welcome to the bay

Where All Your Possibilities Come Into View

professional

A Student-Centered University

Freshman Year Experience

Learning Communities

Living and Learning: Overlooking San Francisco Bay

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Concord Campus

Students Just Like You

achieveable

Academic Excellence at an Affordable Price

We’re With You All the Way

Admissions

CSUEB Facts, Map, and Directions

“I personally love the view. It is a great motivation to being on campus.”

Cal State East Bay student comment to The Princeton Review
Welcome to The Bay. Higher education is your path to personal discovery and development. At California State University, East Bay, that path will take you higher and further than you imagined you could go. When you arrive on campus, one of the first things you’ll notice is our spectacular, panoramic view. As a student at Cal State East Bay, you’ll encounter new ideas and new ways of thinking and learning. You’ll grow to understand the many opportunities that await you as an educated professional. And as you acquire new knowledge and skills, your place in the world — and all your possibilities — will come into view.

The San Francisco East Bay University
Cal State East Bay serves the region and beyond with two scenic campuses nestled in the East Bay Hills. Our Hayward Hills campus overlooks Northern California’s beautiful San Francisco Bay and the rhythm of bridges, cities, hills, and mountains that surrounds us. Our Concord campus, offering upper-division and graduate programs, is located in the picturesque foothills of Mt. Diablo. Wherever you attend, Cal State East Bay offers you a compelling setting for personal growth, career exploration, academic achievement — and friendship — plus a view that stretches all the way to tomorrow.

Location. Location. Location.
We’re lucky to be located in the heart of the beautiful San Francisco Bay Area, enjoying its famous mild and sunny Mediterranean climate, year-round. San Francisco, Oakland, Berkeley, and San Jose — with their profusion of exciting theaters, restaurants, clubs, museums, shops, and festivals — are just 30 to 45 minutes away. The Bay Area is also home to winning professional teams like the Oakland Raiders and Athletics and the San Francisco 49ers and Giants. A one-hour drive takes you to the Pacific Ocean or to California wine country. Beyond the Bay Area, Northern California landscapes are breathtaking: Santa Cruz beaches, the Monterey Peninsula, Big Sur, the Sierra Nevada Mountains, Lake Tahoe, and Yosemite Valley—all beckon you for fun day trips or weekend exploration.

• The Bay Area is the scenic, cultural, technological — and educational — center of the American West, where a rich legacy sets the stage for outstanding places to go and things to do. • There’s no better place for college living and learning!

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“My teachers all know me by name and are always willing to help.”

Cal State East Bay is a Student-Centered University. Our professors are here to teach. While faculty scholarship and research are prized, teaching and interacting with you is our primary mission. As a new student, among the first things you’ll encounter is our remarkably personalized learning environment. With small classes, dedicated professors — and access to a wide range of advising, tutoring, and other student services — you’ll get the individualized instruction and attention you deserve. At Cal State East Bay, your instructors will know you by name, inspire you with their knowledge and insight, and mentor you in the classroom and beyond.
Freshman Year Experience – Our Commitment to Your Academic and Social Growth

A strong academic foundation and meaningful social connections — that’s what your Freshman Year Experience is all about. It begins at orientation, when you meet future classmates and are personally introduced to faculty in your chosen major or field of study.

University Community
In the fall, you’ll be welcomed to the university at a special convocation ceremony, just for freshmen and their families. You’ll also join the Freshman Learning Community of your choice and begin your college experience, building a solid general education foundation, developing the skills required for academic success — and making new friends.

Individualized Attention
Our small classes ensure you’ll get the attention and advising you need as a freshman. Peer Advisors and Freshman Partners will connect you with counseling and mentoring services. We’ll never lose sight of you. In fact, we’ll monitor your progress throughout the year, ready to offer additional help whenever you may need it.

Personal Growth
We’ll also offer you a variety of fun activities and opportunities to challenge, express, and enjoy yourself — from concerts and parties to freshman field trips. We’ll even help you explore your personal growth and social connections with other students and faculty members.

Learning Communities are the Core of Your Freshman Year Experience.
As a new freshman, you’ll choose and join a Learning Community of other new students who share your interests and career objectives, to study thematically linked courses (called clusters) in the Humanities, Natural Sciences, or Social Sciences. This program offers you individualized instruction in a small class setting and guarantees you the courses you need to meet your major prerequisites and graduation requirements. Cal State East Bay’s Freshman Learning Communities promote the kind of intellectual and social camaraderie that makes learning exciting and challenging.

Natural Science Clusters:
Intrigued by the workings of the human body? Interested in the interdependence of chemicals and living things? Find answers to essential questions by taking classes that encompass physics, biology, chemistry, geology, and psychology.

Humanities Clusters:
A combination of history, English, foreign language, philosophy, music, and theater, these clusters offer cultural, historical, and gender-based perspectives of the ancient world, arts and literature, and religion.

Social Science Clusters:
Viewing society through science, anthropology, psychology, social science, political science, philosophy, ethnic studies, and communication allows you to explore the relationship between yourself and the world around you.

A National Model
Our innovative Freshman Learning Communities program has garnered national recognition by demonstrating that students earn higher GPAs, develop superior writing and communication skills, and graduate reliably in four years. Recent studies by the Lumina Foundation and Syracuse University have recognized Cal State East Bay’s Freshman Learning Communities as a national model.
Residential life at Cal State East Bay is much more than having a choice of your own convenient, comfortable student apartment—just a short walk from classes, the Library, University Union, and campus events. It also means avoiding the hassles of commuting or finding roommates— and having time for college life.

Go to dinner with your study group. Play volleyball with friends. Participate in a global issues discussion, moderated by a faculty expert. Attend a movie festival. Or hike the coastal trail with your roommates. Living on campus at Cal State East Bay is all about getting the most from your college experience.

