darla moore school of business

CAROLINA'S
Promise

THE CAMPAIGN for the UNIVERSITY OF SOUTH CAROLINA
“All of us at the Moore School are committed to providing world-class education for our students, thought leadership for our academic communities, relevant and cutting-edge business and management knowledge for our corporate partners, and devoted service to our constituencies in the state, the country, and beyond.”

Tatiana Kostova,
Professor, International Business
“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.”

- Henry R. Luce

Since its founding in 1919 as the University of South Carolina School of Commerce, our business school has grown into a vibrant, thriving site of academic excellence, recognized worldwide as a leader in international business, behavioral accounting, human resource management, and consumer behavior.

The Darla Moore School of Business is educating the next generation of business leaders—preparing them as no other institution in America can for an ever more complex global business environment. At the same time, the school is providing considerable resources and expertise to help today’s businesses prosper in the worldwide arena.

We’re bringing the world to South Carolina and South Carolina to the world.

We stress education and research on global issues of corporate responsibility; risk and uncertainty management; leveraging human talent; innovation; entrepreneurship and commercialization; and management of global supply chains. As a result, Moore graduates are internationally recognized for their skill and our faculty for providing innovative solutions to today’s business challenges around the globe.

With a strong faculty, a visionary blueprint for future success, and generous support from alumni and friends, the Moore School stands on a solid foundation.
“If I had to look 10 years from now and predict the issues that would make South Carolina a more successful state in terms of recruiting industry and in terms of quality of life for our employees and our citizens, I think the top of the list is education.”

Harris DeLoach, Executive Chairman and CEO, Sonoco
“To command is to serve, nothing more and nothing less.”

- Andre Malraux

There’s no question that Columbia native Harris DeLoach, ’66, ’69, has come a long way since his first job—delivering newspapers on his neighborhood route when he was 14 years old.

Today, as chairman, president, and CEO of Sonoco, he heads a company with more than 300 operations in 35 countries. He’s delivering packaging on a “neighborhood route” that includes, at last count, customers in 85 nations.

But he still lives and works right here in South Carolina where he delivered newspapers, graduated from USC twice (with degrees in business and law), met and married his wife, Louise, raised a family, and rose to international prominence as a business leader.

More than half of all Moore School alumni remain in South Carolina, and while their influence is felt around the globe, they’re often most proud of the positive impact they’re able to have here at home by creating jobs and growing local economies.

The Department of International Business at the Moore School was renamed the Sonoco International Business Department following a generous $3 million gift from the company in 2004. Many contributions to our school are more modest, but every one is appreciated as a building block in our effort to provide the best business education available anywhere.
“We want SCDash.com, the South Carolina Economic Data Clearinghouse, to be the comprehensive data source for business, policy makers, and the public. We’re committed to working with data providers and data users to ensure the success of the clearinghouse.”

Doug Woodward, Professor, Economics and Director, Division of Research
“A business that makes nothing but money is a poor business.”

- Henry Ford

Want to know how many housing starts there were in South Carolina last month?

Or how long the average manufacturing workweek was?

Those are just two of the many facts you’ll find in the Moore School Division of Research’s monthly reports on the state’s economic indicators. Under the leadership of Doug Woodward, director of the Division of Research, we’re putting academic research to work for the state’s businesses.

The Division of Research is a recognized center of expertise on issues associated with the South Carolina economy. It provides assistance to Moore School faculty to maximize their research output, and offers a range of services—from economic impact and trend analysis to market analysis and focus groups—for the state’s businesses and organizations, all of which makes it a powerful research engine for tracking and improving South Carolina’s economy. With the launch of SCDash.com, the Moore School’s on-line economic data clearinghouse, that knowledge is available to everyone.

When you invest in the Moore School’s faculty and programs, you support and expand our ability to amass and analyze invaluable economic data, enhance the university’s reputation as a research leader, and strengthen the resources we provide to help businesses prosper—in South Carolina and beyond.
“I try to ensure a customized experience in which the material I’m teaching is going to be useful for their lives and careers. Students are more engaged when you say something like ‘Here’s an issue that companies are struggling with; let’s think about it.’”

