The Citadel
Dean Prospectus
Tommy & Victoria Baker
School of Business
From the Provost: Inaugural Dean of the Tommy & Victoria Baker School of Business at The Citadel Prospectus

The Search

The Citadel, the Military College of South Carolina, invites nominations and applications for the position of the Inaugural Dean of the Tommy & Victoria Baker School of Business (BSB). The BSB is one of five schools at The Citadel.

This is an exciting time for the business school at The Citadel. Earlier this year, it received a major gift which resulted in the school being renamed the Tommy & Victoria Baker School of Business. This gift will support five endowed chairs as well as student and veteran engagement. Moreover, later this year, The Citadel will break ground on a new business school building. Bastin Hall will be a 40,000-square foot, state-of-the-art facility.

Working with Provost, Dr. Connie Ledoux Book, the dean will:

- supervise 55 full-time and part-time faculty and staff
- manage an approximate budget of $7.6M
- represent the school at all significant internal and external events
- build relationships with and support from stakeholders
- assist The Citadel Foundation in fundraising efforts
- develop the BSB’s strategic plan
- implement the college’s strategic plan
- extend the BSB’s reach into the business community throughout the region
- oversee preparations for the 2019/2020 AACSB accreditation visit

The next dean will assume the position on or about January 1, 2018.

About The Citadel

The Citadel is a landmark in Charleston and in South Carolina that is noted for its educational reputation as well as its rich history. Founded in 1842, The Citadel has an undergraduate student body of about 2,300 students who make up the South Carolina Corps of Cadets. Another 1,000 students attend The Citadel Graduate College, a civilian evening program that offers graduate and professional degrees as well as degree completion programs.

U.S. News & World Report ranked The Citadel as the No. 1 Best Public University in the South offering up to...
a master's degree for the past six years. In 2017, The Citadel was ranked #1 Best Value in the South and the #1 Best Public College for Veterans in the South.

The Citadel is nationally known for its Corps of Cadets, which draws students from about 45 states and a dozen countries. The men and women in the Corps live and study under a classical military system that makes leadership and character development an essential part of the educational experience.

About the Tommy & Victoria Baker School of Business
The BSB is the home of the largest major at The Citadel. It is an AACSB-accredited teaching institution with historical military roots of excellence in education emphasizing the development of principled leadership. The mission of the Tommy & Victoria Baker School of Business is to educate and develop leaders of principle to serve a global community.

The BSB first earned its accreditation from the Association to Advance Collegiate Schools of Business in 1996, when it was known as the Department of Business. It is currently planning for its next assessment visit, which is scheduled for the 2019/2020 academic year.

The BSB has an Advisory Board made up of 28 successful professionals who share their knowledge and experience in an effort to enhance the BSB's curriculum, programs, and fundraising efforts. Its purpose is to provide strategic advice and support to the BSB. It meets twice a year, in the fall and in the spring. The board's membership consists of BSB alumni and non-alumni who work in various professions and live across the country.

Alumni of the college and of the BSB live around the world. They include entrepreneurs, professionals, military service personal, and philanthropists.

In fiscal year 2017, the BSB will have an approximate budget of $7.6M.

Overview of Programs
The BSB consists of various types of students. Cadets, military members, and veterans can attend classes in the day program. Civilians, military members, and veterans can attend MBA and degree-completion classes in the evening. Those in the evening program can choose to take their classes in person, entirely online, or choose a mixture of both while seeking their degrees.

Day Program
Most BSB students enrolled in the day program are members of the South Carolina Corps of Cadets (SCCC). As freshman, they are called “knobs” and must adhere to a strict military training regimen. Each year, the cadets earn more and more responsibility as members of the SCCC. As seniors, students have the opportunity to become officers who are responsible for leading the various aspects of the SCCC. The day program also includes full-time military personnel and

Members of the South Carolina Corps of Cadets live in a military structure and attend classes during the day.
military veterans who are seeking to earn their undergraduate degree. These two groups are not members of the SCCC.

During the spring 2017 semester, the Baker School of Business enrolled 613 cadet students; 169 graduated from the BSB.

**MBA Program**

Students in the MBA program are enrolled though The Citadel Graduate College (CGC). It offers 24 graduate degree programs with 42 concentration options, 24 graduate certificate programs, and eight evening undergraduate programs.

MBA classes are offered in the evenings and online which allow students to receive a quality education that is tailored around their professions, family and lifestyles. Students may choose to be a part-time or full-time student. Classes typically meet once per week in a civilian atmosphere.

