Like you, we are determined to make sure you succeed. At the College of Business & Economics (CBE), our goal is your goal. Whether it’s entering the workforce as a manager, starting your own business, getting a promotion, or doubling the size of the team you lead, our faculty, staff, and programs will help you get there.

You focus on your studies, we focus on your academic and career success.

Our distinguished faculty brings a wealth of teaching and real-world experience to campus. Students apply methods and tools learned in class to real-life projects like writing a Bay Area city’s business plan, or doing market research for a high tech startup. This adds up to practical education and trained graduates that employers hire.

CSUEB is a microcosm of the world today. We hope you’ll join our multicultural community, where the curriculum keeps you current with global perspectives. You’ll find students of all ages and backgrounds; lively conversations animated by a range of experience and career goals, and immerse in high gear working on exciting business and nonprofit ventures.

Onward!

Jagdish Agrawal, Dean

WE HELP YOU CALL THE PLAYS

YOU ARE GOAL DRIVEN

SUPERSTATS:

RANKINGS:

• Top 295 business schools - Princeton Review 2014
• AACSB accredited since 1973
• A Best in the West College - Princeton Review 2013

Each degree program draws on the intellectual resources of the CBE’s four stellar departments:

ACCOUNTING & FINANCE   •   ECONOMICS   •   MANAGEMENT   •   MARKETING & ENTREPRENEURSHIP

5 DEGREE PROGRAMS / 4 DEPARTMENTS

MBA with Options
An evening program for working professionals on the Hayward campus. Students tailor the program to meet their own career objective by choosing one of 7 concentrations — from finance and entrepreneurship to IT management and international business.

MBA for Global Innovators
An 18-month cohort program for mid-career managers and entrepreneurs.

One-year Intensive MBA
A 12-month daytime cohort program for up-and-coming professionals.

MS in Accountancy
One-year cohort program that prepares students for entry into the accounting profession. It provides all coursework required for the CPA exam and CPA license in California.
BUSINESS IS EXCITING & EVER-CHANGING

OUR BSBA PROGRAM GIVES YOU THE KNOWLEDGE AND SKILLS TO MOVE AHEAD OF THE CURVE

Define Your Business Direction

Accounting Careers:
- Staff Accountant, Senior Accountant, Auditor, Tax Preparer, Controller, Payroll Manager

Advertising & Public Relations Careers:
- Account Executive, PR Consultant, Director of PR, Advertising Project Manager, Campaign Manager

Business Economics Careers:
- Consumer Business Intelligence and Data Analyst, Senior Analyst, Financial Institutions Examiners, Insurance Risk Manager

Corporate Management Careers:
- Corporate Development Manager, Business Analyst

Entrepreneurship Careers:
- Start your own business, be your own boss, build your own corporate empire

Finance Careers:
- Director of Finance, Finance Manager, Financial Analyst, Financial Advisor, CDO

Human Resources Management Careers:
- Human Resources Manager, Human Resources Director, Human Resources Coordinator, Talent Acquisition Manager, Human Resource Consultant

Information Technology Management Careers:
- IT Analyst, IT Systems Manager, IT Architect, IT Program Manager, IT PM Manager, Web Content Manager, Systems Analyst

Marketing Management Careers:
- Marketing Manager, Marketing Researcher, Digital Marketing Coordinator, Product Specialist, Account Manager, Marketing Specialist, Account Executive

Operations & Enterprise Resource Management Careers:
- Director of Operations, Development Operations Engineer, Cloud Operations Superintendent, Operations Analyst, Operations Controller

Real Estate Management Careers:
- Real Estate Agent, Real Estate Appraiser, Real Estate Appraiser, Real Estate Attorney, Real Estate Analyst

Supply Chain Management Careers:
- Supply Chain Manager, Inventory Management Analyst, Purchasing Engineer, Logistics Specialist

“..."I’m the first person in my family to go to college, so I didn’t have a family mentor to follow or help me navigate my college journey."..."

When Raquel Robledo arrived on the CSUEB campus in 1999 as a recent immigrant from Mexico and an evening student with a full-time job, she felt insecure about the future.

