

**Demographic Report
College of Business
Fall 2023**



Office of Institutional Research, Assessment and Analysis
November 1, 2023

Coastal Carolina University
College of Business
Fall 2023 Demographic Trends

	2020	2021	2022	2023	% Change 2020-2023	% Change 2022-2023
Undergraduate						
Number of First-time Freshmen	398	653	765	883	121.9%	15.4%
Number of First-time Transfers	147	199	165	190	29.3%	15.2%
Number of Readmits	53	57	40	37	-30.2%	-7.5%
Number of Continuing Students	1,433	1,366	1,491	1,720	20.0%	15.4%
Total Headcount	2,031	2,275	2,461	2,830	39.3%	15.0%
Graduate - Degree Seeking						
Number of First-time Graduates	82	47	47	83	1.2%	76.6%
Number of Readmits	2	2	1	5	150.0%	400.0%
Number of Continuing Students	54	81	43	41	-24.1%	-4.7%
Total Headcount	138	130	91	129	-6.5%	41.8%
Graduate - Non-degree Seeking						
Total Headcount	2	2	0	0	-100.0%	N/A
Undergraduate and Graduate						
Total Headcount	2,171	2,407	2,552	2,959	36.3%	15.9%

Coastal Carolina University
College of Business
Undergraduate Demographic Report
Fall 2023

Total Headcount		2,830		Total FTE		1,565		Student Credit Hours		23,473	
Class	Full-Time	Part-Time	Total	Ethnicity	Total	Percent	Admission Status	Total			
Freshman	1,056	9	1,065	Hispanic	169	6.0%	New Admits				
Sophomore	728	10	738				Freshmen	883			
Junior	528	8	536	Race			Readmit	37			
Senior	419	72	491	American Indian	6	0.2%	Transfer	190			
				Asian	28	1.0%	Total	1,110			
Gender				Black/African Am.	194	6.9%	Non-Degree				
Men	1,698	66	1,764	Pacific Islander	1	0.0%	Special	0			
Women	1,033	33	1,066	White	2,010	71.0%	Continuing	1,720			
Total	2,731	99	2,830	Two or More Races	91	3.2%	Total	2,830			
				US Nonresident	30	1.1%					
				No Report	301	10.6%					
				Total	2,830	100.0%					

Residence	Number	Percent	Age	Number	Percent
Dillon County	2	0.1%	17 and under	3	0.1%
Georgetown County	31	1.1%	18	591	20.9%
Horry County	341	12.0%	19	753	26.6%
Marion County	9	0.3%	20	609	21.5%
Williamsburg County	6	0.2%	21	435	15.4%
Total 5-County	389	13.7%	22-25	371	13.1%
Other S.C.	460	16.3%	26-29	29	1.0%
Total S.C.	849	30.0%	30-39	22	0.8%
Other States	1,940	68.6%	40-49	9	0.3%
Foreign Countries	41	1.4%	50-59	6	0.2%
No Report	0	0.0%	60+	2	0.1%
Total	2,830	100.0%	No Report	0	0.0%
			Total	2,830	100.0%

Major by College	Number
Business	
Accounting	203
Economics (BA)	5
Economics (BS)	72
Finance	523
Hospitality, Resort, and Tourism Management	131
Management	986
Marketing	851
Undeclared, Business	59
Total	2,830

* Source - CHEMIS Fall Enrollment File

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

Total Headcount			129	Total FTE		91	Student Credit Hours		1,092
Class	Full-Time	Part-Time	Total	Ethnicity	Total	Percent	Admission Status	Total	
Graduate	75	54	129	Hispanic	7	5.4%	New Admits		
Non-Degree Seeking	0	0	0	Race			Graduate	83	
				American Indian	1	0.8%	Readmit	5	
				Asian	1	0.8%	Total	88	
				Black/African Am.	10	7.8%	Non-Degree		
Gender				Pacific Islander	0	0.0%	Special	0	
Men	42	27	69	White	94	72.9%	Continuing	41	
Women	33	27	60	Two or More Races	4	3.1%	Total	129	
Total	75	54	129	US Nonresident	11	8.5%			
				No Report	1	0.8%			
				Total	129	100.0%			

Residence	Number	Percent	Age	Number	Percent
Dillon County	0	0.0%	Under 22	11	8.5%
Georgetown County	4	3.1%	22-25	77	59.7%
Horry County	47	36.4%	26-29	11	8.5%
Marion County	1	0.8%	30-39	15	11.6%
Williamsburg County	0	0.0%	40-49	8	6.2%
Total 5-County	52	40.3%	50-59	5	3.9%
Other S.C.	13	10.1%	60+	2	1.6%
Total S.C.	65	50.4%	No Report	0	0.0%
Other States	50	38.8%	Total	129	100.0%
Foreign Countries	14	10.9%	Average Age:	27	
No Report	0	0.0%			
Total	129	100.0%			

Major by College	Number
Business	
Master of Accountancy	11
Master of Business Administration	118
Certificate:	
Fraud Examination	0
Healthcare Administration	0
Non-Degree Seeking (Business)	0
Total	129

* Source - CHEMIS Fall Enrollment File