



# College of Business & Economics

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**College of Business & Economics**  
**Cal State East Bay**



# College of Business & Economics

**Help students realize their dreams  
to become a Business Professional**



# Accreditation

## Quality Education



- Cal State East Bay
- **WASC Accredited since 1961**



- College of Business and Economics
- **AACSB Accreditation since 1973**



# Rankings – Colleges that pay off the most

make it

The top 50 U.S. colleges that pay off the most in 2020

## The top 50 U.S. colleges that pay off the most in 2020

### Private

- 1 = Stanford University
- 2 = Harvard University
- 3 = University of Chicago
- 4 = Princeton University
- 5 = Dartmouth College
- 6 = Yale University
- 7 = Massachusetts Institute of Technology
- 8 = Duke University
- 9 = Columbia University
- 10 = Pomona College
- 11 = Williams College
- 12 = California Institute of Technology
- 13 = Washington and Lee University
- 14 = Colby College
- 15 = Barnard College
- 16 = Rice University
- 17 = Cooper Union for the Advancement of Science and Art Engineering
- 18 = Washington University in St. Louis
- 19 = Harvey Mudd College
- 20 = Vanderbilt University
- 21 = Brown University
- 22 = University of Pennsylvania
- 23 = Amherst College
- 24 = Northwestern University
- 25 = Trinity College