But the University and the college offered a lot of student services. She joined a marketing association to get to know people with similar interests. At networking nights, she socialized with guest professionals, drilled them with questions about their own career paths, and sought advice about how to direct her own.

In every class, she did some public speaking, which was a huge deal to someone like me from an ESL [English as a second language] background, who was always nervous about whether I was communicating correctly. But I learned to get my points across — and how to make a terrific PowerPoint. Both have been invaluable to me in my job. Later, in MBA classes, I developed my strategic side and became adept at seeing and analyzing the big picture. Oracle hired me because my MBA was focused on strategic management.
We offer the ability to complete a fully AACSB Accredited degree from a Cal State university from the comfort of your own home, or your local coffee house! Our BS in Business Administration Online Completion Program allows people, with hectic lives, families and work which stop them from coming to campus, to complete their degree completely online.

Online BSBA Program Highlights

What? An online program for working adults who want to attend an AACSB accredited university. A set of core courses develops your general business perspective and skills.

Who? Motivated students in the Bay Area, California, the U.S., and beyond.

Focus? You choose from one of four concentrations that correspond to your desired career: Finance, Corporate Management, Operations and Enterprise Resource Management, and Supply Chain Management. Opportunity to complete two concentrations makes this degree more marketable.

Distinction? An AACSB-accredited online business administration degree completion program offered by a California university.

Why go to college online and why CBE’s online BSBA degree?

My banking job of seven years was outsourced, so I decided to finish my degree. With two young daughters, I needed an accredited university that would allow me to do my schoolwork at odd hours. I’d always wanted to go into Business Finance, so it was a perfect fit.

A highlight of your online experience so far?

One was my term project on an emerging industry for my Business, Government, and Society class. It pushed me out of my comfort zone, since we were expected to interview experts ranging from government figures to investment firm executives.

How has the online program prepared you for your career?

I’m confident that I’ve learned the skills to start a career in the finance field. Many professors concentrated on the importance of strong ethics, especially after the terrible financial crisis in 2008. This has become a passion of mine. My hope is to be a wise business leader who makes ethical business decisions, which have a positive impact on the community.

Superstats: BSBA Online Program

- #6 Online Bachelor of Business Administration Degree program in the nation, according to BestColleges.com
- CSUEB ranked among top 25 online colleges and universities in 2013 Online College Rankings report by SR Education Group's flagship site, Guide to Online Schools.
- The B.S. in Business Administration is an AACSB-accredited online business administration degree completion program.

Want to graduate next quarter with almost no fear of walking into a room of people (or a computer screen) and saying lets get this done, because the online BS in Business Administration program at Cal State East Bay has used experiential learning to teach me communication, organization, and leadership.

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I was born in Pakistan but came to the US when I was a baby. Ever since I was young, I’ve wanted to do something in business. My dad is my mentor; he had rug companies in Afghanistan and Pakistan, and later invested in apartment buildings in Dubai. I have a dream of becoming a CEO of a company like Google.

Two internships gave me some great work assignments. I was a marketing intern for a startup called SportForce where I blogged and tweeted about sports topics. As an accounting and campaign intern, I worked for Harrison Accounting Group CEO who was running for mayor of Fremont. It was fun to process funds for a winning campaign.

I really enjoyed how my classes are applicable to the real world. Classes at the university where I transferred from were more theory based — here it’s very hands-on. CSUEB students reflect the real world too. Every single day I meet someone from a different country or place I’ve never heard of before — like the Maldives!

On picking up my education where I left off:
I received an Applied Mathematics at San Francisco State in the early 1990s. Twenty years later, I received a BA in Economics from CSUEB. In between, I had a full career at a market research firm, rising from telephone interviewer to Director of Operations. I also started my own business — a video game retail store — right before the Great Recession hit. Sales growth was slow, and I closed the store in 2011, having decided to finish my degree.

On an Economics career:
I’m obsessed with efficiency and productivity. I always want to make sure things are done in the most efficient and productive manner. It’s probably why I was drawn to the field of economics.

I’d like to help small businesses make better decisions about how they utilize their resources. For some of them, good sales sometimes mask operational inefficiencies. The CBE has given me the foundation to be able to identify and correct such inefficiencies.
The school’s geographic location near Silicon Valley and San Francisco is an asset to anyone looking for work in the tech industry.