Pioneer Heights on-campus apartments and suites are spacious, attractive, and fully furnished. Each apartment has a living and dining area, a full kitchen and one or two bathrooms. Freshmen suites have a living and dining area, a kitchenette with refrigerator and microwave oven, and two bathrooms. High-speed Internet access is provided, and phone and cable service is available. Computing labs, as well as study, exercise, laundry, and recreation rooms with television, billiard tables, and ping pong are among the amenities. Outdoors, you'll find lighted volleyball and basketball courts, as well as barbecue and picnic areas. Convenient meal plans (required for first-time freshmen living in Pioneer Heights, optional for other residential students) are available, making it easy to save time and have fun sharing a meal with friends. An optional, living-learning program at Pioneer Heights allows you to live among other students who share common interests. If you're interested in campus and community leadership, service, and recreational opportunities, the Residential and Environmental Leadership might be the option for you.

New Additions Cal State East Bay is growing! Exciting new facilities—all designed to improve your experience as a resident and enrich your life as a student—are being added to the University’s main campus, high in the beautiful Hayward Hills. Recently, the University celebrated the opening of a new 67,000 square foot Business and Technology Center; a 29,000 square foot expansion of the University Union with new meeting, eating, and hanging out spaces for students; and completion of three new Pioneer Heights residence halls, including a freshman-only building. With demand for on-campus student housing at Cal State East Bay continuing to grow, in fall 2008 another Pioneer Heights expansion will open, accommodating more than 450 new residents and will feature a 16,000 square foot dining commons. Planning has also begun for a 53,000 square foot state-of-the-art recreation and wellness center.

Off-Campus Housing listings are available at the Housing Office and on the University Web site. You'll find a wide choice of apartments, houses, and rooms to rent, as well as students looking for roommates.
Fun? You’ve got to be kidding! This is the San Francisco Bay Area. We have it all: clubs, restaurants, museums, parks, natural resources, the ocean, skiing, and the real topper, the weather!”

Cal State East Bay student comment to The Princeton Review

Events, Festivals & Cool Stuff

An Annual Jazz Festival with world-class headliners such as Dave Eshelman’s Jazz Garden Big Band • A wide range of theatre and dance productions from the classics to contemporary and from drama to musical theatre, including Shakespeare, “A Christmas Carol,” “A Chorus Line,” and “The Marriage of Fints and Boo” • Workshops with renowned local performance artists and groups such as the dancer Margaret Jenkins, musician John Engelkes, and San Francisco Contemporary Music Players • A Festival of One Acts, cultural events such as the Ocho de Mayo Festival, and Mexican American History Month • The latest romantic comedy or thriller at Movie Night • Taekwondo classes • Yoga classes • Annual Fall Music Fest with local bands and alfresco dining • A major exhibit in the University Art Gallery that features renowned artists—and former faculty members—Romare Bearden, Mel Ramos, Jacob Lawrence, Enrique Chagoya, and Ray Saunders • Monthly speakers on topics ranging from America and the Middle East to world music.

Student Clubs

Choose from more than 90 academic, athletic, Greek, religious, recreational, student government, and cultural clubs and organizations—everything from Aikido to the Philosophy Society.

What’s Happening on Campus

If you’re like many of our students, you want to continue some of the fun and familiar things you did before college. Try a smoothie at the Union cafe, surf the Web from your Internet-wired student apartment, or catch a movie on campus. You can also add some new experiences to your repertoire—like a jazz band playing a noon concert, a lecture by a regional novelist, or salsa dance lessons.

Scenes From Campus Life . . .

• Strolling to class across rolling green lawns, sun breaking through the morning fog, a cup of cappuccino in your hand.
• Eating lunch at the Union, discussing global economics with fellow students from around the world.
• Attending a geopolitical forum with your Political Science prof and classmates from your Social Science Cluster.
• Taking a break between classes to sunbathe or play volleyball on the lawn.
• Hanging out at the Amphitheatre, listening to reggae, rock, hip-hop, and R&B—the sounds of our annual fall festival.
• Contemplating what you’ve learned as you take in panoramic views of San Francisco Bay.
• Meeting classmates at the University Theatre courtyard to go see friends perform in a student play.
• Deciding what to do on Friday night: go to a sporting event on campus, catch a ride with friends to Berkeley or Oakland to attend a concert, or take a BART train to go dancing in San Francisco.
Do You Want to Play?
Imagine the roar of the crowd as you spike the ball into the opponents’ court, scoring the match point, and qualifying your team for the volleyball championship. Picture a fall afternoon soccer game in Pioneer stadium — you, your family, and friends among the spectators — cheering a University goal, with a spectacular sunset over San Francisco Bay as the backdrop. Just two examples of the spirit of Pioneer athletics at Cal State East Bay.

Work Hard, Play Hard
Highly competitive sports, geared to the needs of serious students with outside interests and busy lives, is what athletics at Cal State East Bay is all about. As a student-athlete at Cal State East Bay, you’ll have the opportunity to become a pivotal player while also excelling at academics and experiencing the best of college life. An integral part of Cal State East Bay, the University’s Intercollegiate Athletic Program offers academic credit for 15 sports. Students compete in baseball, men’s and women’s basketball, men’s and women’s cross country, men’s and women’s golf, men’s and women’s soccer, softball, women’s swimming, women’s volleyball, and women’s water polo. Adding momentum to the University’s expanding student, athletics, and campus life programs, Cal State East Bay is now planning its move to NCAA Division II with athletic scholarships and anticipates joining the California Collegiate Athletic Association.