Robert Ployhart, Professor, Management
“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

- Thomas Edison

A North Dakota farm may seem an unlikely launch pad for a career as a human resources expert, but it was just that for Moore School Professor of Management Robert Ployhart.

While working as a foreman on his parents’ farm, Ployhart realized the enormous difference the right hiring decisions could make. By the time he took his first industrial psychology class in college, he was hooked. Determined to make a career of researching staffing-related issues, Ployhart was finally drawn to the Moore School for its strong human resource management programming and faculty.

Today, Ployhart is widely recognized for his research on personnel selection and recruitment. His work isn’t just transforming the way people think about staffing, it’s helping to change the very nature of academic research on business-related issues. By drawing on the latest work in both psychology and business, he’s modeling a new approach for other scholars to follow.

“I don’t just want to contribute to the profession,” he says, “I want to change it by connecting psychology and business, which hardly ever speak to each other. Both areas stand only to gain from it.”

Your contribution will help us to attract and support top scholars like Robert Ployhart, whose work will help keep the Moore School at the cutting edge of academic rigor and relevance in business.
“The University of South Carolina was known for its business school and the international business program, so I studied in Spain for about six months and then transferred to USC. I wanted to go to a really great business school and try to map out my business plan.”

Josh Hackler, Owner, Spanish Vines
“Genius is one percent inspiration and ninety-nine percent perspiration.”

- Thomas Edison

Josh Hackler, ’08, wasn’t just one of BusinessWeek’s “Best Entrepreneurs 25 and Under” in 2008. He’s also a shining example of how Moore School graduates put every bit of their education to work—creatively and cooperatively—to succeed in business.

Hackler is the owner of Spanish Vines, an importer of Spanish wines, which he began as a USC undergraduate in 2006. Accolades—for his business skills, his company and his products—have flowed his way through a wide variety of sources, from BusinessWeek and the Small Business Administration to the Madrid International Wine Fair and Wine Enthusiast magazine.

From his modest office in downtown Columbia, Hackler works tirelessly preparing to expand Spanish Vines to nationwide distribution. He lavishes credit and praise on both Moore School faculty and fellow students for the company’s success.

Calling them “tremendous” advisors, Hackler says, “I developed a phenomenal relationship with Dr. Greg Niehaus, Dean Kress, and Dr. Bill Sandberg.” The company’s logo was created by Kristy Keel and refined by Alexis Murphy, both USC art students, and Hackler’s former partner, Joshua Rohrer, ’08, is a fellow Moore School alum.

At the Moore School, we encourage all of our students to dream big dreams—generating the ideas that will become tomorrow’s most popular products, services, and technologies. With your help, we can continue to give them the resources they need to keep turning dreams into reality.
“As a senior at the Moore School, I did a consulting project with Walmart that involved working directly with their supply chain division. While I was interviewing for full-time positions, I was able to reference that experience. It really showed hiring managers I could walk into new situations, learn quickly, and perform.”

Russ Shoemaker, Jr., ’09, Analyst, Oppenheimer & Company
“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

- Mark Twain

World-class faculty, a challenging and relevant curriculum, an unrivaled international internship program, and value-added training focused on career exploration and job search skills prepare students to achieve the highest level of professional success.

In today’s global workplace, being smart, even academically superior, isn’t enough. The most sought-after business school graduates in the 21st century have something we call “boardroom presence.” The Moore Professional Series at the Darla Moore School of Business provides a range of experiences and activities designed to develop that boardroom presence in our students.

The payoff for Moore graduates is that they are considered the cream of the crop by the world’s most respected companies year after year.

Need proof? In 2011, 94 percent of graduates from the Master of International Business program accepted job offers within 90 days of graduation. All of the Big Four accounting firms recruit at the Moore School and ninety-two percent of Master of Accountancy graduates were placed within ninety days. Our Global Supply Chain and Operations Management undergraduate students are especially in demand, with more than 250 graduates formally green belt certified as of May 2012.

Your support of the Moore School will ensure that the world’s finest educators continue to come here to prepare our students to step into their chosen professions with all the tools they need well in hand.
“I can’t imagine having gone to college anywhere else and missed out on these incredible opportunities. That’s why I’ve volunteered almost 300 hours of my time at USC to help the university recruit future graduates.”