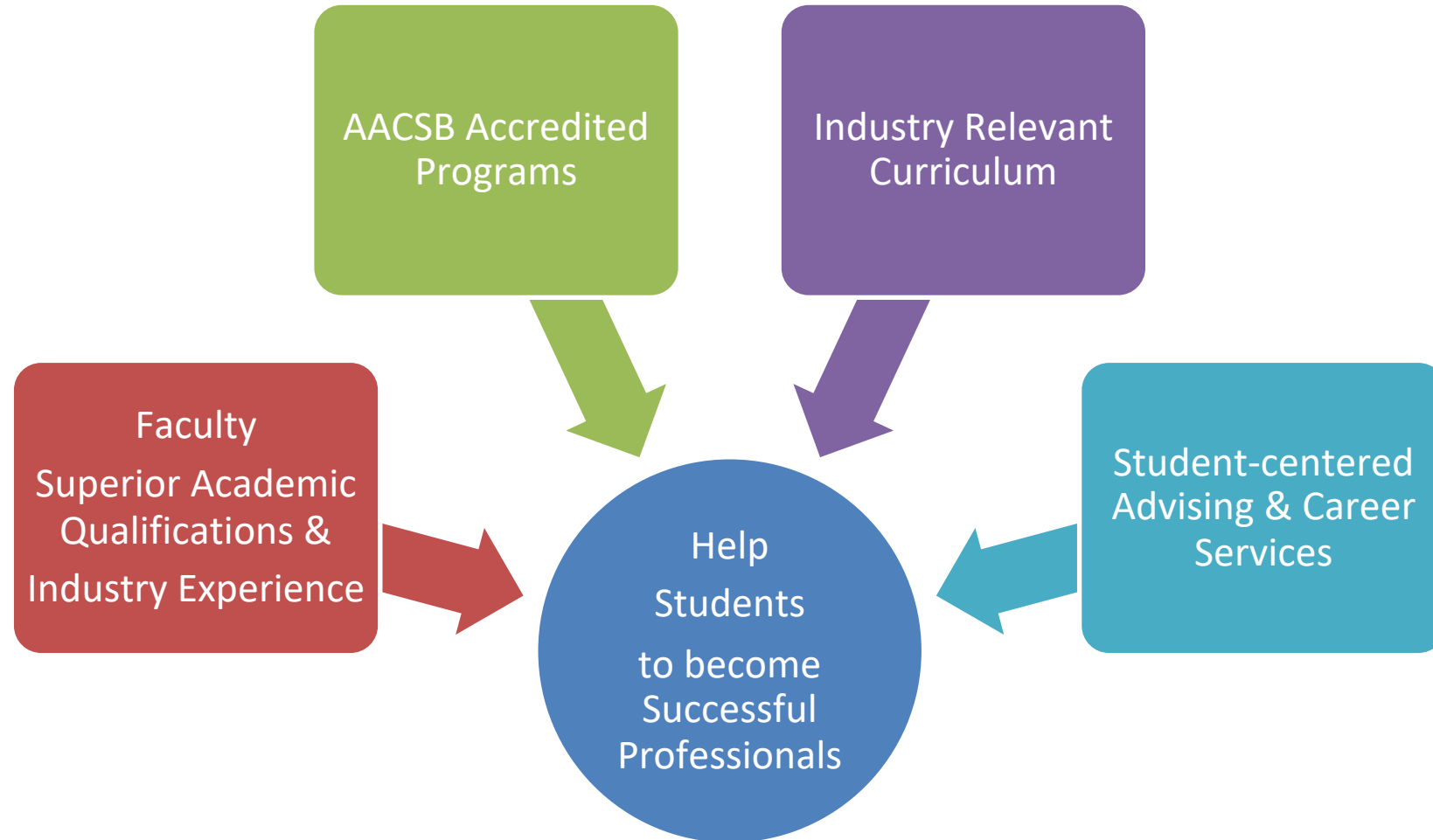
### Public

- 1 = University of Washington-Bothell
- 2 = CUNY Baruch College
- 3 = University of Washington-Seattle
- 4 = Purdue University-West Lafayette
- 5 = University of Michigan-Ann Arbor
- 6 = Massachusetts Maritime Academy
- 7 = University of Houston
- 8 = University of California-Berkeley
- 9 = William & Mary
- 10 = University of California-Los Angeles
- 11 = Georgia Institute of Technology-Atlanta
- 12 = West Virginia University Institute of Technology
- 13 = University of California-San Diego
- 14 = University of California-Riverside
- 15 = Missouri University of Science and Technology
- 16 = University of California-Irvine
- 17 = Michigan Technological University
- 18 = University of Minnesota-Twin Cities
- 19 = University of California-Davis
- 20 = North Carolina State University-Raleigh
- 21 = New Mexico Institute of Mining and Technology Engineering
- 22 = University of California-Santa Barbara
- 23 = Montana Tech
- 24 = University of Virginia
- 25 = California State University-East Bay

Average annual net cost for in-state students (income \$48,001-\$75,000): **\$15,467**

Median salary for alumni with 10+ years of experience: **\$103,500**

# College of Business and Economics



# CBE - Four Departments

## Accounting & Finance

- Faculty: 18
- Students: 837

ACCT- 437  
FIN- 399

## Economics

- Faculty: 6
- Students: 118

BSE-69  
BECON – 49

## Management

- Faculty: 30
- Students: 1329

GMGMT- 628  
HRMOB – 225  
ITM – 239  
Entrepreneur- 120  
OSCM - 117

## Marketing

- Faculty: 9
- Students: 397

**Total Faculty: 63**  
**Adjunct Faculty: 35**

**Total Undergraduate Students: 2,700 Students**  
**State side students – 1930 & Online students 766**  
**Total Graduate Students: 576 Students**

# Path to Professions – Prepare Students to be Successful Professionals

## Accounting & Finance

- Accounting
- Finance

## Economics

- BSBA- Business Economics
- BS Economics

## Management

- Gen Mgmt
- HRMOB
- ITM
- OSCM
- Entrepreneurship

## Marketing

- Marketing

# Undergraduate Programs

## B.S. in Business Administration Concentrations

Accounting

Finance

Marketing  
Management

**B.S. in  
Economics**

Human Resource  
Management &  
Organizational  
Behavior

Information  
Technology  
Management

Operations &  
Supply Chain  
Management

Business  
Economics

Entrepreneurship

General  
Management

# Accounting Program

## For Careers in Accounting, Auditing and Taxation

Program Curriculum	Career Preparation	Special Programs
<ul style="list-style-type: none"><li>▪ &gt; 40 years rigorous &amp; quality Program</li><li>▪ Education units for the CPA exam</li><li>▪ Content knowledge to pass the CPA exam</li><li>▪ Curriculum focuses<ul style="list-style-type: none"><li>-U.S. financial reporting</li><li>-Auditing standards</li><li>-Federal taxation</li><li>-Business laws &amp; Reg</li><li>-Accounting Ethics</li><li>-Data Analytics</li></ul></li></ul>	<p>Prepares for careers in</p> <ul style="list-style-type: none"><li>▪ Accounting</li><li>▪ Auditing</li><li>▪ Taxation</li></ul> <p>Positions in</p> <ul style="list-style-type: none"><li>▪ Public accounting firms</li><li>▪ Corporations</li><li>▪ Government agencies</li><li>▪ Non-profit organizations</li></ul>	<ul style="list-style-type: none"><li>▪ Career Development Workshops</li><li>▪ Accounting Career Fairs</li><li>▪ BAP Student Club</li><li>▪ VITA program</li><li>▪ BAP National competition</li><li>▪ Deloitte competition</li></ul>

# Finance Program

## For Careers in Financial Mgmt. Banking, & Investment

### Program Curriculum

Hands-on work in areas such as:

- Financial analysis
- Investments
- Derivatives
- International finance
- Risk management
- Financial modeling
- Venture financing

### Career Preparation

Prepare for careers as

- Portfolio Manager
- Financial Analyst
- Financial Planner
- Other careers in finance

Positions in

- Banks
- Financial Institution
- Government Agencies

### Special Programs

- Finance Trading Lab
- Student Investment Funds –manage real portfolios
- National Investment Conferences
- CFA Institute Research Challenge
- CME Group Trading Challenge

# Economics

Build strong quantitative skills and analytical thinking

## Program Curriculum

The coursework emphasizes

- Forecasting product demand
- Setting product prices
- Estimating production costs
- Calculating firm profitability
- Evaluating investment alternatives, and
- Assessing the effects of government regulations and industry competition on firm performance and strategy.

