

# Shawn W. Swartwood, PMP®, MBA

Adjunct Professor,  
Director of Internships,  
Director of the “Baker Business Bowl” Business Plan Competition

Baker School of Business

The Citadel

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## Degrees Earned

- 2013 Master’s in Business Administration (MBA), The Citadel, Charleston, SC
- 1992 Bachelors of Science in Physics with a Minor in Mathematics (BS), University of South Carolina, Columbia, SC
- 1984 Associate’s Degree in ElectricalTechnology (AS), Trident Technical College, North Charleston, SC
- 1984 Associate’s Degree in ElectronicTechnology (AS), Trident Technical College, North Charleston, SC

## Professional Licenses Earned

- 2019 Six Sigma Green Belt Certification, Quality management, The Citadel, Baker School of Business
- 2010 Project Management Professional (PMP) Certification, Project Management Institute (PMI), Newton Square, PA

## Acknowledgements

- 2022 Tommy and Victoria Baker School of Business Undergraduate Professor of the Year, The Citadel, Baker School of Business

## Professional History

- 2024-Present Exemplar Companies (contractor – Project Management) Boston, MA
- 2023-Present Sequence Finance Specialists (contractor – Project Management), Charleston/Florence SC
- 2021-2024 Business Owner (franchise), You’ve Got Maids, Mount Pleasant, SC
- 2016-Present Adjunct Professor, Baker School of Business, The Citadel
- 2016-Present Director of Internships, Baker School of Business, The Citadel
- 2014-Present Director, “The Baker Business Bowl” Business Plan Competition, Baker School of Business, The Citadel
- 2016-2017 CIS Projects Project Manager, Strategic Operations Solutions, Inc. (STOPSO), Charleston, SC
- 2014-2016 Director / Project Manager, “The Mentor Association”, Baker School of Business, The Citadel
- 2014-2016 Programs Master Scheduler, TRU SIMULATION + TRAINING (A Textron Company) Goose Creek, SC
- 2007-2013 Project Manager, BAE Systems, Inc. North Charleston, SC
- 2007-2007 Program Manager, International Textile Group (ITG), (Automotive Division), South Hill, VA
- 2005-2007 Manufacturing Engineer / Project Lead, Force Protection Industries, Inc. (FPI), Ladson, SC
- 2005-2005 Quality Engineer, Arvin Meritor, Inc. (AVM) | Marion, SC
- 2004-2004 Quality Engineer, Faurecia (S.A.I. Automotive USA), Fountain Inn, SC
- 2001-2004 Quality / Process Engineer / Assurance Inspector, Goodyear Tire and Rubber Company, Danville, VA

## Academic Teaching History

### The Citadel

#### The Baker Business Bowl (BBB) Business Plan Competition

The Baker Business Bowl is a program sponsored by Citadel Alumni (The Class of 1989) and donors aimed at budding entrepreneurs who have an idea for a new product or service, and the desire to turn that idea into a business. It is open to cadets, evening undergraduate students, and graduate students and or the combination of. Contestants participate in teams and compete in up to three rounds of judging. The final five teams or contestants are given the opportunity to attend a series of educational workshops on how to develop their full business plans and work alongside mentors and coaches from various industries. The top two winning teams are awarded cash prizes and mentorships to help make their budding business a reality.

#### The SoCon (Southern Conference) Entrepreneurial challenge

This event, a product of the Southern Conference's Academic Exchange program, is an entrepreneurship challenge pitch competition designed to showcase students with an idea for an innovative business or non-profit organization; thus, the competition features two tracks – For-Profit and Non-Profit. All 10 institutions in the SoCon, including The Citadel, will have one team representing them in each track, with the selection process for the teams to be determined by each individual school. The winning team from each track will be awarded \$10,000

#### 460 Internships Business (Accounting/Finance/Management/Marketing/Supply Chain) Internships

Receive academic credit for real-world work experience to complement the classroom education already received. Explore a variety of issues faced by today's firms and their managers, the kinds of information firms collect and use, and the development of solutions for business problems. Work ten to twelve hours each week alongside a senior level manager in a business. This course can be taken up to two times for a maximum of six earned credit hours. *This course was previously listed as BADM 450.*

#### BADM 450 Internships (Business Internships)

This course gives junior and senior students real-world work experience to complement his/her classroom education they have already received. Interns will learn about the variety of issues faced by today's firms and their managers, the kinds of information firms collect and use, and the development of solutions for business problems and challenges. Interns must complete a minimum of 90 hours for the semester (typically 9-10 hours per week) working alongside a senior-level manager in a Charleston-area business. The students write up Daily Log Reports capturing what they learned through their experiences and how their classes prepared them. They also create a Final Report, which summarizes an overview of the industry of their internship, overview of the firm, a comprehensive overview, and all conclusions as well as their knowledge, experiences.