Stephanie Bedard, former Engineering Network Associate, Johnson & Johnson
“I want to put a ding in the universe.”

- Steve Jobs

Stephanie Bedard, ’11, flourished in the classroom. Double-majoring in global supply chain and operations management and international business—and minoring in Spanish—Stephanie posted an impressive 3.98 GPA.

But it’s her experiences outside the classroom that have been truly transformative.

In addition to study-abroad trips to Istanbul, Vienna, and Prague, she attended an international academic conference in Dubai and spent a semester working for Johnson & Johnson’s Ortho Clinical Diagnostics in New Jersey. During the summer of 2011, she traveled to Ankara, Turkey, studying Turkish as a State Department Critical Language Scholar.

At Johnson & Johnson, Bedard not only gained valuable real-world experience, she also made significant contributions in her role as a process improvement specialist. In addition to redesigning a workspace to bring it into compliance with FDA regulations for a new product line, she implemented a re-engineered changeover process to save the company $400,000 a year.

Your investment in our students’ education not only transforms their lives, but also helps shape the next generation of business leaders. It’s an opportunity to have a tremendous impact—now and for years to come.
“After five years at the Moore School, I was not only well educated in the concept of sustainability in everything from the environment to economics, I had internalized it as a working philosophy. Moore opened the door to the career I’m building – strategizing, explaining, and implementing sustainability initiatives into just about every facet of the corporate world.”

Christine Hauer, ‘10, ‘11, President and Founder, Hifive Agency
“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”

- Jack Welch

The Darla Moore School of Business enjoys a worldwide reputation as a thought leader in international business education. Our undergraduate major in international business has been ranked No. 1 for 16 consecutive years. Our International MBA program has been in the top 3 for 23 consecutive years. The *Journal of International Business Studies* rated our international business faculty No. 1 in the United States for research productivity from 2006 to 2011.

In 2008, capitalizing on our existing strengths to carry our reputation for excellence into the future, we adopted an additional strategic direction: Sustainable Enterprise and Development.

For many, “sustainability” is synonymous with stewardship of natural resources. Our approach is broader and deeper. In today’s highly interconnected world, sustainability means taking a global perspective, recognizing that environmental, economic, and social issues are profoundly and fundamentally intertwined.

A core mission in this strategy is a focus on research and education in the complex issues related to corporate responsibility and viable economic development, and an increased focus on both natural and human resources. Our expertise in international business equips us to provide thought leadership regarding sustainability issues and to help put the best ideas into practice.

Students from all around the world come to the Moore School seeking an education that will equip them to become tomorrow’s international business leaders. With your help, that’s what we’ll give them. Your investment today can be instrumental in creating a more sustainable future for us all, here and around the globe.
“This internship will apply 100 percent to anything I do in the future. I really feel like I could go anywhere from here.”

Carrie Hanlon, Vestas intern, May - Aug 2012
“The man who is intent on making the most of his opportunities is too busy to bother about luck.”

- B.C. Forbes

For our students, international internships are a two-way street. They share their expertise abroad with the companies they work for, and, in turn, they bring fresh perspectives and insights back home.

Masters of Human Resources graduate Carrie Hanlon, '10, is a case in point. Hanlon's interest in environmental sustainability led her to pursue and win an internship with Vestas, a Danish wind turbine manufacturer. While there, she made valuable contributions to the company's training and development programs, helping to develop a leaner training program for the company to use worldwide.

She also gained a deeper understanding of European perspectives on sustainability. “Our school and our country have a lot to learn from those just across the pond,” she says, noting that she found herself adopting sustainability practices like air-drying her clothes since returning stateside. And in Vestas she found a model for an infectious corporate culture: “Sustainability is part of the culture of the company. They take pride in transferring this way of life and work to the other facilities around the world.”

When you choose to support the Moore School, your generosity helps bright, motivated students like Carrie Hanlon discover first-hand how cultural, social, and individual differences directly affect business basics. The knowledge of those differences can have a positive effect on business worldwide.
“The Moore School has a history of staying attuned to ever-changing global markets by linking business and language courses with overseas work and study experiences. The IBCE offers a particularly exciting opportunity for students who want to focus on China as the gateway to business between the U.S. and expanding Asian markets.”