—The Princeton Review
Creative, challenging, and constantly changing— that’s finance according to Scott Fung—and his students.

How do you keep students engaged?

I relate concepts to daily life, news headlines, and real-world policies. I also introduce interactive activities: research projects that apply financial analyses and quantitative models to real business cases, computer modeling simulations with real-time financial market data, and public speaking based on research and emerging issues in corporations and financial markets.

How do you involve your students in your research?

The Acosta professorship allows me to develop new areas of research and invite students to participate. For example, students have been actively engaged in a project that examines ongoing and emerging issues in the nexus between financial crises and public policy implications, financial innovations, and emerging risks in derivatives markets.

Our classes are project oriented, simulate real-life business situations, and require students to present key client deliverables like integrated marketing campaigns or global economic forecasts. You can also take on actual projects for real business clients in some of our classes.

FBI-Freeze!

Students in an Integrated Marketing Management class undertook a project to help the FBI hire young talented college grads, who reflect the cultural demographics of the U.S. today.

Class-act Contacts

To my Integrated Marketing Management class, the professor brought in four real companies, which each presented problems they’re facing. The class split into teams and, over the quarter, we came up with Integrated Marketing plans that assessed the situation and presented a solution. After the CEO of our team’s company heard our presentation, he asked us to deliver it again—this time to his board of directors. Since then, we connected on LinkedIn, and he asked us to come to his company to talk to his team about the best ways to use social media in their marketing efforts.

—Matt Taylor, 2015, BSBA, Marketing & Corporate Management

WEB BRING THE MARKETPLACE INTO THE CLASSROOM

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The Project:

MBA student Alex Henderson suggested a way for Autodesk, a world leader in 3D design software, to move to a free software business model.

The Situation:

Autodesk’s software is typically quite expensive, but people really need it if they’re working on the leading edge, like designing machines at a molecular level or using the most advanced animation techniques for feature films.

The Challenge:

Many Autodesk products are mature, and there are a lot of new and much less expensive entrants into this market space. So how does Autodesk make sure someone doesn’t come along and make its products obsolete at a fraction of the price? How do they avoid being the Cisco to someone else’s Skype?

The Solution:

Free software makes money using other business models. Alex convinced Autodesk to put him in touch with company stakeholders. As a result of interviewing multiple business leads, across multiple business units, he was able to recommend a path of converting parts of the Autodesk product line to free software—and ways to monetize it.

The Value:

For Autodesk:

A lot of new customers who will cut their teeth on Autodesk software, a large part of which is free. Rather than buying the whole system, new customers will be able to simply buy an online service that allows them to simulate construction or create professional drawings, for example.

For Alex:

A job at Autodesk as a program manager, building product offerings to further monetize users.

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YOUR BACKGROUND IS MULTICULTURAL.

OUR PERSPECTIVE IS GLOBAL.

TODAY’S ECONOMY IS GLOBAL, AND WE BELIEVE IT SHOULD BE TAUGHT THAT WAY.

We take our cue from you, our students. 22% of our graduate students are international. The large majority of our undergraduates are ethnically diverse. Many of you speak two or three languages. Our multinational faculty adds their wide-ranging global experiences into the mix. The sum? Our entire CBE community is rich with perspectives and possibilities.

Our classrooms ring with dynamic global dialog. Listen: One student is sharing insights into high tech R&D in her hometown of Bangalore – the Silicon Valley of India. A Chinese student sparks a lively debate on Foxconn and the human resources practices among Chinese manufacturers. A Russian professor lends his perspective on the dramatic changes in the Russian economy since the fall of Communism.

SUPERSTATS:

• International
  • CSUEB has the most international students in the CSU system
  • #7 University in the west for most international students
  • 22% CBE grad students are international

"I’ve been promoted twice in the last year, and I’m pretty sure it’s because of my MBA degree. It changes the way you think. It gave me a framework for understanding the business world and why certain decisions are made. Now, when I get a new direction from my boss, I can see the business strategy behind it."

A lot of MBA programs say they have a global emphasis, but they make it moral. For Michele, the highlight of the MBA for Global Innovators is the global focus. "They drive home the point that no matter what company you join there will be a direct or indirect global reach."