Athletic Excellence
Since 1961, the Cal State East Bay Pioneers have won 82 Conference Championships, producing more than 300 All-Americans and Academic All-Americans. Plus, we’ve taken home seven national collegiate championships. In 2007-08, ten of the fifteen Cal State East Bay sports qualified for post-season competition, including women’s volleyball for the tenth straight year in Division III, and men’s golf, which finished seventh in the country in the NAIA. Women’s water polo won the Division III Collegiate Nationals with a team that had five All-Americans and five Academic All-Americans. Whether you play or not, at Cal State East Bay, there are always winning teams to cheer on — and exciting games to attend — every season of the year. And, as a student at CSUEB, you can attend all regular season home games for free.
Concord Campus

A First Choice for Transfer and Graduate Students in Contra Costa County

Cal State East Bay’s Concord Campus offers unique services and programs designed to smooth your transition from community college to a four-year university or support your pursuit of a master’s degree while ensuring you stay on track—and on time—to your degree objective.

Distinctively personal. Located in the heart of Contra Costa County, our Concord Campus is easily accessible without a long commute from wherever you work or live in Contra Costa County, our Concord Campus is easily accessible without a long commute from wherever you work or live in Contra Costa County or southern Solano and Napa counties.

Academic choices at Concord include bachelor’s (upper-division coursework) and master’s degrees, as well as teaching credentials—all leading to rewarding, high-demand careers. Small classes encourage discussion and collaboration. And our emphasis on quality—reflected in our faculty and in the aspirations and achievements of our students—is in your assurance that the education you complete at Cal State East Bay’s Concord Campus will qualify you for a lifetime of personal and professional success.

Simplifying the Process

Whether you are transferring from another college, planning to start a new graduate program—or are among our first lower-division pre-nursing cohort—we’ve made attending Cal State East Bay’s Concord Campus easy. Our advisors meet with new students one-on-one to review transcripts, select courses, and map an education plan. Our admission and transfer process is streamlined. And our service is personal. (Don’t be surprised if we get to know you by your first name!)

Take the first step

Get answers to all your questions about transferring to Cal State East Bay’s Concord Campus by attending an information session covering the entire application, admission, and transfer process. Then schedule a personal advising session with one of our friendly, expert academic advisors by calling 925.602.6700.

Concord Campus • Fields of Study

Business Administration (B.S., M.B.A.)
Accounting Option (B.S.)
Corporate Management Option (B.S.)
Finance Option (B.S., M.B.A.)
Human Resource Management Option (B.S.)
Management Option (M.B.A.)
Marketing Management Option (B.S.)
Counseling (M.S.)
Marriage and Family Option (M.S.)

Counseling (M.S.)

Unique Advantages:

- Cal State East Bay’s Concord Campus provides a pathway to a high quality liberal arts or professional degree that is convenient, surprisingly affordable, and yet distinctively personal. Located in the heart of Contra Costa County, our Concord Campus is easily accessible without a long commute from wherever you work or live in Contra Costa or southern Solano and Napa counties.
- Academics: choices at Concord include bachelor’s (upper-division coursework) and master’s degrees, as well as teaching credentials—all leading to rewarding, high-demand careers. Small classes encourage discussion and collaboration.
- state-of-the-art technology expedites your learning options with “smart” multimedia classrooms, replicated computer labs, teleconferencing facilities, and a Wi-Fi-equipped library.
- New Pre-Nursing Nursing Programs: With job opportunities unlike the present nursing occupations in the state and region, we’ve not only committed to preparing students for rewarding and high demand careers in nursing, but we’re also expanding our Concord Campus offering to meet changing needs. Beginning in Fall 2008, we’re offering new pre-nursing lower-division coursework to freshmen and sophomores aspiring to our highly regarded Bachelor’s of Science in Nursing program. And both pre-nursing as well as Nursing program students at Concord benefit from the below, state-of-the-art on-site laboratories, small classes, and clinical training options at hospitals just minutes away.
- Conceived Your Success: At Cal State East Bay’s Concord Campus, we’re committed to your success. Thorough advising and counseling you can rely upon. Staff and administrators committed to putting students first. And professors who not only are experts in their fields, but who are also accessible and willing to go the extra mile to ensure your success. Above all, our emphasis on quality—reflected in our faculty and in the state-of-the-art technology expedites your learning options with “smart” multimedia classrooms, replicated computer labs, teleconferencing facilities, and a Wi-Fi-equipped library.
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“ The nursing program features brand new state-of-the-art laboratories, experienced professors, and clinical training at hospitals minutes away from campus.”

Liberal Studies (B.A.)
Liberal Studies—Fast Track Teacher Prep Program (B.A.)
Nursing (B.S.)
Pre-License Option (B.S.)
RN Advanced Placement Option (B.S.)
Psychology (B.A.)
Public Administration (M.P.A.)
 Recreation (B.S.)
Social Work (M.L.S.)
Sociology (B.A.)
Social Services Option (B.A.)
Sociology Option (B.A.)
Counselor Education Programs in Education
Multiple Subject
Single Subject
Preliminary Administrative Service
Cal State East Bay. Students Just Like You.

Alicia Unis  
NAME:  
MAJOR: Music  
GOAL: Symphony Orchestra

Yacine Jackson  
NAME:  
MAJOR: Communication  
GOAL: Broadcasting

Angeles Alencastro  
NAME:  
MAJOR: English  
GOAL: Elementary School Teacher

Andrew Barrie  
NAME:  
MAJOR: Undeclared  
GOAL: Business Manager

Charles L. Cole III  
NAME:  
MAJOR: Political Science  
GOAL: Organizer/Activist

Amit Kumar  
NAME:  
MAJOR: Criminal Justice  
GOAL: Drug Enforcement Agency

Amela Fejzic  
NAME:  
MAJOR: Biology  
GOAL: Pediatrician

Devin Pennix  
NAME:  
MAJOR: Psychology  
GOAL: Psychologist

Dirk Vandelann  
NAME:  
MAJOR: International Studies  
GOAL: U.S. Air Force

Ng Loretta  
NAME:  
MAJOR: Business Administration  
GOAL: Consultant/Advisor

Melissa Ferraris  
NAME:  
MAJOR: Business Administration  
GOAL: Real Estate Agent