Kendall Roth, Senior Associate Dean, International Programs and Partnerships
“This is a fantastic time to be entering the business world, because business is going to change more in the next 10 years than it has in the last 50.”

- Bill Gates

China may be half a world away from South Carolina, but as it emerges as a major player in the global economy, knowing how to do business with the Chinese is becoming vitally important.

The Moore School’s International Business and Chinese Enterprise (IBCE) program is a model of a 21st century necessity: a global education for a global economy. Students in this innovative four-year undergraduate exchange program between the University of South Carolina and the Chinese University of Hong Kong (CUHK) split their time between USC and CUHK.

In addition to developing advanced Chinese language skills, students from the IBCE program gain a sophisticated understanding of Chinese cultural and economic environments. They experience first-hand the manner in which business is conducted between the United States and China and develop a lifelong network of multinational friendships and business relationships. In turn, students from CUHK gain a similar appreciation for and understanding of American business and culture during their time at the Moore School.

The IBCE program is just one example of the Moore School’s efforts to give international business students a unique competitive advantage. With your support, we will be able to create even more exciting opportunities for our students to step out of the classroom and onto the global stage.
“Our aim is to create the first large-scale Net-Zero energy building in the southeastern United States. That will make our classrooms, offices and meeting spaces physical manifestations of our school’s commitment to sustainable enterprise and development.”

Hildy Teegen, Dean
“Obstacles are those frightening things you see when you take your eyes off your goal.”
- Henry James

When our current building opened its doors, there were no personal computers, no trading floors, no Internet. Who knows how business practices and technologies will evolve over the next 20 years? Our new building, slated to open in 2013, is designed not only to meet the needs of today’s students and business leaders, but to accommodate the as-yet-unknown needs of the future.

With 252,000 square feet of high-tech space and an environmentally friendly design, the new building is designed for maximum flexibility, with movable walls and open spaces, so that it can easily be adapted to the evolving needs of students, faculty, and the business community.

When completed, it is slated to be one of the most environmentally efficient buildings in the world. Moore School Dean Hildy Teegen says both its location and its design will make it “a hub where people can meet and share ideas.” All in all, the new building will physically embody the core principles—innovation, excellence, and sustainability—at the heart of the Moore School philosophy.

It’s vital that we provide our students and faculty with the best possible physical environment, the latest technological resources, and strong operational support. With your help, we will be able to continue our tradition of recognizing future needs and implementing solutions so seamlessly that students and faculty need not pause in their quest for excellence.
“The technology is easy to use and very comfortable. Having that ‘natural’ feeling in an education setting is vital. There is no difference between interacting with a group in Columbia or in Germany. Participants seamlessly engage with the instructor and each other in real time.”

Marty Roth, Chair,
Sonoco International Business Department
“Being the richest man in the cemetery doesn’t matter to me. Going to bed at night saying we’ve done something wonderful, that’s what matters to me.”

- Steve Jobs

It is our intention to create a virtual live classroom experience no matter where students are on the planet, whether in South Carolina or in southern Asia.

To accomplish this ambitious goal, the Moore School has partnered with Cisco and Polycom to build and expand our telepresence network, allowing students to experience real-time interactive dialogue with business leaders anywhere in the world.

Telepresence showcases the transformative effect technology can have on education. Students from Professor Tim Carroll’s Organizational Design class used the studio to present NBC executives with the findings from Action Learning projects they developed for NBC Universal. Carroll saw an immediate difference in the outcome.

“Our students are working with real executives on real projects that will have real impact,” Carroll says. “That learning experience is very powerful, and telepresence is what makes it possible.”

As we move into our new building, in-kind gifts from our business partners represent some of our most promising opportunities to transform the educational experience. Your company’s technology, products, or services can make a big difference in what our faculty and students can accomplish. Your support will enable us to provide the facilities and resources that give our students a true competitive advantage.
“The true entrepreneurs among us are a special breed. They are the innovators, the visionaries who will carve out a place in the future not only for themselves, but also for those who they will inspire—and employ. It’s a privilege to work with so many students here at the Moore School who embody that entrepreneurial spirit.”

