

CALIFORNIA STATE EAST BAY, COLLEGE OF BUSINESS & ECONOMICS NAMED A "BEST" BUSINESS SCHOOL BY THE PRINCETON REVIEW

Hayward, CA October 3, 2019 – California State East Bay is an outstanding business school, according to The Princeton Review. The education services company profiles the school in its 2019 annual business school rankings at www.princetonreview.com/business-school-rankings/best-business-schools

According to Robert Franek, Princeton Review Editor-in-Chief, "We recommend California State East Bay as one of the best to earn an MBA. We chose the 252 on-campus MBA programs on this list based on our high regard for their academics and our assessment of institutional data we collect from the schools. We also solicited and greatly respect the opinions of 18,400 students attending these schools who reported on their experiences at their schools on our 80-question student survey."

The Princeton Review's on-campus MBA survey asked students at the 252 b-schools about their school's academics, student body, and campus life as well as about themselves and their career plans. The student surveys that were used for this edition were conducted in the 2015-16, 2016-17, and 2017-18 academic years.

"Whether you pursue courses in Accounting & Finance, Economics, Management or Marketing, you'll be equipped with real-world experience that is both relevant and current," says Dr. George S. Low, Dean of the College of Business & Economics. "You'll gain a strong academic foundation, collaborate in an innovative space, and build lasting connections with business partners."

The Princeton Review's business school profiles have sections on academics, student life, admissions information, and graduates' employment data. In the profile on California State East Bay, the College of Business & Economics offers an "excellent curriculum and professors," "great location," as well as flexible schedule for working students. The college also boasts a "very inclusive culture" without the "cut-throat" mentality found at so many other business schools. Instead, the College of Business & Economics encourages a "collaborative/helpful approach to get to the finish line whether that be to survive a tough class or to reach graduation." Students attending Cal State East Bay comment that the College of Business & Economics is dedicated to "helping the students get where they need to be as soon as possible" so that they can be "ready for the real world."

The profiles also have five categories of ratings that The Princeton Review tallies based on institutional data it collected during the 2017-18 academic year and/or its on-campus MBA student survey. The ratings are scores on a scale of 60 to 99. Rating categories include Academic Experience, Admissions Selectivity, Career, Professors Interesting, and Professors Accessible. Among the ratings in

the California State East Bay profile are scores of 87 for Academic Experience and 92 for Professor Accessible The Princeton Review explains the basis for each rating score in the profiles at <http://www.princetonreview.com/business-school-rankings/ratings>.

The Princeton Review does not rank the on-campus MBA programs from 1 to 252 or name one business school best overall. Instead, Best Business Schools 2019 has 18 ranking lists of the top 10 on-campus MBA programs in various categories. The Princeton Review explains the methodology for its ranking lists at <http://www.princetonreview.com/business-school-rankings/ranking-methodology>

The Princeton Review is a leading tutoring, test prep, and college admission services company. Every year, it helps millions of college- and graduate school-bound students achieve their education and career goals through online and in-person courses delivered by a network of more than 4,000 teachers and tutors, online resources, and its more than 150 print and digital books published by Penguin Random House. The Princeton Review is headquartered in New York, NY. The company is not affiliated with Princeton University. For more information, visit www.princetonreview.com.

The mission of the College of Business & Economics at Cal State East Bay is to provide life-changing, quality business education to prepare students from diverse backgrounds to become successful business professionals and leaders. The College of Business & Economics aspires to be a leading school known for making a difference in the lives of students and impacting the world. For more information, visit www.csueastbay.edu/cbe.

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