## Career Preparation

Prepare students for careers in

- Banking
- Finance
- Economic forecasting and
- Business economics.
- The concentration also provides an excellent background for graduate training in economics and business.

## Special Programs

- Tutoring

# Marketing Program

## For Careers in Marketing

### Program Curriculum

- Marketing Research
- Consumer Behavior
- Marketing Strategy
- Marketing Analytics
- Product, Service, and Brand Management
- Sales Management
- Advertising and Promotion Management
- Digital Marketing and Social Media
- Marketing for New Ventures
- Social and Digital Media Analytics
- and more

### Career Preparation

Prepare students for careers in

- Digital Marketing and Social Media
- Marketing Research and Analytics
- Sales and Business Development
- Advertising, Marketing and PR

### Special Programs

- Marketing Connect Speaker Series
- Marketing Internship Pipeline Program
- American Marketing Association Student Organization
- Digital Marketing and Analytics Certificate Program
- Marketing Competitions (EDGE Marketing Challenge; Digital Marketing Competition)

# Management Program to Prepare Students For Careers in Human Resources Management (HRM)

## Program Curriculum

Course work focus on

- All HRM areas
  - Staffing
  - Compensation
  - Training
- Talent Management
- HR Analytics
- Developing soft skills in leadership, teams and communications

## Career Preparation

Prepare for careers as

- Recruiters
- HRM Generalist
- Training & Development specialist
- Compensation specialist
- HR Analytics
- Talent Management
- One of the fastest growing career in US

## Special Programs

- Women in Leadership Program
- Student Society for HRM
- Connect with Next Concept HR Association

# Management Program

## For Careers in Information Technology Management (ITM)

### Program Curriculum

ITM focuses on

- Database
- Business intelligence
- Information security
- Healthcare information systems
- System management & development
- Develop hard skills in programming, data communication, and system analytics

### Career Preparation

Prepare for careers as

- Information System Administrators
- Computer Programmers
- Computer Support Specialists
- Database Administrators
- Information Security Analysts
- Web Developers
- Fastest growing Career in the US

### Special Programs

- Supported by CIO scholarship fund
- Information Systems Club
- Connect with Association for Information Systems

# Management Program

## For Careers in Operations & Supply Chain Mgmt (OSCM)

### Program Curriculum

Develops *in-depth knowledge and specialized skills highly required by job market*

- Service and manufacturing operations
- Project management
- Operations data analytics
- Enterprise resource planning
- Lean management and quality improvement
- Supply chain planning
- Logistics, purchasing, and procurement
- E-commerce supply chains

### Career Preparation

Prepare for careers as

- *OSCM Specialists*
  - Operations Research Analyst
  - Supply Chain Analyst
  - Management Analyst
  - Scheduler
  - Planner
  - Logistician
  - Quality Control Specialist
  - Inventory Specialist
- *OSCM Managers and Executives*
  - Operations Manager
  - Supply Chain Manager
  - Purchasing Manager
  - Logistics and Transportation Manager

### Special Programs

- *#3 ranking in the 2020 Best Online Bachelor's Supply Chain Management Degrees for Value Ranking Guide to Online Schools*
- Affiliated with Association for Supply Chain Management
- Institute for Supply Management (ISM)

# Management Program for Entrepreneurship

## Program Curriculum

- Curriculum focus on
- Launching and Scaling New Ventures
  - Entrepreneurship Practicum
  - Business Model Innovation
  - Social and Environmental Entrepreneurship

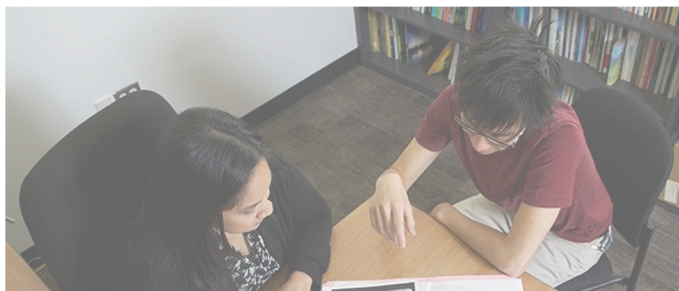
## Career Preparation

- Entrepreneurs
- Start up company

## Special Programs

- Pitch Day
- Up! Student Org

# Online Resources



**CBE Office of Undergraduate Advising**



**Online BSBA Degree Completion Program Advising**



**Office of CBE Graduate Programs**



**Student Clubs & Organizations**



**CBE Office Career & Professional Development**



**Student Resources**