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OUR PORTFOLIO OF MBA PROGRAMS
GLOBALIZATION. INNOVATION. SUSTAINABILITY.
THOSE ARE THE BANNER THEMES FOR OUR PORTFOLIO OF MBA PROGRAMS – AS WELL AS FOR THE GROUNDBREAKING BUSINESS CULTURE OF THE SF BAY AREA AND SILICON VALLEY

Take Charge of Your Career
We offer a customizable MBA program for working professionals. Do you want a promotion? Are you looking to start your own business? Do you want to move into executive leadership? Our MBA with Options program allows you to tailor your graduate study to meet your career objectives by choosing one of seven concentrations. And it flexibly fits into your work and family life.

Choose Your Concentration
Entrepreneurship CAREERS: Start your own business, be your own boss, build your own corporate empire
Finance CAREERS: Banking: budget analysts, lending officers, exchange firm: investment analysts, commodities brokers. Progress to chief financial officer or treasurer
Human Resources & Organizational Behavior CAREERS: General and human resource managers in the public and private sectors
Information Technology Management CAREERS: Database administrator, automation specialist, information systems manager, management systems consultant, systems analyst, sales rep
Marketing Management CAREERS: Marketing manager, product/brand manager, market researcher, sales manager, project director, market analyst, account executive
Operations & Supply Chain Management CAREERS: Supply chain analysts and manufacturing supply chain managers who successfully develop and manage resources, processes, and quality
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How did your MBA program prepare you for your job at SAP?
I work with a large international company that provides enterprise software and services in more than 130 countries. Everyday I interact with people from different cultures — from all over the world.
At CBE, thanks to being part of several intercultural project teams, I got a better understanding of cultural differences and learned to embrace them rather than seeing them as a barrier.
What do you like about your job?
I’m from Germany, so I like that I’m working in an international company where I can use my fluency in different languages: German, English, Spanish, and a little French. I like that it’s very flexible and fast-moving here. I’ve been able to move up from a marketing internship, to Marketing Manager for Social Media, to Senior Manager in Public Relations in only two-and-a-half years. Also, it’s really stimulating to be the PR lead for SAP’s program with start-ups.
How did the CBE help make you who you are today?
I’ve become much more of a leader. Back in school, we often had to present our ideas to the class, and that helped me be prepared to speak in front of a large audience and deliver an articulate and compelling presentation. Also, I’ve become much more self-confident and learned to adapt to new environments quickly because of the wide diversity of projects and people at East Bay.

Dorothea Sieber ’10
MBA/Marketing Management

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ARE YOU AN INITIATOR?

TWO INNOVATIVE MBA PROGRAMS EXTEND YOUR ENTREPRENEURIAL & GLOBAL REACH

Within the past three years, we’ve created two small, fast, and novel MBA programs. A one-year MBA for early-career professionals, with entrepreneurial fire in their veins; and an 18-month MBA for mid-career managers with a passion to become leaders in the global marketplace.

One-Year Intensive MBA Program Highlights

What? A 12-month day-time cohort program for up-and-coming professionals offers small, project-based classes.

Who? High achievers who become highly involved in extra-curricular student activities. (Limited to 35 students.)

Focus? In a word, entrepreneurship. You work with startup companies in class projects, and develop business strategies that respond to emerging opportunities and challenges.

The Experience? As part of a high-octane interactive program, you work with fellow young professionals on a lot of real-world, hands-on assignments and projects. Startups do occur mid-year — and are encouraged!

Wins! 1st place for the last 2 years in the International Collegiate Business Strategy Competition, competing against teams from China, Europe, Canada, and the U.S.

When/Where? Four intense days a week, at the Oakland Professional Development and Conference Center, in downtown Oakland, accessible by all lines of the Bay Area Rapid Transit System (BART).

Takeaway? An extensive personal and professional network. You create lots of business connections working with pioneering companies on real-world projects.

MBA for Global Innovators Program Highlights

What? An 18-month executive-style cohort program for mid-career managers and entrepreneurs with a minimum of 5 years of experience.

Who? Accomplished professionals ready to spark a major change in their careers. Current students include software engineers, financial analysts, marketing managers, senior engineers, and professors. (Limited to 35 students.)