During the 2017 academic year, the BSB enrolled 164 graduate students. Sixty-nine students earned their degree this year.

**Degree Completion Program**

For students who have earned a minimum of 24 college-level transferable credit hours, the degree completion program allows students the flexibility and convenience to finish a business degree at a top-ranked, AACSB-accredited business school. Junior- and senior-level business courses are taught in the evening on The Citadel's campus and online. Students may choose to be part-time or full-time.

In spring 2017, the Baker School of Business enrolled 87 degree completion students. Thirty-four students earned their undergraduate degrees this past May.

**Student Employment**

The Citadel and Baker School of Business graduates are in high demand. According to the college's Career Center, of those seniors who responded to its 2017 career survey, at the time of graduation a remarkable 45% of them received a military contract and 31% secured employment. In 2017, BSB graduates accepted positions at: Ally Financial, Amazon, Capstone Consultants, GAP Inc., Santee Cooper and KPMG. Additionally, a recent Stanford study of random tax records found The Citadel ranks #9 in the nation among selective public colleges for median income at age 34.

**BSB Faculty & Staff**

There are 27 tenure, tenure-track, and full-time faculty members in the BSB and approximately 18 adjunct faculty each semester. The BSB also has five support staff members and one to three graduate assistants during an academic year. Together, they oversee the day-to-day educational and operational facets of the school.
The Citadel is a teaching institution; however, BSB tenured and tenure-track faculty members also conduct research and publish in various academic journals. These faculty members have a teaching load of four courses in both the fall and spring semesters; however, they receive a one-course release in order to conduct research.

Faculty scholarship is supported by the eligibility for sabbatical leaves to tenured faculty. Full-time faculty are also eligible for financial support for conference travel.

Distinguished Programs and Resources
The Tommy & Victoria Baker School of Business boasts several unique programs that engage students and better prepare them for their careers.

Majors
Cadet students can choose from two different majors. First is a general business major. Second is an accounting major which was approved as a major in June 2017.

Professional Pathways
Professional pathways are for those cadet students who are interested in a career in Financial Services, Supply Chain, Principled Entrepreneurship or Professional Selling. The pathways expose students to the numerous facets of each aspect of business. This is done through academic study, extracurricular activities, and internships. Students are encouraged to explore networking opportunities made available through the program.

Rick and Mary Lee Bastin Financial Leadership Lab
The BSB is home to the Rick & Mary Lee Bastin Financial Leadership Lab. The Bastin Lab aims to extend educational goals by connecting theory to real-world applications, increase student knowledge and expertise, and help students build their financial and leadership skills.

The state-of-the-art lab built to simulate a real trading floor features 29 computer terminals with 19-inch dual monitors; a 22-foot, full-color ticker display; a 92” LED market video wall; two 55” data displays; and access to a wide range of financial data, analytical tools, and software. The room’s specialized software includes: Morningstar Direct, William O’Neil Direct Access (WONDA), fi360 Toolkit for Advisors, and Oracle Crystal Ball.

The Mentor Association
The Mentor Association is another exceptional program in the BSB. This is a group of active and retired top executives from corporate America and entrepreneurial businesses who are located
primarily in the Charleston region. These mentors are committed to sharing their experiences with the next generation of business leaders. The goal is for the mentor and mentee to develop a meaningful relationship so that each feels comfortable in discussing any topic they choose that will better prepare the mentee to deal with today's issues and tomorrow's challenges. It's open to members of the SCCC, as well as degree-completion and MBA students.

**Bulldog Business Bowl**
The Bulldog Business Bowl is another program of note in the BSB. Inaugurated in 2014, it is designed to support budding entrepreneurs who have an idea for a new product or service, plus the desire to turn that idea into a business. It's open to all Citadel students. Contestants participate in teams and compete in up to three rounds, with the final round consisting of an hour-long presentation to a panel of business professionals. In 2017, the winner received $10,000 and the second place winner received $5,000.

**Clubs & Organizations**
BSB students can join various clubs as part of their academic experience. These clubs give students hands-on experience in their chosen profession as well as networking and social opportunities.

**Accounting Club**
The Citadel Accounting Club serves to promote the study of accounting and exposes cadets to various business opportunities. The club also assists students in connecting with tutors and establishing networks within and among the SCCC, business professionals, and Citadel faculty members.

