



**AACSB Board of Directors
Ratification to Extend Business Accreditation**

March 08, 2023

**California State University, East Bay
College of Business and Economics**

Business Degree Level(s) Offered: Undergraduate, Masters

Date of visit: 2022-10-16 to 2022-10-18

School Contacts

Gangaram Singh, Dean, College of Business and Economics

Peer Review Team Members

John Gamble, Chair
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Richard Buttimer, Member
Dean
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Kimberly Hollister, Member
Dean
Montclair State University

Chair of the Board of Directors Message

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in business offered by California State University, East Bay is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all of your supporters.

California State University, East Bay has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2027-2028. A timeline specific to the school's next visit year is available on our website.

The school should begin to address the following areas identified by the peer review team and CIRC. As part of the next Continuous Improvement Review Application, due July 1st two years prior to the visit, the school is asked to update the CIRC on the progress made in addressing these areas. The Decision Report is the official record of the school's visit, and therefore the school should report on the issues contained within this report if they are different than what is in the peer review team report.

Standard(s) affected:

1.

The College of Business and Economics (CBE) should develop a continuous, systematic approach to monitor their strategic plan, and should regularly assess the success of the strategic initiatives and progress made towards goal attainment. College leadership should regularly report on its progress toward achieving its mission, strategies, and expected outcomes to both internal and external key stakeholders. Ongoing monitoring of the strategic plan will be important to ensure continuity and progress toward producing student success, thought leadership, and societal impact.

Standard(s) affected:

3.

Although the school maintains an appropriate portfolio of intellectual contributions, the team did note that the school has operated for several years with a policy around publication quality that is somewhat ambiguous. This policy grants differential credit to faculty for publishing in journals that appear on an internal A+, A, and A- list, and also counts journals that are labeled as "Additional Quality Journals." The CBE has a new draft policy that increases rigor around the definition of the "Additional Quality Journals" primarily by relying on external lists such as the ABDC, CABS, and Scimago lists. As faculty indicated that the current policy leads to uncertainty as to whether a journal will be counted, the CBE should move rapidly to formally adopt the draft policy.

Standard(s) affected:

3.

Per AACSB standards Additional Faculty should not exceed 10 percent of the school's overall faculty or within each discipline. The school needs to address three of the eight disciplines that have 'Additional' faculty ratios higher than 10% (and the fourth is at 10% rounded down) by the time of their next Peer Review Team visit.

Standard(s) affected:

3.

The CBE's Practice Academic (PA) faculty qualifications criteria that requires one peer-review article could become better aligned with Standard 3 of the 2020 AACSB Guiding Principles and Standards by requiring PA faculty to sustain currency and relevancy through professional engagement, interaction, and activities related to their field of teaching. For the next review cycle, the school should provide updates on PA qualifications criteria that are better aligned with the current standards.

Commendations and Best Practices

The college has several programs and courses that promote positive societal impact, including:

Back to the Bay is CSUEB's annual professional development event sponsored by Academic Affairs, Office of Faculty Development/Faculty Center for Excellence in Teaching, the Online Campus, University Extension and Pioneer Pathways. Each year since 2003, Back to the Bay brings faculty and staff together to share their expertise, and learn from one another and campus experts about topics of interest to faculty in their roles as teachers, advisors,

researchers, users of technology, and active participants in the campus community. Back to the Bay features a variety of workshops on pedagogy, research, governance, and teaching with technology usually held in Valley Business & Technology Center (VBT).

Women in Leadership Program (WIL) – provides the opportunity to accelerate students' skills to enable them to succeed and advance professionally. This is an academia-industry collaboration that provides a significant and high-impact learning experience with insights from industry leaders, and creates the opportunity for high-potential students to work on social impact initiatives with their mentors to practice what they have learned. WIL program provides fellowship to 10 WIL Fellows each year to engage in a social entrepreneurship leadership project. WIL features professional women leader speakers in courses throughout the year and hosted a WIL Forum in March 2022 featuring prominent women leaders as speakers for the forum.