Focus? Globalization and innovation. You broaden your awareness of fresh global business opportunities and learn how to pursue them.

The Experience? As part of a vigorous cohort, you work collaboratively with experienced faculty and other talented professionals in an incubator environment that mirrors the international business arena.

Big Plus! You spend 10 days in a dynamic international business environment (China or Turkey, e.g.), where economic change is rampant and new ideas are percolating. You meet with startups and CEOs, learning firsthand how strategic partnerships are developed or how to leverage R&D in a global technology company.

When/Where? Weekend classes, at the San Ramon Conference Center in the up-and-coming tri-valley area.

Takeaway? A professional network that spans the globe. Your skills and confidence as an innovator and leader grow exponentially.

Yi Jiang’s conversation is filled with words like journey, seek, and discovery. It makes sense. She’s the Associate Director of the MBA for Global Innovators.

China & Beyond. I come from China. I lived in England and France, and I’ve visited a lot of countries. I agree with Marcel Proust that real discovery isn’t a matter of seeking new landscapes but in having new eyes. For me those new eyes come from seeing the world fresh, through the eyes of my students.

Feel the Change! When I first came to China in 2001 to study in England, Shanghai had three subway lines. Visiting there with my students last summer, I counted 12. The speed of development in China is visceral — you actually can feel it. I want to expose students to places where new ideas are popping up all around you.

The return on investment for Global Innovators. My message to students is: Come take a journey with us. Network with likeminded smart people. Improve your analytical skills. Always think out of the box. Our classes test and develop your logical and creative sides — to learn more about your potential and discover your best self.
WHY IS AN MA IN ECONOMICS LEADING-EDGE?

YOU STUDY ENTREPRENEURSHIP, INTELLECTUAL PROPERTY & GLOBAL ECONOMICS FOR STARTERS

On Business + Economics:

When I was a boy in India, I saw the legal complexities my father encountered with his companies, and discovered I had a keen interest in both the practical aspects of business management and the science of economics behind it.

At CBE, I sharpened my analytical and research skills and learned to advance arguments grounded in complex economic theory.

On advocacy:

I’m now in law school and would like to practice corporate law. But eventually I want to return to India and run for public office. This grew directly from my love of serving as a student advocate at CBE — on the Academic Senate, and in other student government roles.

On public service:

Community work also influenced my career goal. As part of the Volunteer Income Tax Assistance Program, at CBE. I supervised student tax preparers in helping low-to-moderate income families. I also worked with the city of Hayward, assessing its relative position, based on business, economic, and demographic indicators, compared to other Bay Area cities.

One of our new Econ professors, Ryan Lampe is excited to return to California, where he attended graduate school in Economics at Stanford, after four years of teaching in Chicago.

A Sneak Peak at the new Economics of Innovation & Intellectual Property class: Prof. Lampe will be examining all kinds of technological innovations — a subject he finds particularly resonant and relevant in the Bay Area and Silicon Valley.

"We’ll be looking at how innovation is fostered, and the conditions that prompt firms to undertake research and development."

Weekly Economic Seminars

A sampling of recent speakers featuring economists from the Bay Area and around the world

- Leo Kahane, Providence College
- State Gun Laws and the Interstate Export of Crime Guns

- Gregory Clark, University of California, Davis
- Social Status is More Heritable than Height: Surname Analysis and Social Mobility

- Todd Zwickl, George Mason University
- The Nation-good-old days of Consumer Credit

- Vicki Alger, Independent Women’s Forum
- School Choice

- Bing Li, Sandong University, Yanshan Campus, People’s Republic of China
- China’s Economic Slowdown: Temporary or Semi-permanent?


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On Advocacy: I’m Now in Law School and Would Like to Practice Corporate Law. But Eventually I Want to Return to India and Run for Public Office. This Grew Directly from My Love of Serving as a Student Advocate at CBE — on the Academic Senate, and in Other Student Government Roles.

On Public Service: Community Work Also Influenced My Career Goal. As Part of the Volunteer Income Tax Assistance Program, at CBE. I Supervised Student Tax Preparers in Helping Low-to-Moderate Income Families. I Also Worked with the City of Hayward, Assessing Its Relative Position, Based on Business, Economic, and Demographic Indicators, Compared to Other Bay Area Cities.