Ashley Edwards  
NAME:  
MAJOR: Communication  
GOAL: Public Relations

Matt DeLima  
NAME:  
MAJOR: Communication  
GOAL: Sports Agent

Noel Perez-Sanchez  
NAME:  
MAJOR: History  
GOAL: Int’l Relations Specialist

Yolanda Torres  
NAME:  
MAJOR: Business Admin./Finance  
GOAL: Financial Analyst

Chevy Chen  
NAME:  
MAJOR: Communication  
GOAL: Film Director

Jim Elliott  
NAME:  
MAJOR: Business Administration  
GOAL: Engineering Business

Fahim Khan  
NAME:  
MAJOR: Business Administration  
GOAL: Accountant

Corrin Zimmerman  
NAME:  
MAJOR: Communication  
GOAL: Sports Agent

Tyler Rosecrans  
NAME:  
MAJOR: Liberal Studies  
GOAL: Teacher

Joon Song  
NAME:  
MAJOR: Music  
GOAL: Professional Musician

Chris Bemudez  
NAME:  
MAJOR: Communication  
GOAL: Broadcasting

Gabriella Deigner  
NAME:  
MAJOR: Liberal Studies  
GOAL: Teacher

Erica Trevino  
NAME:  
MAJOR: Business Admin./Finance  
GOAL: Chief Financial Officer

Lucy Ogbu  
NAME:  
MAJOR: Biology  
GOAL: Neurosurgeon

Marcus Boddy  
NAME:  
MAJOR: Engineering  
GOAL: Builder/Designer

Jeff Serpa  
NAME:  
MAJOR: Business Administration  
GOAL: Human Resources

Matthew Raimondi  
NAME:  
MAJOR: Business Administration  
GOAL: Success!
“One of the greatest strengths of our school is its ties to local businesses and companies . . . (Another strength is) instructors who are very knowledgeable, helpful, and reachable.”

Professors Who are Dedicated to Your Success — in the Classroom and Beyond.

Our location in the San Francisco Bay Area attracts award-winning professors, many of whom are recognized experts in their fields. This allows us to offer you a strong academic course of study and a real-world curriculum that will prepare you for a lifetime of personal achievement and career success.

Consider the advantages of learning from distinguished faculty such as these — just a few examples of what awaits you at Cal State East Bay: • Bijan Gillani, Teacher Education — award-winning pioneer in using the Internet as an educational tool in teaching • Michael Hedrick, Biological Sciences — noted researcher in invertebrate respiratory and synthetic functions and panel review committee member for National Science Foundation and National Institutes of Health • Greg Jennings, Educational Psychology — nationally recognized expert on school psychological services, delivery, and assessment • Chad Kim, Chemistry & Biochemistry — viral RNA (ribonucleic acid) research expert and recipient of a National Science Foundation grant • Gary McBride, Accounting — CPA and attorney with extensive Internal Revenue Service (IRS) experience as a special agent and technical advisor • Brian McKenzie, Marketing & Entrepreneurship — awarded the United States Association for Small Business and Entrepreneurship Model Undergraduate Program Award • Lettie Ramirez, Teacher Education — director of the Urban Teacher Academy and author of “Portraits of Teachers in Multicultural Settings: A Critical Literacy Approach” • Scott Stine, Geography & Environmental Studies — international authority on global warming and climate changes • Bruce Trumbo, Statistics — fellow of the American Statistical Association, recipient of the Institute of Mathematical Statistics Carver Medal • Jessica Weiss, History — recipient of the Western Association of Women Historians’ Sierra Prize.

“Where All Your Possibilities Come Into View.”

Cal State East Bay student comment to The Princeton Review
the Bay Area; the world's fourth largest media market.

Students typically participate as interns in a wide range of employment possibilities including:

- in anthropology provides excellent preparation for a wide range of professions such as teaching, research, and policy making.
- Archaeology, anthropological linguistics, and archaeology prepare students for careers in museums, government, and business.
- Study in speech-language pathology and audiology is excellent preparation for careers in schools, hospitals, and rehabilitation centers.
- The two specialized options, Corrections or Law Enforcement and Administration Option (B.S.), are designed to produce graduates who are prepared for careers in public safety and correctional services.
- The Master's of Social Work is a two-year program of study which students engage in both classroom and field experiences to develop the skills necessary for effective social work practice.

**Agriculture and Related Sciences**

- The performance-oriented Master's Degree in Agriculture and Related Sciences (CDTS) train students to become speech language pathologists and professionals for advanced study in speech language pathology and audiology. The program is designed to train professionals and therapists who are equipped to work in a variety of settings, including hospitals, rehabilitation centers, and schools.

**Criminal Justice Administration**

- The program is designed to train students to become speech language pathologists and professionals for advanced study in speech language pathology and audiology. The program is designed to train professionals and therapists who are equipped to work in a variety of settings, including hospitals, rehabilitation centers, and schools.

**Geography (B.S., B.A., M.A.)**

- The programs in Geography and Environmental Studies prepare graduates to function as informed, knowledgeable citizens who are able to critically examine social and natural phenomena. Students have the opportunity to study in Chile, Mexico, and Spain. The major provides both a strong background in social studies and excellent professional preparation for graduate and professional school.

**Hispanic and Latin American Studies**

- The major is designed to provide students with an understanding of the history and culture of Latin America and its impact on the world. Students complete a range of courses in history, politics, economics, and literature. The program offers an interdisciplinary approach to study through which students engage in both classroom learning and field experiences to develop the skills necessary for effective social work practice.

**History (B.A., M.A.)**

- History courses focus on the development of consciousness, knowledge, and relationships, increasing their understanding of society as one of the major agents of change. The programs in History develop an inclusive and comprehensive framework for understanding the development of political, economic, and social systems.

