



CALIFORNIA STATE
UNIVERSITY
E A S T B A Y

College of Business and Economics
Curriculum Committee

MINUTES

October 6th, 2022

Members Present: Eric Fricke (chair), John Tan, Peng Xie, Cesar Maloles, and Jung You
Guest: Jiming Wu (associate dean), Vish Hegde (associate dean), Yi He (chair of the marketing department), Steve Peng

Venue: Online meeting via Zoom

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

1. Yi He presented a master plan of Master of Science in Marketing Analytics, which aims to start in fall 2024. Currently the proposal is in Stage 1 to implement a new degree program at CSU.
2. Steve Peng presented a master plan of Bachelor of Science in Business Analytics, which aims to start in fall 2024. Currently the proposal is in Stage 1 to implement a new degree program at CSU.
3. The committee chair called for a vote on the two proposals.
 - The committee unanimously approved the proposal for Master of Science in Marketing Analytics.
 - The committee unanimously approved the proposal for Bachelor of Science in Business Analytics.

Meeting adjourned at 9:45 a.m.

Minutes respectfully submitted,

Jung You, Secretary