FACULTY PROFILES

RYAN LAMPE

Associate Professor of Economics

ROHAN DIXIT ’10 ’12

BSBA/Accounting & Finance, M.A. Economics

MA in Economics: Program Highlights

What? An evening program for students who roll with numbers and trends.

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YOU WANT TO ENGAGE IN THE MARKETPLACE
WE LOOK TO OUR COMMUNITY

As a business student, you by nature want to test your skills in the real world. We have several programs dedicated to getting your feet wet, while helping our local communities.

Two young, active, and effective programs are the two-year-old Business Opportunity Program (BOP) and the new Financial Literacy Center.

BOP partners local businesses with our business and economics students and faculty, to solve pressing business problems. Projects have included recruiting strategies for the FBI and helping Lawrence Livermore Labs develop a plan to commercialize one of its licensed technologies.

The Financial Literacy Center is dedicated to helping both the university and local community make informed financial decisions. Our goal is to create responsible financial citizens, which is healthy for the individual, for business, and for the community. Everybody thrives.

• We recently began offering a freshmen class, discussing financial decision-making that covers everything from credit cards to paying taxes, taking out mortgages, and the value of money and savings.
• We will be taking the program to local middle schools and high schools, offering seminars for students and separate seminars for their parents.

Experiential learning tests a student’s ability to adapt to a business environment according to assistant professor of Marketing Yi He.

Make it Real: “I use experiential learning in my classes as it allows students to work with real clients — which some students never have. It allows them to apply their knowledge from the class and students are more engaged with the project, and motivated to deliver a quality project for their clients.”

A Mentoring Opportunity: “This project based work allows me to take on the role of a mentor with students, and I connect better with them. As they work through their projects, I have the opportunity to hone students’ skills and help them create a great piece of work to add to their resume when they leave school.”

City of Hayward Project: Economic analysis of demographic trends
Student Engagement: Two graduate economics students were tasked with analyzing demographic trends, compared to other Bay Area cities, based on various business, economic, and demographic indicators.
Value: “The challenge was getting the data with budget constraints. We were looking at different public agencies and begging them to give us data for a nominal fee. It wasn’t easy, but we were able to successfully complete the project on time. A definite learning experience!” — Rohan Dixit, 2012, MA in Economics

City of Pleasanton Project: Big Kube, Chalk Festival
Student Engagement: Social media marketing class planned and executed a social media marketing campaign for the festival, and provided on-site social media coverage on the day of the festival.
Value: “We created a video and promoted this event to our friends and their friends, in our network. We also created the greatest experiences of the one-year intensive MBA program, because we got to apply what we had learned to the real business world.” — MBA student 2013

City of San Leandro Project: Integrated marketing campaign for San Leandro
Student Engagement: Final project for entire cohort of students in one-year intensive MBA program: marketing San Leandro as a good location for high-tech businesses.
Value: “They were so knock out by our presentation, they hired our program and students involved in branding and marketing the city.” — Tim Wat, 2012, MBA

“...What they gave us was such a gift. We were so impressed with the level of research, with the work, with the fresh look.” — Gaye Quinn, Chair, Board of Directors, San Leandro Chamber of Commerce
THE ACCOUNTING PROFESSION IS GROWING

OUR MS IN ACCOUNTANCY HELPS YOU GROW WITH IT

The job outlook is very good for accountants and auditors, according to the U.S. Bureau of Labor Statistics. Accounting jobs are expected to grow 16 percent from 2010 to 2020, as demand for thorough financial documentation increases in response to the financial crisis and subsequent financial regulation.

This is a time of flux and change in the accounting profession, with new accounting standards requiring more education or re-education. Our MS in Accountancy curriculum has it covered.

The newest addition to our portfolio of graduate programs offers a range of job opportunities. You can go into public accounting, corporate accounting, government agencies; you can work for taxing authorities or nonprofit organizations. We provide networking and career development opportunities to prepare you for an accounting career.

Hundreds of our alumni-mentors share their experience and contacts as CFOs and partners in major CPA firms.