**Interdisciplinary Language and Literature**

- The study of languages and literatures offers a course of study leading to a Bachelor of Arts degree with a major in Languages and Literatures. The courses offered may be part of a Special Major, a Specialized Option, or a Minor.

**Liberal Studies (B.A.)**

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**Law Enforcement and Administration Option (B.S.)**

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**Politics and government**

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**Television, Film, and Theatre**

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**English**

- The Department of English offers a rich array of courses in literature, language, creative writing, and composition. The program is designed to provide students with an understanding of the past, and an understanding of understanding of others as well as to expose students to the diverse range of English courses that help students develop the advanced skills in reading, writing, and critical thinking necessary to succeed in careers in teaching, publishing, law, administration, and business.

**Ethnographic and Environmental Studies**

- The programs in Geography and Environmental Studies prepare graduates to function as informed, knowledgeable citizens who are able to critically examine social and natural phenomena. Students have the opportunity to study in Chile, Mexico, and Spain. The major provides both a strong background in social studies and excellent professional preparation for graduate and professional school.

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**Sociology (B.A.)**

- The degree prepares students to become speech language pathologists and professionals for advanced study in speech language pathology and audiology. The program is designed to train professionals and therapists who are equipped to work in a variety of settings, including hospitals, rehabilitation centers, and schools.

**Social Work**

- The degree prepares students to become speech language pathologists and professionals for advanced study in speech language pathology and audiology. The program is designed to train professionals and therapists who are equipped to work in a variety of settings, including hospitals, rehabilitation centers, and schools.

**Television, Film, and Theatre**

- The degree prepares students to become speech language pathologists and professionals for advanced study in speech language pathology and audiology. The program is designed to train professionals and therapists who are equipped to work in a variety of settings, including hospitals, rehabilitation centers, and schools.
The mission of the College of Business and Economics is to prepare students to succeed and make ethical choices in a dynamic business environment shaped by the challenges of a competitive global economy, emerging technologies, and diverse stakeholders.

Accounting and Finance
The task of accounting is to identify, measure, and communicate relevant information for decision-making in all business operations. The study of accounting prepares students for employment in private, public, and nonprofit accounting, and reads them for all professional examinations. The finance curriculum prepares students for careers in financial management in business, banking, financial services, investment management, and securities brokerage.

Economics
This major teaches students how to make decisions by comparing the benefits and costs of alternative actions. Economic analysis helps students to analyze critical monetary, social, economic, and political issues. Such skills are valued by employers and are used in everyday life. The Bachelor of Arts in Economics is especially useful to students who go on to graduate studies in economics or enroll in law school. Statistical Economics and Accounting options equip students with job-specific skills that are highly valued by both private and government sector employers. The option in Social Science Economics is of particular interest to students who are mainly interested in social studies, including languages and cultural/political background.

Management
Managerial skills in planning, organizing, and controlling are in high demand in both public and private sector. In preparing students for careers in management, the curriculum stresses philosophical bases for management, ethical considerations, human values, and decision-making skills.

Marketing and Entrepreneurship
The Marketing program gives students the knowledge and skills to understand customer needs, to design effective marketing strategies, and to successfully implement and monitor marketing programs. This leads to careers in market research, product brand management, sales, e-commerce, and advertising. The Entrepreneurship program prepares students for an entrepreneurial career or for starting their own business. They learn about new ventures, start-up business planning, gaining access to resources, and managing growth in partnerships with business and community leaders. The department focuses on offering a relevant curriculum and increasing career choices for graduates. Students can choose to pursue options in Advertising, Marketing Management, E-Commerce Marketing, Organizational Communication and Public Relations, Sales, and Entrepreneurship.

Certificate Programs
· Interdisciplinary Programs
  - Advertising Minor: The Advertising Minor allows students to integrate an interdisciplinary set of advertising-related courses with their own majors. This specialization leads to careers in advertising agencies, in the advertising and public relations departments of corporations and nonprofit organizations, in radio, television, newspapers, and magazines, and in firms specializing in direct and interactive marketing communications.
  - International Business Minor: In the new global economy, there is heightened demand among multinational firms, government agencies, and international organizations for managers with a broad global perspective. The International Business minor provides a foundation in general business administration, a business specialty in finance, marketing, or personnel administration/industrial relations; international business; and international studies, including languages and cultural/political background.
College of Education and Allied Studies

Graduates of the College of Education and Allied Studies work to build healthier communities with better schools. The College’s innovative curriculum prepares students to teach, lead schools, advise and coach, and to counsel and support children, adults, and families. Students work in community schools, recreational districts, and public and private agencies, as an essential part of their learning experience.

Educational Leadership

This major is for students who desire to lead schools, districts, or other learning organizations, as well as educational service providers, in a manner that is consistent with a commitment to social justice and equity. The leadership in education program prepares students to work for transformation of schooling systems and local communities. Graduates of our leadership programs have moved into varied positions such as principal, district level director, superintendent, or other leadership roles. Our mission is to prepare leaders who will build schools for learners, advise and coach, and to counsel and support children, adults, and families, who will create vital, democratic and caring schools for powerful teaching and learning.

Educational Psychology

This graduate department offers master’s degrees in Counseling and Special Education, as well as related credentials. All programs prepare students for leadership and teaching roles in the education and counseling fields. Most Counseling majors complete the academic requirements for licensure as marriage and family therapists in the State of California. Counseling majors may also pursue a credential in school counseling or school psychology. Special Education majors complete a credential in special education and may also complete a master’s degree.

Kinesiology and Physical Education

This study of human beings as they move is a dramatically expanding field that offers a wide array of professional careers in teaching, coaching, athletic training, clinical and corporate fitness, physical therapy, and sports management. Undergraduate and graduate degree programs provide students the opportunity to acquire cutting-edge disciplinary knowledge and skills necessary for success in the sport, allied health, and fitness fields that are among the fastest growing economic markets of the near future.

