We are the future of the East Bay.

Sward of the region’s human capital, the College of Business and Economics at California State University, East Bay is renowned for preparing students of all backgrounds to contribute and to excel, personally and professionally, in a dynamic marketplace and global economy. Graduates of the college undergird the region’s competitiveness and ensure the economic health and social vibrancy of its communities.
“One of the best business schools in the nation,” according to the prestigious Princeton Review, the College of Business and Economics works closely with regional business and industry leaders to meet tomorrow’s workforce needs, today. Combining theory, practice, and pragmatism, the college not only prepares its students for their first job, but also for a lifetime of achievement in a workplace characterized by increasing diversity, globalization, competition, and technological change.

The college offers a uniquely student-centric learning experience focused on such high-demand and high-need fields as accounting, economics, entrepreneurship, finance, global commerce, information systems, management, and marketing. Faculty members — recognized and respected by both the business and academic communities for their expertise and accomplishments — are committed educators who value student interaction. They inspire, mentor, and impart knowledge in a highly personalized learning environment that combines quality classroom instruction with applied research and practical experience.

Private support for the College of Business and Economics is an investment in its mission, strengthening and expanding its capacity to offer access to excellence and opportunity for all who are qualified.
The College of Business and Economics is among the region’s top educators of professionals in finance, human resource management, marketing, and sales. Investing in the college’s commitment to excellence and access produces far-reaching benefits. The result is a competent, committed, and productive workforce that in turn promotes successful companies, creates jobs, drives commerce, and provides the foundation for healthy, stable communities — throughout the region.

Supporting the college is a direct investment in the region’s vitality. Each year, Cal State East Bay provides access to an award-winning college experience and education for more than 12,000 students — including 3,500 in the College of Business and Economics. Of these, more than 1,000 graduate annually from the college, fully prepared for productive careers and engaged citizenship.

Of the university’s more than 90,000 graduates, roughly 85 percent live and work in the region. In addition to their contributions as skilled knowledge workers, managers, entrepreneurs, and business leaders, they contribute mightily to the regional economy with more than $1 billion of annual income attributable to their CSUEB degrees. Thus, the effects of an investment in the College of Business and Economics ripple across the entire region, affecting the lives and future of the region’s 33 communities and 2.5 million residents.
Students aspire to the College of Business and Economics at Cal State East Bay for a business education that is uniquely personal, professional, and achievable. Professors teach at the college because of their passion for student interaction and instruction — and for the limitless possibilities their work opens up in lives of their students and communities.

The fees that students pay cover only a fraction — about one third — of the true cost of this remarkable education. While state funds cover much of the rest, private support from those who share our vision, values, and passion for our mission provides the critical margin of excellence.

The outcome is a strengthening of the college’s ability to:
• recruit and retain outstanding faculty;
• enhance instructional quality and improve the student experience;
• offer supplemental support, resources, and services to ensure student success;
• improve academic programs, research, and instructional technology;
• expand access for students of all backgrounds; and
• meet critical, changing regional workforce and human capital needs.

Supporting the College of Business and Economics is an investment in the minds, hearts, and hands of tomorrow’s workforce and citizenry.

Support the College of Business and Economics. Invest in the Minds, Hearts & Hands of Tomorrow.

Cal State East Bay’s College of Business and Economics — with the support of generous and committed friends — educates the minds, hearts, and hands of today’s students and tomorrow’s workforce and citizenry.
The College of Business and Economics at Cal State East Bay
Distinguished Business. Distinguishing Academics.

- The Princeton Review has selected CSUEB’s College of Business and Economics as “one of the best business schools in the United States” in their annual survey of academic programs.

- Cal State East Bay has the largest MBA program of any school in the CSU system.

- Unique among all California schools, the Department of Accounting and Finance offers a combined bachelor’s of science and bachelor’s of arts degree program in Business Administration, which prepares and trains a student to become both an economist and an accountant/CPA.

- The College offers Northern California’s only undergraduate degree program in e-commerce marketing, which it has offered since 2001; CSUEB was also the first university in the region to offer concentrated studies in e-commerce marketing and sales.

- The entrepreneurship program in the Department of Marketing and Entrepreneurship has been ranked in the Top 25 nationally by Success Magazine.

- The Department of Management is unique in California for offering academic disciplines in supply-chain management, enterprise resource management, and strategic management.

WAYS TO SUPPORT THE COLLEGE OF BUSINESS AND ECONOMICS

Gifts to the college are not only the most important — and most rewarding — gifts you may ever make, they are also tax-deductible.

Support the College of Business and Economics, and invest in its work by specifying what department or program you wish your contribution to support. Or you can give without restriction, allowing the dean, a department chair, or program director to use your gift where it is most valuable.

Gifts may be made by check, credit card, and online, either in full or in installments, based on a signed pledge. Gifts of property and securities as well as planned gifts that are part of an estate plan are also welcome.

UNIVERSITY FACTS

Campuses and Locations:
- Hayward Campus (upper and lower division)
- Concord Campus (upper division)
- Oakland Professional Development & Conference Center

Undergraduate Fields of Study: 46 Baccalaureate Degrees; 67 Minors
Undergraduate Student/Faculty Ratio: 22:1

Graduate Fields of Study: 33 Master’s Degrees; Ed.D. in Educational Leadership
Graduate Student/Faculty Ratio: 18:1

Total Enrollment: 14,167

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

Affordability:
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.

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50% Recycled
25% Post-Consumer Waste
Elemental Chlorine Free

Forest Stewardship Council

COLLEGE OF BUSINESS AND ECONOMICS PROFILE

Undergraduate Fields of Study:
2 Baccalaureate Degrees; 18 options

Graduate Fields of Study: 5 Master’s Degrees
Student/Faculty Ratio: 34:1

Enrollment: 3,323

Accreditation:
Association to Advance Collegiate Schools of Business (AACSB)

Departments:
Accounting & Finance
Economics
Management
Marketing & Entrepreneurship