MS in Accountancy Program Highlights

What? A one-year (4 quarters) program designed to prepare students for entry into accounting careers.
Who? Accounting or non-accounting students and professionals who want accounting careers or CPA licensure in California.
Program? Graduates learn financial accounting and reporting standards, auditing standards, business environment, ethical responsibilities, and regulations for a variety of private and public sectors. In the final capstone project, you perform a financial analysis for a real company.
CPA Requirements? Students complete the 36 accounting education units required for the U.S. CPA exam and satisfy the accounting and ethics study areas of the new 150-semester-hour education requirement for CPA licensure in California.

When/Where? Friday evenings and all day Saturday on the Hayward campus.

“The College makes sure courses offered are in line with employer demands, ensuring student success after graduation. One of the great things added this past year was the new MS in Accountancy program essential for students like me who want to become CPAs.”

Erin Baca, Junior, BSBIA Accounting & Finance Career Goal: CPA

Focused and engaged is how Kim Shima describes the students in the newly launched MS in Accountancy program.

Real-world experiences: One thing I’ve noticed about the students in the program is that they are able to connect real-life experiences with the ethics courses I’m currently teaching. It starts from a philosophical background and ethics in ancient Greece but quickly moves to ethics in the business world and more specifically in accounting.

Your own business? Accounting has many rules and regulations and one of the things we cover is the regulations involved in setting up your own accounting practice.

The quirkier side of accounting: I teach Intermediate Accounting — Level III. This deals with the quirkier side of accounting, from pensions and management compensation to stock options — all things that are particularly relevant for Bay Area start-ups.

A key business role: I think the MSA is a great option for people focused on getting the numbers to the boss to help them run the business, and work closely with the CEO to develop budgets and provide relevant accounting information.
On a fall day, students take advantage of the warm Northern California weather on the Valley Business & Technology lawn.
Student Services
The One-Stop Shop for Academic Planning
Need help figure out your major and minor requirements so that you can graduate on time? We make it easy for you! At the CBE Student Service Center, you can sit down with one of our professional advisors and plan out your academic schedule. Our goal is your goal: to design a course of study that best suits your interests—and add up to a marketable degree.

How it Worked for Claudia: Time Management
Claudia had a full schedule with work, school, and soccer—and really needed help managing her time. “Every quarter, once I got my syllabus from each class, my advisor helped me chart out a plan,” she explains. “I knew when my midterms and finals were, when I had to work, and when to go to practice. We literally went through all of my major assignments and due dates, so that I could see how much time I needed to set aside to study for this exam, or to write that paper.”

How it Worked for Nick: Major & Minor Advising
Nick knew he wanted to go into sports management, so he was majoring in business, with a minor in kinesiology. His advisor suggested adding a concentration in human resources management or corporate management, which employers view favorably. Nick decided to add both. Together, they planned a course schedule for his last two years. Nick was able to graduate on time, and the concentration classes boosted his GPA.

WANT TO GRADUATE ON TIME? WE MAKE IT EASY FOR YOU

“...when students leave the advising office, they leave with the tools they need to thrive in their studies...”

Jennifer Aure, Lead Advisor, Student Service Center
YOU ARE CAREER READY, MAKE CONNECTIONS THROUGH OUR JOB FAIRS, NETWORKING EVENTS, ALUMNI MENTORS AND STUDENT CLUBS

The College of Business & Economics is launching a dedicated Career Development Center that exclusively serves our graduates. The center will have job listings, and staff to help you with everything from preparing your resume to connecting with internships, job leads, and our extensive alumni network.

As Executive VP of our American Marketing Association chapter (AMA), I’ve been able to help students get a little closer to their career goals. We host workshops and networking events where they meet or shadow business professionals. For me, the association functions as an internship — the advertising, designing, and budgeting we do are all applicable in the real world.

Along with four other students, I hosted a TEDx* event on using social capital and technology to increase healthy interpersonal and international relationships. We got speakers from all over the country and had great attendance all day long. As a Cambodian, I knew how a little support can make a big difference. I told one of the TEDx speakers that coming to the US when I was 10, I experienced firsthand how the help of a teacher had a huge impact on my life. I said I wanted to keep the cycle of support going by helping others. He suggested I do a graduate program in social entrepreneurship. I've added that to my list of goals.