Leadership in Hospitality and Leisure Services

This major leads to careers that are people-focused, fast paced, full of variety, and offer opportunities to solve real problems. At a time when worldwide, the need for leaders in the hospitality and leisure industry continues to grow. As work demands burgeon, the need to relax and rejuvenate as an antidote to mental stress and for overall physical health will also expand. Students explore the health and wellness benefits of leisure and the recreational means to attaining it. The professional career focus is on carefully managing the environment, the program, or the event to assure the highest quality leisure experience.

Teacher Education

Cal State East Bay’s teacher preparation programs have earned national recognition for their excellence. Each year about 450 students complete the programs, and most find jobs in the Bay Area. The College of Education offers the state’s basic teaching credentials—the Multiple Subject and Single Subject credentials. Students may also pursue the Reading/Language Arts Specialist Credential and Master’s degree options in Educational Technology, Curriculum, or Reading Instruction. Students can choose traditional student teaching or internships in which they are hired by the district to teach part- or full-time.
Biological Science  The study of life has never been more complex and diverse as it once was. A wide range of courses explores everything from the underlying mechanisms of the chemical basis of life and inheritance to how organisms interact in populations, expanding our knowledge, as well as in the practical pursuit of professional skills, with programs that meet the changing needs of a technologically advanced society. In turn, students are able to master their field of study and prepare for the challenge of a career in science.

Chemistry and Biochemistry  The study of chemistry and biochemistry forms the basis for many of the technological innovations that are currently under development. From biotechnology and nanotechnology to medical, nutritional, and environmental research, modern solutions to problems depend on an understanding of the chemical structure of materials, and the principle to control their interactions. Degrees in chemistry and biochemistry prepare students for employment in chemistry, biotechnology, pharmaceuticals, and related fields, as well as for entrance into professional schools and graduate programs.

Computer Science  This program provides knowledge of software, hardware, theory and applications designed to prepare students for careers in software development, database management, networking system administration and other technical fields, in addition to modern solutions to problems. The degree offers options in Computer Engineering, Networking and Data Communications, and Software Engineering. The co-op program is a popular transition to the professional environment students wish to work for leading companies in the Bay Area as well as still attending the University.

Engineering  Engineering offers undergraduate degree programs in industrial engineering and computer engineering, and a graduate program in engineering management and computer science. The University’s close proximity to many Bay Area high-tech construction and manufacturing companies is ideal for future engineering students because of the potential opportunities for student internships, co-op experiences, and employment. The industrial engineering and engineering management programs prepare students for careers in planning, designing, implementing, and managing large systems in both manufacturing and service industries. Computer engineering is concerned with the design of embedded computer systems and hardware design. The construction management program gives graduates the education needed to manage large private and public construction projects.

Environmental Science  Students in this interdisciplinary field focus on the natural environment, environmental change and human environmental impact. They are employed in the fields of environmental consultation and management. Options are available in Biology, Chemistry, Geology, Environmental Systems & Resource Management.

Geology  The study of the earth and its physical processes occurring through time is a growing field that offers a wide variety of career options—from earthquake risk analysis to environmental quality investigations. Students study the causes of earth processes such as earthquakes, volcanoes, the formation of mountains, and the effects of chemical and deposition. The Geology program combines coursework with field research strength. Southern California, leading to an understanding of both natural processes and human impact on the environment.

Marine Science  Careers in marine science focus on the discovery and development of biological, chemical, and geological resources and hazards within the marine ecosystem, and Earth’s marine environment. This graduate degree program, offered through the Departments of Biological and Environmental Sciences, gives students a practical and theoretical education in the marine sciences, preparing them for careers as marine professionals, scientists, and teachers. The program is based at the Moss Landing Marine Laboratories at Monterey Bay, and the lab facility for advanced study.

Mathematics  The study of mathematics is a basic science. The major is designed to give majors a variety of career options, including career choices involving research, industry, government, and business. The physics major is concerned with the nature of the universe and the applications of physics to technology and society. The major provides a strong foundation in mathematics and physics that is essential to many careers in science, engineering, and is an excellent preparation for professional school in medicine and law.

Psychology  Psychologists work to understand how people think, respond to stress, learn and forget, develop into unique personalities, and interact with one another. They work in hospitals and clinics, doing research; in schools, developing educational programs; in industry, evaluating new products; in government, conducting research; and in business, providing training programs. The psychology major is designed to provide a basic understanding of human behavior and motivation, valuable in graduate study, as well as in many careers in business, government, and education. The more specialized B.S. programs are management, organizational, and industrial psychology, leading to business careers emphasizing personnel management, and psychology and Human Factors, leading to careers in work environment design.

Statistics and Biostatistics  These rapidly growing fields of study, students develop a wide range of skills in survey and experimental design, data analysis, and causal inference, and can be employed in the fields of computer science, management, information sciences, and environmental sciences.

Nursing and Health Sciences  Careers in nursing and health sciences are the second largest industry in the United States, employing more than 4.4 million workers. The University’s nursing curriculum is designed to prepare each student to become a nurse generalist who can apply knowledge and skills to careers in public health agencies, hospitals, clinics, community health centers, and the military. The University offers a wide variety of career options—from earthquake risk analysis to environmental quality investigations. Students study the causes of earth processes such as earthquakes, volcanoes, the formation of mountains, and the effects of chemical and deposition. The Geology program combines coursework with field research strength. Southern California, leading to an understanding of both natural processes and human impact on the environment.

