

**Demographic Report
College of Business
Spring 2024**



Office of Institutional Research, Assessment and Analysis
April 1, 2024

**Coastal Carolina University
College of Business
Spring 2024 Demographic Trends**

	2021	2022	2023	2024	% Change 2021-2024	% Change 2023-2024
Undergraduate						
Number of First-time Freshmen	13	13	16	6	-53.8%	-62.5%
Number of First-time Transfers	61	63	49	59	-3.3%	20.4%
Number of Readmits	38	37	31	30	-21.1%	-3.2%
Number of Continuing Students	1,766	1,954	2,176	2,557	44.8%	17.5%
Total Headcount	1,878	2,067	2,272	2,652	41.2%	16.7%
Graduate - Degree Seeking						
Number of First-time Graduates	32	20	23	24	-25.0%	4.3%
Number of Readmits	4	1	3	1	-75.0%	-66.7%
Number of Continuing Students	116	94	65	105	-9.5%	61.5%
Total Headcount	152	115	91	130	-14.5%	42.9%
Graduate - Non-degree Seeking						
Total Headcount	3	0	1	1	-66.7%	0.0%
Undergraduate and Graduate						
Total Headcount	2,033	2,182	2,364	2,783	36.9%	17.7%

Coastal Carolina University
College of Business
Undergraduate Demographic Report
Spring 2024

Total Headcount		2,652		Total FTE	1,705		Student Credit Hours	25,569	
Class	Full-Time	Part-Time	Total	Ethnicity	Total	Percent	Admission Status	Total	
Freshman	753	11	764	Hispanic	167	6.3%	New Admits		
Sophomore	688	18	706				Freshmen	6	
Junior	550	26	576	Race			Readmit	30	
Senior	521	85	606	American Indian	6	0.2%	Transfer	59	
				Asian	24	0.9%	Total	95	
Gender				Black/African Am.	200	7.5%	Non-Degree		
Men	1,544	98	1,642	Pacific Islander	3	0.1%	Special	0	
Women	968	42	1,010	White	1,976	74.5%	Continuing	2,557	
Total	2,512	140	2,652	Two or More Races	89	3.4%	Total	2,652	
				US Nonresident	34	1.3%			
				No Report	153	5.8%			
				Total	2,652	100.0%			

Residence	Number	Percent	Age	Number	Percent
Dillon County	2	0.1%	17 and under	0	0.0%
Georgetown County	27	1.0%	18	4	0.2%
Horry County	332	12.5%	19	563	21.2%
Marion County	8	0.3%	20	724	27.3%
Williamsburg County	5	0.2%	21	579	21.8%
Total 5-County	374	14.1%	22-25	715	27.0%
Other S.C.	435	16.4%	26-29	26	1.0%
Total S.C.	809	30.5%	30-39	21	0.8%
Other States	1,800	67.9%	40-49	11	0.4%
Foreign Countries	43	1.6%	50-59	8	0.3%
No Report	0	0.0%	60+	1	0.0%
Total	2,652	100.0%	No Report	0	0.0%
			Total	2,652	100.0%

Major by College	Number
Business	
Accounting	193
Economics (BA)	3
Economics (BS)	65
Finance	494
Hospitality, Resort, and Tourism Management	125
Management	949
Marketing	801
Undeclared, Business	22
Total	2,652

* Source - CHEMIS Spring Enrollment File

**Coastal Carolina University
College of Business
Graduate Demographic Report
Spring 2024**

Total Headcount			131	Total FTE		87	Student Credit Hours		1,047
Class	Full-Time	Part-Time	Total	Ethnicity	Total	Percent	Admission Status		Total
Graduate	78	52	130	Hispanic	8	6.1%	New Admits		
Non-Degree Seeking	0	1	1	Race			Graduate		24
				American Indian	1	0.8%	Readmit		1
				Asian	1	0.8%	Total		25
				Black/African Am.	11	8.4%	Non-Degree		
Gender				Pacific Islander	0	0.0%	Special		1
Men	43	29	72	White	94	71.8%	Continuing		105
Women	35	24	59	Two or More Races	4	3.1%	Total		131
Total	78	53	131	US Nonresident	11	8.4%			
				No Report	1	0.8%			
				Total	131	100.0%			

Residence	Number	Percent	Age	Number	Percent
Dillon County	0	0.0%	Under 22	2	1.5%
Georgetown County	6	4.6%	22-25	80	61.1%
Horry County	45	34.4%	26-29	13	9.9%
Marion County	1	0.8%	30-39	20	15.3%
Williamsburg County	0	0.0%	40-49	9	6.9%
Total 5-County	52	39.7%	50-59	7	5.3%
Other S.C.	15	11.5%	60+	0	0.0%
Total S.C.	67	51.1%	No Report	0	0.0%
Other States	50	38.2%	Total	131	100.0%
Foreign Countries	14	10.7%	Average Age:	28	
No Report	0	0.0%			
Total	131	100.0%			

Major by College	Number
Business	
Master of Accountancy	10
Master of Business Administration	120
Certificate:	
Fraud Examination	0
Healthcare Administration	0
Non-Degree Seeking (Business)	1
Total	131

* Source - CHEMIS Spring Enrollment File