*TED, a nonprofit devoted to Ideas Worth Spreading, spawned TED conferences, the TED Talks video site, and TEDx events around the world.

Shannon Carter describes himself as a serial entrepreneur and business builder. He has founded several companies in the technology, communications, and real estate development arenas. As an investor, he has scaled eight early-stage technology companies through high growth and profitable exits.

Shannon Carter ‘94
BSBA/Marketing
Alumni Mixers
Complementing the numerous networking events of our business clubs, we see alumni-mixers where MBA grads share their experiences since graduation. It’s a great opportunity for networking!

Job Fairs
Find a job — or investigate your options — at our quarterly career fairs. You’ll find numerous top Bay Area employers in attendance, as well as Fortune 500 companies from all over the country.

Spring Job & Internship Fair (held in April)

Join, Serve, Network, Succeed!
Our business clubs promote your career by helping students network with seasoned professionals — from both established and start-up companies.

BUSINESS CLUBS
- Beta Alpha Psi Accounting Association
- American Marketing Association — East Bay chapter
- Delta Sigma Pi — a co-ed professional business fraternity
- Entrepreneurship Association
- MBA Association
- Operations & Materials Society

Shannon Carter
Serial entrepreneur and business builder.
STEP ONE: Get more information
Call toll-free 1.855.729.5129 or visit www.csueastbay.edu/cbeinfo

STEP TWO: Visit campus
- Tour our gorgeous hilltop, San Francisco Bay-view campus, meet current students, and experience a class
- To schedule a visit, call our university Welcome Center at 510.885.2556 or email us at tours@csueastbay.edu

STEP THREE: Apply for Admission
- To apply for admission to the university, go to csumentor.edu
- If you are planning to apply to the Impacted Business Administration major, you must additionally complete eight lower-division core requirements and apply directly to the department by the published deadlines. Visit: csueastbay.edu/cbedeadlines
- For more information on admissions to the College of Business and Economics, visit csueastbay.edu/cbeadmissions

STEP FOUR: Apply for Financial Aid
To begin the application process, complete the Free Application for Federal Student Aid (FAFSA) at www.fafsa.ed.gov
And remember:
- Don’t wait until your tax returns are due to complete your FAFSA! Use estimated income figures if you haven’t yet completed your income tax return
- Our federal school code is: 001138
To learn more about the financial aid process and scholarships, please email us at finaid@csueastbay.edu. Call toll-free 1.888.220.7384 or 510.885.2784

Every fall, the CBE hosts its Awards & Scholarships Presentation and Reception. More than fifty scholarships and awards are presented to undergraduates and graduate students. Awards range from $500 to $3,000. Some require a strong academic performance, others go to first-generation or single-parent students in good standing who demonstrate financial need.
Enrollment:
Undergraduates: 1,962
Graduates: 383

Gender:
Female 47%
Male 53%

Undergraduate Degrees:
Bachelor of Science in Business Administration

Bachelor of Arts in Economics
Option in Social Science

Graduate Degrees:
Master of Business Administration

Master of Arts in Economics
Master of Science in Accountancy

Accreditation:
AACSB Accredited since 1973
Princeton Review: Best 295 Business Schools 2014
Princeton Review: Best in the West 2013

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

On-Campus Housing:
Pioneer Heights on-campus apartments and suites are spacious, fully furnished and affordable. Computing labs, as well as study, laundry, and recreation rooms are available for more than 1,200 student residents. All students may use the Recreation and Wellness Center fitness and recreation facilities, programs, and classes.

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See the college of business & economics facts for more information on the College of Business and Economics.

CALL 1.855.729.5129
VISIT csueastbay.edu/business

For more information on the College of Business and Economics:

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

Concord Campus
4700 Ygnacio Valley Road
Concord, CA 94523
www.concord.csueastbay.edu

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

Take a tour! It’s a great way to see and hear our students and learn more about our beautiful hilltop campuses, exciting programs, and outstanding instruction. Call 510.885.2556 for tours of our Hayward Campus or 925.602.6700 for tours of our Concord Campus.

Seeing is Believing