#### BANA 101 Principles of Business Analytics

Develop an understanding of the importance of data centered decision making. Gain knowledge of software assisted data analysis techniques. Learn basic functionalities of MS-Excel. Develop a basic knowledge of business analytics. Gain insights on the fundamentals of how businesses are set up and operated. *This course was previously listed as BADM 110.*

#### BADM 110 Computer Applications in Business

The application of computer software to assist in analyzing common business decisions, with an emphasis on advanced techniques in spreadsheet and database development and design. Includes a major business project utilizing presentation software and the Internet. This course is designed for incoming freshmen as a basic introduction to the decision support tool Microsoft Excel. The instructor's assumption is that all students enter this class with no prior knowledge as to the use of excel as a decision support tool. Consequently, some students may find parts of this course elementary, but the objective is to bring ALL students to a basic level of understanding and proficiency with excel for use in future courses.

#### BADM 101 Introduction to Business

A survey course that acquaints students with the fundamental concepts of business operations and familiarizes them with spreadsheets and the application of spreadsheets to common business problems, introduces common accounting reports used in managing businesses, and presents an overview of career opportunities that exist in business today. Multiple times in the semester, Business School Faculty, and outside business practitioners, who are subject matter experts in their respective fields, will give presentations. This gives the students an opportunity to meet future instructors, to learn about the coursework, and options they will have over their student career.

#### MGMT 305 Business Leadership

Apply leadership theory and practice using cases in business and other organizations to focus on concepts such as motivation, persuasion, ethics, power, diversity, and teams. *This course was previously listed as BADM 371.*

#### SCMT 304 Project Management

Description: Explore the concepts and tools currently being used in the professional field of Project Management. Obtain a basic understanding of project management principles and practices, increase their ability to function effectively on a project team and as a project manager. *This course was previously listed as BADM 329.*

#### BADM 329 Project Management

This course gives junior and senior level students an overview of Project Management with all of the phases and responsibilities. It follows the layout from project Management Institute (PMI) that is the governing body of this philosophy with references to the Project Management Book of Knowledge (PMBOK). This course also gives an overview of Product Management, which is an organizational lifecycle function within a company dealing with the planning, forecasting, and production, or marketing of a product or products at all stages of the product lifecycle. Similarly, Product Lifecycle Management (PLM) integrates people, data, processes, and business systems.

#### ENTR 401 Small Business Management & Entrepreneurship

This course will combine all your knowledge to provide a blueprint surrounding the function of business. As entrepreneurs and small business owners/managers you will be responsible for all aspects and functions of a business. This course will equip you with the necessary tools required to create a successful business plan. In addition, you will learn a variety of techniques and tools that will enhance your business acumen regardless of whether you pursue an entrepreneurial or a traditional business career. Small Business Management & Entrepreneurship make up the foundation of the American economy. Throughout this course, you will interact with individuals, resources and scenarios to equip you to start and run a business. In addition to the readings and assignments, there will be an end of semester project.

#### BANA 201 Applied Business Analytics

Course Description: Explore the world of Big-Data and gain insights on how businesses champion competitive advantage by leveraging big data analytics. Learn how MS-Excel and other apps, such as R and Tableau, can be used to perform business analytics by using basic statistical techniques, like Descriptive Statistics, correlation analysis, Probability distributions, t-distributions, Confidence Intervals, and regression analysis.

#### LDRS 101 First Year Experience

LDRS 101 helps you develop the academic and life skills to make a successful transition to the unique environment of The Citadel. You will develop your academic skills (reading, listening, note taking, test taking, time management, research, computer competency, in addition to others) and will be introduced to campus facilities, resources, and support services. You will also learn about core values and ethics and how these relate to leadership. In addition, you will discuss topics

such as leadership and followership, the difference between college and high school, managing stress, and others

## Courses Taught

### Fall 2024

50619-BANA101-W1; Principles of Business Analytics; 3 Credits  
50791-BANA101-02; Principles of Business Analytics; 3 Credits  
50616-BANA101-03; Principles of Business Analytics; 3 Credits  
50617-BANA101-04; Principles of Business Analytics; 3 Credits  
ACCT/FINC/MGMT/MKTG/SCMT460-01; Business Internship; 3 Credits

### Summer 2024

30008-BANA101-D1; Principles of Business Analytics; 3 Credits  
ACCT/FINC/MGMT/MKTG/SCMT460-81; Business Internship; 3 Credits

### Spring 2024

11439-BANA101-W1; Principles of Business Analytics; 3 Credits  
11553-BANA201-02; Applied Business Analytics  
10505-ENTR401-01; Small Business Management & Entrepreneurship  
ACCT/FINC/MGMT/MKTG/SCMT460-01; Business Internship; 3 Credits

### Fall 2023

50704-BANA101-W1; Principles of Business Analytics; 3 Credits  
50698-BANA101-01; Principles of Business Analytics; 3 Credits  
50699-BANA101-03; Principles of Business Analytics; 3 Credits  
50700-BANA101-04; Principles of Business Analytics; 3 Credits  
51696-BANA101-07; Principles of Business Analytics; 3 Credits  
ACCT/FINC/MGMT/MKTG/SCMT460-01; Business Internship; 3 Credits