**Beta Gamma Sigma**
Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International. Membership in Beta Gamma Sigma is the highest business student recognition. The BSB inducts members into Beta Gamma Sigma every spring semester.

**Financial Management Association**
The Citadel Financial Management Association (CFA) is a student-run organization for students who are interested in finance and investments. Through various events and activities, the club aims to introduce and expose students to concepts relevant to their financial future, enable them to gain experience and insight into investments, and provide a forum for students to interact with finance professionals. Club members participate in many interesting activities like managing a real-money portfolio, competing in stock trading competitions and the CFA investment challenge, and attending finance conferences and forums.

**MBA Association**
The MBA Association (MBAA) is a non-profit organization that provides the tools needed for its members, volunteers, and supporters to network with peers and professionals from various industries around the world. The MBAA offers career advising, peer networking opportunities, and social events.
Pi Sigma Epsilon
The mission of Pi Sigma Epsilon is to develop the sales and marketing skills of its members through experiential learning and professional opportunities. The BSB has an active chapter whose members attend the yearly convention and participate in the organization’s Pro-Am Sell-A-Thon.

Student Port Club
The Student Port Club fosters interest in maritime matters, domestic and foreign commerce, business administration and economics. The club gives its members networking opportunities and the chance to attend various events and participate in community service projects. The organization’s monthly meetings discuss the current situation of the Charleston port and related areas of interest concerning transportation, foreign trade, logistics, and supply chain management.

Supply Chain Management Club
The Supply Chain Management Club is affiliated with the Council of Supply Chain Management Professionals. The Supply Chain Management Club networks with various speakers and industry leaders through field trips, tours, and other events to assist students in broadening their global perspective as well as their professional development.

Opportunities for the Future
The next few years will provide many opportunities for the Tommy & Victoria Baker School of Business and for its inaugural dean. These opportunities include enhancing the BSB brand, increasing its enrollment in the evening program, and improving its reputation throughout the region and the nation.

Building Bastin Hall
Through the generous support of Rick & Mary Lee Bastin, the BSB will break ground on a new building in the next year. Bastin Hall will be a state-of-the-art, 40,000 square-foot building that will house eight general-purpose classrooms, three lab-classrooms (the Bastin Financial Leadership, Sales Lab, and Innovation Lab), small breakout rooms for student teams to study or work on projects, interview rooms, and large commons areas for study, social interaction, and events. The BSB is scheduled to move into Bastin Hall in the summer of 2019. The new dean will continue fundraising efforts for Bastin Hall and work closely with the project team during the construction process.

Establishing the BSB Brand
With the recent name change from The Citadel School of Business to the Tommy & Victoria Baker School of Business, there is an opportunity to rebrand the school, e.g. creating a new logo, developing new marketing initiatives, etc. The new name and image will give the next dean an opportunity to reach out and re-connect with the Charleston business community and beyond to further expand the BSB’s reputation.

Growing the MBA Program
Currently, there is an effort to increase the enrollment in both the MBA and Degree Completion programs. The new dean, working with the MBA Director and the CGC staff, will act strategically in the years ahead to increase these numbers. Additionally, the new dean will identify opportunities for distinctive concentrations in the MBA program and devise a plan that will create an environment of high student engagement.

Enhancing Entrepreneurship
The BSB works diligently to create an environment of principled entrepreneurship for its students. The new dean will continue to build on this concept by overseeing fundraising efforts and creating the BSB Innovation Lab. Citadel officials envision the lab to contain various state-of-the-art tools.

**Application Procedure**

To apply for this position, interested candidates should apply at [www.citadel.edu/careers](http://www.citadel.edu/careers). A completed application consists of the following information uploaded to that site:

1. A completed online application form;
2. A cover letter that specifically addresses the candidate’s qualifications for this position;
3. A current curriculum vitae;
4. Names, email addresses, and telephone numbers of three references; and
5. Any other information that the candidate wishes the search committee to consider.

Compensation is competitive and commensurate with credentials and experience. Review of applications will begin on August 14, 2017 and will continue until an appointment is made. The projected employment date could be as early as January 1, 2018. Any additional materials may be directed to:

Human Resources  
ATTN: Dean of the Baker School of Business Search  
The Citadel  
171 Moultrie St.  
Charleston, SC 29409

Inquiries and nominations should be directed by e-mail to Dr. Mark Bebensee, Search Committee Chair or phone (843) 953-5155.

The Citadel is an affirmative action/equal opportunity employer actively committed to ensuring diversity in all campus employment.