



Office of Institutional Research, Assessment and Analysis

July 9, 2024

Dr. Kevin Sightler
Director of Substantive Change
Southern Association of Colleges and Schools
Commission on Colleges
1866 Southern Lane
Decatur, GA 30033-4097

Dear Dr. Sightler,

This letter serves as a notification that Coastal Carolina University received approval from the South Carolina Commission on Higher Education (SCCHE) on July 8, 2024, to establish the undergraduate certificate in Personal Finance effective Fall 2024.

The Name of the program (to indicate the discipline):

Personal Finance

The credential to be awarded (e.g., Associate of Arts, Master of Accounting):

Certificate

The instructional level (associate, baccalaureate, master's, education specialist, or doctoral, if not obvious from the credential):

Baccalaureate

An affirmative statement that the new program consists of 25-49% new content not previously offered by the institution at the new program's instructional level.

The undergraduate certificate in Personal Finance consists of 25-49% new content not previously offered by the institution at the baccalaureate level.

The method of delivery to be added:

Face-to-face instruction

The intended implementation date:

Fall 2024

The Personal Finance undergraduate certificate is designed to make the study of finance more accessible to students across Coastal Carolina University and Horry County. The primary goal is to provide an opportunity for all students to further their financial decision-making skills. This 9-hour program has a mix of economics and personal finance coursework that broadly exposes students to real life circumstances that require financial acumen.

As a graduate of the certificate, students will be prepared to reliably demonstrate the ability to:

1. Understand basic economic concepts such as GDP, inflation, and the role of the Federal Reserve
2. Understand how credit cards, mortgages, car loans, student loans, and other personal financial instruments work
3. Understand property and liability risk, health care expenses, and life insurance
4. Learn about stocks, bonds, mutual funds, real estate, and other financial instruments
5. Understand how behavioral biases affect the decision-making process in financial matters.


This program aligns with the Coastal Carolina University's mission by developing students who are not only knowledgeable in their chosen fields but also prepare students to be productive, responsible, healthy citizens with a global perspective.

Coastal Carolina University does not anticipate any concerns as no new facilities or library/learning resources are needed to support the new degree program.

Enclosed is the approval letter from the SCCHE.

Please let me know if you have any questions or need clarification.

Sincerely,



Holly J. Legg
Accreditation Liaison
Director

R. Wes Hayes, Jr.
Chairman

L. Jeffrey Perez, Ph.D.
President and Executive Director



July 8, 2024

Dr. Daniel Ennis, Executive Vice President for Academic Affairs and Provost
Coastal Carolina University
PO Box 261954
Conway, SC 29528

Dear Dr. Ennis:

I am pleased to inform you that the Office of Academic Affairs and Licensing, under the authority of the South Carolina Commission on Higher Education (CHE), acknowledges the program notification for Coastal Carolina University's (3451) to Personal Finance Certificate (CIP: 52.0801/Site: 51001) beginning in Fall 2024.

Sincerely,

Jessica R. Berry, Ph.D.
Acting Director, Office of Academic Affairs and Licensing

CC: Dr. Teresa Burns, Associate Provost for Faculty Affairs and Academic Programs



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