### Summer 2023

30008-BANA101-D1; Principles of Business Analytics; 3 Credits  
30430-LDRS101-62; First Year Experience; 3 Credits  
ACCT/FINC/MGMT/MKTG/SCMT460-81; Business Internship; 3 Credits

### Spring 2023

10574-BANA101-01; Principles of Business Analytics; 3 Credits  
10575-BANA101-02; Principles of Business Analytics; 3 Credits  
11218-BANA101-03; Principles of Business Analytics; 3 Credits  
ACCT/FINC/MGMT/MKTG/SCMT460-01; Business Internship; 3 Credits  
50355-LDRS101-14; First Year Experience; 3 Credits  
ACCT/FINC/MGMT/MKTG/SCMT460-01; Business Internship; 3 Credits

### Fall 2022

50845-BANA101-W1; Principles of Business Analytics; 3 Credits  
50839-BANA101-01; Principles of Business Analytics; 3 Credits  
50810-BANA101-02; Principles of Business Analytics; 3 Credits  
50841-BANA101-03; Principles of Business Analytics; 3 Credits

### Summer 2022

30292-MGMT460-81; Business Internship; 3 Credits  
30012-BANA101-D1; Principles of Business Analytics; 3 Credits

Spring 2022

10754-MGMT460-01; Business Internship; 3 Credits  
10709-BANA101-01; Principles of Business Analytics; 3 Credits  
10710-BANA101-02; Principles of Business Analytics; 3 Credits  
10887-MGMT305-W1; Business Leadership; 3 Credits

Fall 2021

15336-MGMT460-01; Business Internship; 3 Credits  
15262-BANA101-01; Principles of Business Analytics; 3 Credits  
15263-BANA101-02; Principles of Business Analytics; 3 Credits  
15264-BANA101-03; Principles of Business Analytics; 3 Credits

Summer 2021

10194-MGMT460-W1; Business Internship; 3 Credits  
10042-BANA101-D1; Principles of Business Analytics; 3 Credits  
10322-BANA101-75; Principles of Business Analytics; 3 Credits

Spring 2021

14857-MGMT460-01; Business Internship; 3 Credits  
14786-BANA101-01; Principles of Business Analytics; 3 Credits  
14787-BANA101-02; Principles of Business Analytics; 3 Credits  
14824-SCMT304-W1; Project Management; 3 Credits

Fall 2020

15416-MGMT460-01; Business Internship; 3 Credits  
15305-BANA101-01; Principles of Business Analytics; 3 Credits  
15307-BANA101-03; Principles of Business Analytics; 3 Credits  
15308-BANA101-04; Principles of Business Analytics; 3 Credits  
15309-BANA101-05; Principles of Business Analytics; 3 Credits  
15339-BANA101-07; Principles of Business Analytics; 3 Credits

Summer 2020

12250-BADM450-81; Business Internship; 3 Credits  
12096-BADM110-W2; Computer Application in Business; 3 Credits

Spring 2020

14575-BADM450-01; Business Internship; 3 Credits  
14503-BADM110-01; Computer Application in Business; 3 Credits  
14504-BADM110-02; Computer Application in Business; 3 Credits  
14600-BADM329-W1; Project Management; 3 Credits  
14639-BADM329-W2; Project Management; 3 Credits

Fall 2019

14320-BADM450-01; Business Internship; 3 Credits  
14577-BADM110-01; Computer Application in Business; 3 Credits  
14578-BADM110-02; Computer Application in Business; 3 Credits  
14585-BADM110-09; Computer Application in Business; 3 Credits

Summer 2019

11425-BADM450-81; Business Internship; 3 Credits

Spring 2019

13877-BADM450-01; Business Internship; 3 Credits  
14031-BADM329-W1; Project Management; 3 Credits  
13782-BADM101-01; Introduction to Business; 3 Credits

Fall 2018

10099-BADM450-01; Business Internship; 3 Credits  
13733-BADM450-81; Business Internship; 3 Credits  
14059-BADM110-10; Computer Application in Business; 3 Credits  
12297-BADM101-02; Introduction to Business; 3 Credits  
13782-BADM101-03; Introduction to Business; 3 Credits

Summer 2018

11425-BADM450-81; Business Internship; 3 Credits

Spring 2018

10098-BADM450-01; Business Internship; 3 Credits  
10101-BADM450-81; Business Internship; 3 Credits  
13048-BADM101-01; Introduction to Business; 3 Credits  
12218-BADM101-02; Introduction to Business; 3 Credits

Fall 2017

10099-BADM450-01; Business Internship; 3 Credits  
13317-BADM450-02; Business Internship; 3 Credits  
12297-BADM101-03; Introduction to Business; 3 Credits  
13060-BADM101-06; Introduction to Business; 3 Credits

Summer 2017

11425-BADM450-81; Business Internship; 3 Credits

Spring 2017

10098-BADM450-01; Business Internship; 3 Credits  
10101-BADM450-81; Business Internship; 3 Credits  
10099-BADM450-01; Business Internship; 3 Credits

Fall 2016

10099-BADM450-01; Business Internship; 3 Credits  
13317-BADM450-02; Business Internship; 3 Credits