Financial Literacy Center – focused on creating a campus-wide, coordinated, place-based program for improving the financial literacy of students, faculty, and staff. The Financial Literacy Center partners with local community agencies and organizations to bring financial literacy education services to the greater Hayward community.

Smith Center for Private Enterprise – More than 700 students have participated in CBE's Smith Center for Private Enterprise activities. The Center's Start It Up! Pitch Day is an experiential learning opportunity for students in the college. In addition, the Smith Center has provided assistance to five entrepreneurial ventures launched by students.

Consultative Feedback

The PRT notes that while the vast majority of students work while pursuing their degrees, administrative issues make it difficult for students to earn credit toward their degree for internship/work experience. The college is encouraged to develop a systematic process through which students can earn credit for their work experience and/or internships.

The college may benefit from expanding its use of indirect measures of learner success. Per AACSB standards, the portfolio of assessments will have a balance of direct and indirect measures. In addition, should the school choose to offer CBE credit, normally the equivalent quality is assured via direct assessment of learners.

Supplemental Information

The school will be evaluated on its progress toward meeting its aspirations for societal impact. The school will need to develop a strategy for societal impact that is consistent with its mission, including identification of its aspiration in this area and demonstration of exemplars of success.

Comparison Groups

Comparable Peers - California State University, East Bay

- California Polytechnic State University, San Luis Obispo
- California State University, Fresno
- Florida Gulf Coast University
- Montclair State University
- Towson University
- University of North Florida

Competitors - California State University, East Bay

- California State University, Sacramento
- San Francisco State University
- San José State University
- Santa Clara University
- St. Mary's University
- University of California, Berkeley
- University of San Francisco

Aspirants - California State University, East Bay

- California Polytechnic State University, San Luis Obispo
- Kennesaw State University
- Sam Houston State University
- San Diego State University

Included in Scope Programs

Education Level - Degree Title - Major Emphasis - Sub Emphasis

- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Global Innovators
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - General Business
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Analytics for Managers
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Marketing Management
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Finance
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Human Resources Management and Organization Behavior
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Strategy and Innovation
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Operations and Supply Chain Management
- Masters-Specialist - Masters (Spec) - Other - Business Analytics - Business Analytics
- Masters-Specialist - MS in Accountancy (or Accounting) - Accounting - Accounting
- Masters-Specialist - MS in Economics - Economics - Economics
- Undergraduate - BS in Business Administration - Business Administration - Business Economics
- Undergraduate - BS in Business Administration - Business Administration - Marketing Management
- Undergraduate - BS in Business Administration - Business Administration - General Management
- Undergraduate - BS in Business Administration - Business Administration - Entrepreneurship
- Undergraduate - BS in Business Administration - Business Administration - ITM
- Undergraduate - BS in Business Administration - Business Administration - Accounting
- Undergraduate - BS in Business Administration - Business Administration - Finance
- Undergraduate - BS in Business Administration - Business Administration - Operations and Supply Chain Management
- Undergraduate - BS in Business Administration - Business Administration - Human Resources Management & Organizational Behavior
- Undergraduate - BS in Economics - Economics - Economics

Excluded from Scope Programs

Education Level - Degree Title - Major Emphasis

- Masters - Master of Science - Construction Management
- Masters - Master of Science - Engineering Management
- Masters - Master of Science - Recreation and Tourism
- Masters - Masters in Public Administration - Public Management and Analysis
- Undergraduate - Bachelor of Arts - Environmental Studies
- Undergraduate - Bachelor of Arts - Environmental Studies
- Undergraduate - Bachelor of Science (BS) - Construction Management
- Undergraduate - Bachelor of Science (BS) - Environmental Science
- Undergraduate - Bachelor of Science (BS) - Health Sciences
- Undergraduate - Bachelor of Science (BS) - Recreation