Dean Kress,
Associate Director, Faber Center
“Whenever an individual or a business decides that success has been attained, progress stops.”

- Thomas J. Watson

A great business school should be a resource not just for its students but also for the business community. We’re proud of our relationships with our many business partners, and of the extensive list of programs we already have in place to help businesses thrive.

More than a million new businesses are started each year. In South Carolina, that entrepreneurial spirit gets a big boost from the Moore School, where targeted centers provide support and resources to cultivate small-business start-ups.

Case in point: The Faber Center was endowed with a generous gift from USC alumni Tim and Karen Faber, both 1983 graduates and successful entrepreneurs. The center seeks to fuel the creativity and drive of would-be business owners and help them succeed. “To have a viable economy, there has to be a steady stream of entrepreneurs,” says Faber Center Executive Director Dirk Brown.

Along with the South Carolina Small Business Development Centers, the Riegel & Emory HR Center, the Center for International Business Education and Research, and several others, the Faber Center helps make the Moore School a one-stop resource for the next generation of entrepreneurs looking to turn their innovations into emerging business success stories.

The Moore School recently launched Corporate Solutions, a major initiative to respond to business needs and leverage the vast knowledge of our faculty and staff to develop solutions to business challenges. Corporate Solutions constantly seeks new ways of putting our resources to work to help businesses prosper. With your help, our school will continue to offer unrivaled support and services for businesses.
“The Global Supply Chain and Process Management Center has enhanced supply chain and business performance in leading global organizations such as Johnson & Johnson, Pfizer, and Westinghouse. Concurrently, our program is producing graduates with unique competencies who compete successfully with graduates from Ivy League schools.”

Sanjay Ahire, Professor, Global Supply Chain and Process Management
“Great organizations demand a high level of commitment by the people involved.”

- Bill Gates

As the global marketplace expands, and as global offshoring and outsourcing increase, demand for supply chain management and analysis has grown exponentially. Enter the Management Science faculty at the Moore School, who started the Center for Global Supply Chain and Process Management (GSCPM) in 2005 to provide innovative solutions to client organizations and cutting-edge education and training to Moore School students.

For the center’s corporate partners, which include Cummins, Carolinas HealthCare Systems, Pricewaterhouse Coopers, Trane/Ingersoll Rand, Coca-Cola Bottling Company Consolidated, Palmetto Health Richland, and Siemens Industry USA, GSCPM is a source of valuable research. It also provides a way to identify and connect with prospective employees from the ranks of students in the Moore School’s highly regarded global supply chain and operations management program. For Moore School students, GSCPM represents a chance to gain real-world experience and start building important connections.

A leading business school like the Moore School is uniquely positioned to create cutting-edge business solutions and to help businesses identify the next generation of talent that will lead them into the future. Your support of our research centers and other business partnerships has an impact that extends far beyond our walls.
“We are dedicated to preparing students for the real-world challenges they will face in a volatile business climate. And as we see them rise to the demands of a rigorous academic curriculum, the high caliber of Moore students give us confidence that the future is in capable hands.”

Hildy Teegen, Dean
The Darla Moore School of Business is named for one of the most influential women in business today. South Carolina native Darla Moore is vice president of Rainwater, Inc., and founder and chair of the Palmetto Institute, a nonprofit think tank aimed at bolstering per capita income in South Carolina. Both her professional success and her philanthropic spirit exemplify the values of the Moore School, and her generous support has allowed us to accelerate our tradition of excellence.

This is a pivotal moment in the history of the Moore School. Both the Carolina’s Promise campaign and the move into our new building will greatly add to our resource base, allowing us to create unprecedented opportunities for our students and faculty.

But as every business leader knows, true success is not built on capital investment alone. It’s often the intangibles—building the right relationships, being attuned to the perfect opportunity—that make the critical difference.

That’s why, as we move forward into this defining chapter in our history, we’re launching the Building Moore campaign. In addition to our core strategic goals, we will build a better Moore School by enhancing our brand awareness, building our base of alumni supporters and corporate partners, and broadening our outreach to businesses in South Carolina and beyond to stimulate economic development.

To lend your support, please contact:
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to the darla moore school of business

CarolinasPromise.sc.edu

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