

**Demographic Report  
College of Business  
Spring 2023**



**Coastal Carolina University  
College of Business  
Spring 2023 Demographic Trends**

	2020	2021	2022	2023	% Change 2020-2023	% Change 2022-2023
<b>Undergraduate</b>						
Number of First-time Freshmen	6	13	13	16	166.7%	23.1%
Number of First-time Transfers	50	61	63	49	-2.0%	-22.2%
Number of Readmits	31	38	37	31	0.0%	-16.2%
Number of Continuing Students	1,854	1,766	1,954	2,176	17.4%	11.4%
Total Headcount	1,941	1,878	2,067	2,272	17.1%	9.9%
<b>Graduate - Degree Seeking</b>						
Number of First-time Graduates	24	32	20	23	-4.2%	15.0%
Number of Readmits	1	4	1	3	200.0%	200.0%
Number of Continuing Students	90	116	94	65	-27.8%	-30.9%
Total Headcount	115	152	115	91	-20.9%	-20.9%
<b>Graduate - Non-degree Seeking</b>						
Total Headcount	5	3	0	1	-80.0%	N/A
<b>Undergraduate and Graduate</b>						
Total Headcount	2,061	2,033	2,182	2,364	14.7%	8.3%

**Coastal Carolina University**  
**College of Business**  
**Undergraduate Demographic Report**  
**Spring 2023**

<b>Total Headcount</b>		<b>2,272</b>		<b>Total FTE</b>		<b>1,394</b>		<b>Student Credit Hours</b>		<b>20,909</b>	
<b>Class</b>	<b>Full-Time</b>	<b>Part-Time</b>	<b>Total</b>	<b>Ethnicity</b>	<b>Total</b>	<b>Percent</b>	<b>Admission Status</b>	<b>Total</b>			
Freshman	692	7	699	Hispanic	149	6.6%	<b>New Admits</b>				
Sophomore	552	14	566				Freshmen	16			
Junior	487	18	505	<b>Race</b>			Readmit	31			
Senior	431	71	502	American Indian	3	0.1%	Transfer	49			
				Asian	30	1.3%	<b>Total</b>	96			
				Black/African Am.	214	9.4%					
<b>Gender</b>				Pacific Islander	0	0.0%	<b>Non-Degree</b>				
Men	1,339	67	1,406	White	1,671	73.5%	Special	0			
Women	823	43	866	Two or More Races	82	3.6%					
				US Nonresident	27	1.2%	Continuing	2,176			
<b>Total</b>	<b>2,162</b>	<b>110</b>	<b>2,272</b>	No Report	96	4.2%	<b>Total</b>	<b>2,272</b>			
				<b>Total</b>	<b>2,272</b>	<b>100.0%</b>					

<b>Residence</b>	<b>Number</b>	<b>Percent</b>	<b>Age</b>	<b>Number</b>	<b>Percent</b>
Dillon County	2	0.1%	17 and under	0	0.0%
Georgetown County	24	1.1%	18	5	0.2%
Horry County	296	13.0%	19	483	21.3%
Marion County	8	0.4%	20	616	27.1%
Williamsburg County	5	0.2%	21	461	20.3%
<b>Total 5-County</b>	<b>335</b>	<b>14.7%</b>	22-25	630	27.7%
			26-29	37	1.6%
Other S.C.	402	17.7%	30-39	26	1.1%
<b>Total S.C.</b>	<b>737</b>	<b>32.4%</b>	40-49	8	0.4%
			50-59	5	0.2%
Other States	1,499	66.0%	60+	1	0.0%
Foreign Countries	36	1.6%	No Report	0	0.0%
No Report	0	0.0%			
<b>Total</b>	<b>2,272</b>	<b>100.0%</b>	<b>Total</b>	<b>2,272</b>	<b>100.0%</b>

<b>Major by College</b>	<b>Number</b>
<b>Business</b>	
Accounting	176
Economics (BA)	7
Economics (BS)	57
Finance	404
Hospitality, Resort, and Tourism Management	127
Management	798
Marketing	677
Undeclared, Business	26
<b>Total</b>	<b>2,272</b>

\* Source - CHEMIS Spring Enrollment File

**Coastal Carolina University  
College of Business  
Graduate Demographic Report  
Spring 2023**

Total Headcount			92	Total FTE		56	Student Credit Hours		669
Class	Full-Time	Part-Time	Total	Ethnicity	Total	Percent	Admission Status		Total
Graduate	49	42	91	Hispanic	4	4.3%	<b>New Admits</b>		
Non-Degree Seeking	1	0	1	<b>Race</b>			Graduate		23
				American Indian	0	0.0%	Readmit		3
				Asian	0	0.0%	<b>Total</b>		26
				Black/African Am.	12	13.0%	<b>Non-Degree</b>		
<b>Gender</b>				Pacific Islander	0	0.0%	Special		1
Men	30	18	48	White	66	71.7%	Continuing		65
Women	20	24	44	Two or More Races	1	1.1%	<b>Total</b>		92
<b>Total</b>	50	42	92	US Nonresident	9	9.8%			
				No Report	0	0.0%			
				<b>Total</b>	92	100.0%			

Residence	Number	Percent	Age	Number	Percent
Dillon County	0	0.0%	Under 22	0	0.0%
Georgetown County	2	2.2%	22-25	55	59.8%
Horry County	40	43.5%	26-29	10	10.9%
Marion County	0	0.0%	30-39	14	15.2%
Williamsburg County	0	0.0%	40-49	5	5.4%
<b>Total 5-County</b>	42	45.7%	50-59	7	7.6%
Other S.C.	9	9.8%	60+	1	1.1%
<b>Total S.C.</b>	51	55.4%	No Report	0	0.0%
Other States	29	31.5%	<b>Total</b>	92	100.0%
Foreign Countries	12	13.0%	<b>Average Age:</b>	<b>29</b>	
No Report	0	0.0%			
<b>Total</b>	92	100.0%			

Major by College	Number
<b>Business</b>	
Master of Accountancy	11
Master of Business Administration	78
Certificate:	
Fraud Examination	0
Healthcare Administration	2
Non-Degree Seeking (Business)	1
<b>Total</b>	92

\* Source - CHEMIS Spring Enrollment File