



CALIFORNIA STATE  
UNIVERSITY  
E A S T B A Y

College of Business and Economics  
Curriculum Committee

## MINUTES

January 31<sup>th</sup>, 2023

Members Present: Eric Fricke (chair), Cesar Maloles, John Tan, Jung You, and Peng Xie.

Guest: Yi He, Jiming Wu, Chongqi Wu, Gangaram Singh, Vish Hegde

Venue: Online meeting via Zoom

The meeting was called to order at 9:00 a.m.

1. The committee discussed the outlook of the overall curricula with guests.
2. Dr. He, the Chair of the Marketing Department, gave a presentation on the proposed Master of Science in Marketing Analytics (MSMA).
3. The committee unanimously approved the MSMA proposal: 5 (yes), 0 (no).

### Business Item:

The committee will meet on February 7<sup>th</sup>, 2023 from 9-10:30 a.m.

Meeting adjourned at 10:00 a.m.

Minutes respectfully submitted,

Jung You, Secretary