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Everything You Need to Know for a Successful Career

With expert faculty who are strongly connected to business and technology, public service, the arts, and education — plus a curriculum designed for the real world — Cal State East Bay offers you everything you need to know. Whether it’s your first job out of school, your next job, or whatever follows as part of your career path, you’ll find that Cal State East Bay provides the knowledge, tools, and perspectives you need for success. In judging the quality of a degree from Cal State East Bay, consider the accomplishments of just a few of our graduates:

- Ted Barrett — Major League Baseball Umpire
- Judy Belk — VP and Senior Philanthropic Advisor, Rockefeller Philanthropy Advisors
- Sylvia Chacon — Radio Personality and On-Air DJ, Star 101.3
- Ellen Corbett — California State Senator
- Robert V. Dowell — Primary Entomologist, California Department of Food and Agriculture
- Richard Gant — Movie and Television Actor
- Elihu Haris — Chancellor, The Peralta Colleges / former Oakland City Mayor
- Howard High — Retired Technology/Public Relations Manager, Intel Corporation
- Cheryl Hurd — News Reporter, NBC11 News (KNTV)
- Scott Kriens — President and CEO of Juniper Networks
- Bill Lockyer — California State Treasurer
- Thomas Lorentzen — Regional Director, U.S. Department of Health & Human Services
- Mark Mastrov — Founder, Chairman, 24 Hour Fitness Worldwide
- Louis Miramontes — Managing Partner, KPMG San Francisco
- Joe Morgan — ESPN Analyst / Major League Baseball Hall of Fame
- Cecil Pickett — President, Schering-Plough Research Institute
- Georgeanne Proctor — EVP & CEO, TIAA-CREF
- Travis E. Reid — Chairman & CEO, Digital Cinema Implementation Partners
- David Rinetti — VP Stadium Operations, Oakland Athletics
- Mahla Shagafi — Senior VP and Regional Director, Union Bank of California
- Louis G. Navellier — Chairman and founder, Navellier & Associates
- Joe Morgan — ESPN Analyst / Major League Baseball Hall of Fame
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The World is your Classroom.

At Cal State East Bay, you can also travel and learn abroad — for up to a year — while earning academic credit towards your degree. You can study International Business in Korea, History in Spain, or Biochemistry in Sweden, just to name a few possibilities. And because many programs are offered in English, you don’t have to be fluent in a foreign language. In most cases, you’ll pay the same tuition as you would for studying at CSUEB. Financial aid may apply, and study-abroad scholarships are available. Cal State East Bay students can also study at other universities in the United States or Canada through the National Student Exchange Program.

Career Development Center

We work with you from day one to prepare for your ultimate objective: a successful and rewarding career. At the Career Development Center, you’ll find career assessment and advising, counseling, information, and employment resources. The Career Development Center also hosts job fairs and recruitment events, in which hiring companies and organizations conduct job interviews on campus, offering students opportunities to make the transition from campus to workplace.

Great Outcomes

Internships

Our commitment to experiential education makes it possible for you to combine studies with on-the-job experience through internships with national and Bay Area companies and organizations such as KTVU Channel 2, Lawrence Berkeley National Laboratory, Internal Revenue Service, Cisco Systems, New United Motor Manufacturing, Inc. (NUMMI), and Ernst & Young LLP. In addition, many departments offer internship courses such as athletic training or field practice opportunities in survey research.

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achievable.

**Academic Excellence at an Affordable Price.** California State University, East Bay tops the index for value and affordability with among the lowest fees in the nation for comparable institutions. Yet, the academic rigor of our curriculum and our personalized learning environment compare favorably with many high-priced private universities and colleges. That’s why Cal State East Bay is widely regarded as a best value in public university education.

**Everyone Qualifies for Financial Aid.** At Cal State East Bay, we work hard to make sure that cost doesn't stand between you and an award-winning education. In addition to federal and state grants, loan, and work-study programs, we offer our own University employment opportunities, as well as merit-based scholarships. Even if you don’t qualify for need-based grants, you’ll still qualify for a low-interest student loan. Our financial aid professionals are always ready to work with you to find ways to finance your college education.

"I love this school because the class sizes are smaller than other state schools... Students tend not to get lost in the shuffle."

Cal State East Bay student comment to *The Princeton Review*
We’re with you all the way. California State University, East Bay supports the quest of students of all backgrounds to discover and develop their personal potential and career paths. Beginning with your first experience on campus and continuing through your relationship with the University, CSUEB programs and services are designed to meet your needs as effectively and efficiently as possible.

Student Services and Support

The University strives to provide each student with the tools, perspectives, and services needed to identify and achieve their personal goals. CSUEB student services and support programs include:

University Advisement Center provides guidance to undergraduate students regarding General Education and graduation requirements; assistance in selecting a major and works with students to develop realistic educational goals and plans to achieve those goals.

Student Center for Academic Achievement helps students further their studies by partnering with a tutor or a skill-building workshop to help prepare for the Writing Skills Test, improve study habits, or develop your writing or math skills.

EXCEL Program assists low-income, first generation, or disabled students by providing academic advising, personal counseling, career and goal planning, scholarship information, and guidance on balancing academic and work responsibilities.

Student Disability Resource Center provides disabled students with academic accommodations, such as alternative testing and interpreting services. Project IMPACT offers academic advising and tutoring for disabled students that qualify.

Educational Opportunity Program offers low-income and educationally disadvantaged students the chance to succeed through pre-admission counseling, special admissions, academic advisement, personal counseling, skill-enhancement workshops, career guidance, peer support, and other services.

Find It at the Library and Learning Commons

Whether you’re wondering about the best place to study alone or with friends, or how to search for articles and books, electronic or print, you’ll find the answers — and much more — at the Library. Whichever you visit — in person or online — you’ll get the help you need. Expert librarians are ready to assist you. Improved service at the reference desk. You can also communicate online via our “Ask a Librarian” chat service twenty-four hours a day, seven days a week. Or send your questions by e-mail and get answers within 48 hours. The Library’s innovative, new Learning Commons is the most comprehensive computing facility on campus. Not only can you do online research and prepare your papers, but you can also get help from library experts and computing professionals at the same time. Like many new students at Cal State East Bay, the Library and Learning Commons will quickly become your University home base.

