society.

## APPLIED PSYCHOLOGY

### Master of Science

## HUMAN FACTORS PSYCHOLOGY

### Doctor of Philosophy

## INDUSTRIAL/ ORGANIZATIONAL PSYCHOLOGY

### Doctor of Philosophy

A formal thesis and supervised field internship are required for the MS degree. MS students complete 45 credit hours, including six hours of thesis credit and six hours of credit for the internship. Typically, the internship is completed in the summer between the first and second years of the program. In some cases, six credit hours of approved electives may be substituted for the field internship.

Students in the doctoral programs are expected to satisfy the master's program requirements plus an additional 45 credit hours prior to receiving the doctorate. In addition to the required courses, a doctoral program must include 18 hours of dissertation research and an oral dissertation defense. Students are admitted to candidacy for the PhD degree upon successful completion of a qualifying examination.

Applicants should have an undergraduate degree with a major in psychology or a related field from an accredited college or university. Students with a major other than psychology should have a minimum of 15 semester hours beyond the introductory psychology survey course. Applicants to the master's program in Applied Psychology and the PhD program in Human Factors Psychology must also have at least one undergraduate course in calculus. All applicants must submit scores from the general portion of the GRE. Applicants must also submit three letters of reference, a personal interest statement, and a résumé. The application deadline is January 15. Program information and application requirements are available at [www.clemson.edu/psych/](http://www.clemson.edu/psych/).

## PUBLIC

## ADMINISTRATION

### Master of Public Administration

The Department of Political Science participates with the Department of Political Science at the University of South Carolina in offering the joint professional degree Master of Public Administration. Courses for this program are taught only at the University Center of Greenville.

The MPA degree program requires 39–45 credit hours, depending on the student's background. Students lacking proficiency in American government are required to address the deficiency by taking a prerequisite in this area. Students who do not have substantial administrative experience are required to complete an internship encompassing 480 hours in a public or nonprofit agency engaged in administrative work. All MPA students must complete seven core courses (PO SC 702, 821, 822, 827, 829, 841, 862), one level of government course (PO SC 860, 867, or 868), and five electives. Finally, all students must demonstrate a proficient knowledge of the field of public administration by passing a comprehensive examination. Students may request to take the PO SC 880 in lieu of the comprehensive examination.

### Certificate in Public Management

#### Admission Requirements

Admission will be based on an assessment of the applicant's educational needs and career objectives. Applicants must hold a bachelor's degree and should have earned an overall 3.0 grade-point ratio in all undergraduate studies. Each applicant must also furnish a letter of recommendation, an application (available from the MPA program office), transcripts, statement of career objectives, and a résumé.

Students from any department or discipline may elect to complete the certificate program. Students who are already enrolled in a graduate degree program must obtain written approval from their graduate programs/advisors and the MPA Director. No prerequisites are required of these students.

In addition to the conditions above, international applicants are required to demonstrate that they satisfy the University's minimum English language proficiency requirements or equivalent.

Students currently pursuing MPA coursework in a nondegree status may apply for the Graduate Certificate in Public Management. The hours earned in a non-degree status may be applied to the certificate program requirements (within four years of completion of the courses.)

#### Course Requirements

Courses are determined by the student's educational needs and career objectives and must be reviewed and approved by the MPA director. Other graduate courses may be substituted in the elective sequence with the approval of the MPA director. Program participants must maintain an overall minimum grade-point ratio of 3.0 in the certificate program. Certificate courses must be completed within a span of four years.

A graduate certificate will be awarded upon completion of 12 credit hours of study, as outlined below, and submission of a Certificate Portfolio which will consist of a compilation of the cumulative coursework accomplished in the program.

The following coursework is required:

*Core Sequence*—one course selected from PO SC 821, 822, 827, 829, 862

*Elective Sequence*—three courses selected from PO SC 867, 868, 877, 878 (topics differ by section)

Credit earned for a certificate may be applied toward the Master of Public Administration degree with the advice and approval of the MPA Director.

## **REAL ESTATE DEVELOPMENT**

### **Master of Real Estate Development**

The Master of Real Estate Development Program, jointly administered by the Department of Finance and the Department of Planning and Landscape Architecture in the College of Architecture, Arts, and Humanities, creates the educational opportunity for encouraging future development entrepreneurs to produce exciting, quality projects respecting environmental sustainability, social consciousness, design excellence, and financial feasibility within the risk-reward framework. See page 55 for the complete program.

## **TECHNOLOGY ENTREPRENEURSHIP**

### **Certificate**

The Certificate in Technology Entrepreneurship is available to graduate students in engineering and science disciplines across campus. The certificate is intended to serve those students who envision an entrepreneurial career as their long-range career goal, who want to be involved in new product and new business activities within a corporate setting, or who seek a better understanding of the process of commercializing inventions.

The program requires E L E 600, 800, and one of the following: an additional section of E L E 800, M B A (MGT) 845, or M B A 875.