January 14, 2014

Jagdish Agrawal PhD
Interim Dean
California State University, East Bay
College of Business and Economics
25800 Carlos Bee Boulevard
Hayward CA 94542-3066

Email: jagdish.agrawal@csueastbay.edu

Dear Dean Agrawal:

It is my pleasure to inform you of the continuous improvement review 2 team’s (formerly sixth year) recommendation to extend accreditation for the undergraduate and master’s degree programs in business offered by California State University East Bay is concurred with by the Continuous Improvement Review Committee and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of the College of Business and Economics.

In the interest of continuous improvement, by the College of Business and Economics should closely monitor the following item, as identified within the Peer Review Team Report, and incorporate this concern in your ongoing strategic planning initiatives:

- Although the CBE has substantially improved their Assurance of Learning (AOL) processes for their undergraduate and MBA programs; developed a five year AOL plan for implementation; given some examples of closing the loop; and clarified the roles and responsibilities of the faculty and administration, ongoing implementation is critical. Implementation of the plan and processes and closing the loop should be demonstrated for all undergraduate and graduate programs including the new Masters in Accountancy program in the next review (2013 Assurance of Learning Standards 16, 18, 19 and 2013 Standard 8: Curricula Management and Assurance of Learning).

California State University East Bay has achieved accreditation for five additional years from the time of the original visit. The next on-site continuous improvement review occurs in 2017/2018. A timeline specific to your visit year is attached. Please note that your Continuous Improvement Review application will be due on July 1st, two years prior to your review year (July 1, 2015). This application initiates the continuous improvement review process. In this application you will be expected to provide progress on the strategic management initiatives at your school, with a particular focus on those continuous improvement items identified during your last visit.

Please refer to the Continuous Improvement Review Handbook for more information regarding the processes for the continuous improvement review. The handbook is evolving and will be updated frequently to provide the most current process improvements. Please monitor the website to make certain that you have the most current version.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the continuous improvement review process and for providing valuable feedback to develop a more meaningful and beneficial review.
Sincerely,

Robert Sullivan, Chair
Board of Directors

c: Peer Review Team
   David Mielke, Continuous Improvement Review 2 Team Chair
   Frank Vidal, Continuous Improvement Review 2 Member
**Name of Institution:** California State University East Bay

**Name of Business Academic Unit:** College of Business and Economics

**List of Degree Programs Reviewed:**


**B.S. Business Administration Online** - Finance, Supply Chain Management, Corporate Management, Operations and Enterprise Resource Management

**B.S. Economics**

**MBA Hayward** - Entrepreneurship, Finance, Human Resources and Organizational Development, Information Technology Management, Marketing Management, Operations and Supply Chain Management, Strategy and International Business, General MBA—no option

**MBA Moscow**

**MBA Oakland**

**MS Business Administration**

**MS Taxation**

**MA Economics**
# CONTINUOUS IMPROVEMENT REVIEW TIMELINE - Visit 2017-2018

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<td>• Review and Refine Strategic Management Plan</td>
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<td>• Complete Key Data and Accreditation Data Sections of the Business School Questionnaire for prior academic year</td>
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<td>• July 1 - Submit Continuous Improvement Review Application with signed cover letter requesting review and preferred visit dates.</td>
<td>• Committee on Accreditation Policy rules on exclusions and the scope of the accreditation visit</td>
<td>• Submit Fifth Year Continuous Improvement Review Report</td>
<td>• Submit List of Degree Programs including Catalogs</td>
<td>• Work with AACSB to select Peer Review Team from peer and aspirant groups</td>
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<td>• Submit request for exclusion of degree programs including justification for the request</td>
<td>• Work with AACSB to set the visit date</td>
<td>• Submit Executive Summary including effective practices</td>
<td>• Submit List of Comparison Groups (Peer, Competitive, and Aspirant) Previous four items to be submitted together.</td>
<td>• Accreditation Statistical Reports available by request to applicant and team members from AACSB</td>
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<td>• Work with Peer Review Team to prepare the Visit Schedule</td>
<td>• Peer Review Team Visit</td>
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