Honors Program

Cal State East Bay encourages and recognizes academic scholarship. The University Honors Program offers outstanding students an opportunity to achieve the highest academic levels through special courses, projects, seminars, and independent study/research projects — all under the supervision of a faculty mentor. Honors students also receive a note of recognition on their diplomas and at the Honors Convocation and graduation.
In compliance with Title IX of the Civil Rights Act of 1964; Title VI of the Education Amendments of 1972; Section 504 of the Rehabilitation Act of 1973; policies of the Board of Trustees; and the Americans with Disabilities Act of 1990, California State University, East Bay does not discriminate on the basis of race, color, religion, national origin, age, sex, marital status, sexual orientation, medical condition, or disability in employment or in any of its educational programs or in the provision of benefits and services to students.

Student Right to Know Information:
The Campus Crime Statistics and the Campus Safety and Security Report are available at: wwwsa.csueastbay.edu/~dpsweb/campussecurity.shtml

The Graduation Rate Report is available at: www.csueastbay.edu/ira/rates.html

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Designed and Produced by the Office of University Communications, California State University, East Bay

Cal State East Bay • Admission Requirements

U.S. Undergraduate Applicants

First-Time Freshmen

<table>
<thead>
<tr>
<th>Subject</th>
<th>Minimum Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>4 years</td>
</tr>
<tr>
<td>Mathematics</td>
<td>3 years</td>
</tr>
<tr>
<td>History or Social Science</td>
<td>2 years</td>
</tr>
<tr>
<td>Laboratory Science</td>
<td>2 years</td>
</tr>
<tr>
<td>Language other than English</td>
<td>2 years</td>
</tr>
<tr>
<td>Visual/Performing Arts</td>
<td>1 year</td>
</tr>
<tr>
<td>Electives</td>
<td>1 year</td>
</tr>
</tbody>
</table>

The above courses must be CSU/UC-approved college preparatory courses completed with a C or better. SAT/ACT scores will be evaluated relative to the college preparatory GPA from 10th, 11th, and 12th grades using the CSU Eligibility Index. EPT/ELM requirements must be satisfied prior to enrolling in your first quarter.

Transfer Students

(60 transferable semester units)

- GPA of 2.0 (C average) or better (2.4 for non-California residents) in all transferable college units attempted.
- Good standing at the last college or university attended.
- Completed, transferable G.E. courses in English composition, speech, critical thinking, and mathematics with a grade of C or better.
- If you have less than 60 semester or 90 quarter transferable units, you must meet admission requirements for freshmen.

Certificate Programs

Admissions standards for certificate programs vary. Call the department offering the program.

International Undergraduate Applicants

- Minimum TOEFL score of 525 (197 on computer-based test; 71 on internet-based), or IELTS score of 6.0, or at least 3 years of attendance at a secondary (or higher) level school where English was the language of instruction*
- First-time freshmen must have 12 years of elementary and secondary school with at least a 3.0 GPA (B average)
- Transfer students must have at least a 2.4 GPA
* See www.csueastbay.edu/intl_admissions for complete information on meeting the English Proficiency Requirements.

CSU Eligibility Index for California Residents*

<table>
<thead>
<tr>
<th>GPA</th>
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Below a 2.4 does not qualify for regular admission. Complete Eligibility Index Tables for residents and non-residents are available at www.csumentor.edu.

*Only SAT Math and Critical Reading totals are used in the index.

CSU Eligibility Index for Non-California Residents*

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</table>

Below a 2.45 does not qualify for regular admission. Complete Eligibility Index Tables for residents and non-residents are available at www.csumentor.edu.

*Only SAT Math and Critical Reading totals are used in the index.
UNIVERSITY FACTS

Undergraduate Degrees:
Bachelor of Arts
Bachelor of Fine Arts
Bachelor of Science

Undergraduate Fields of Study:
49 Baccalaureate Degrees
64 Minors

Most Popular Undergraduate Majors:
Business, Liberal Studies, Computer Science, Communication, Art, Psychology, Biology

Undergraduate Student/Faculty Ratio: 22:1
Average Undergraduate Class Size: 26

Graduate Degrees:
Master of Arts
Master of Business Administration
Master of Public Administration
Master of Science
Doctorate in Education

23 Credentials and Certificates

Graduate Fields of Study:
33 Master’s Degrees
Ed.D. in Educational Leadership

Graduate Student/Faculty Ratio: 18:1
Average Graduate Class Size: 18

Total Enrollment: 13,124

Clubs & Organizations:
More than 90, including academic, cultural, Greek, honors, recreational, special interest

Men’s Athletics:
Baseball, basketball, cross country, golf, soccer

Women’s Athletics:
Basketball, cross country, golf, soccer, softball, swimming, volleyball, water polo

Accreditation:
Western Association of Schools and Colleges (WASC); some departments and programs also individually accredited

Fees:
Cal State East Bay rates high in value and affordability with among the lowest fees in the nation for comparable institutions. Visit www.csueastbay.edu/affordable for current fee information.

Financial Aid:
More than $37 million awarded annually, including scholarships, state and federal grants and loans, and Work-Study Program.

On-Campus Housing:
Housing fees at Cal State East Bay are among the lowest in the California State University system. For current fee information, visit www.csueastbay.edu/housing fees.

Hayward Campus
25800 Carlos Bee Boulevard
Hayward, CA 94542
510.885.3000
www.csueastbay.edu

Concord Campus
4700 Ygnacio Valley Road
Concord, CA 94521
925.602.6700
www.concord.csueastbay.edu

Oakland Center
Transpacific Centre, 1000 Broadway, Suite 109
Oakland, CA 94607
510.208.7001
www.theoaklandcenter.com

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