College of Business & Economics
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Director Office of Undergraduate Advising
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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

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
Help Students to become Successful Professionals

AACSB Accredited Programs

Industry Relevant Curriculum

Faculty Superior Academic Qualifications & Industry Experience

Student-centered Advising & Career Services

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
- Human Resource Management & Organizational Behavior
- Information Technology Management
- Operations & Supply Chain Management
- Business Economics
- Entrepreneurship
- General Management

B.S. in Economics
# Accounting Program

**For Careers in Accounting, Auditing and Taxation**

<table>
<thead>
<tr>
<th>Program Curriculum</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ &gt; 40 years rigorous &amp; quality Program</td>
</tr>
<tr>
<td>▪ Education units for the CPA exam</td>
</tr>
<tr>
<td>▪ Content knowledge to pass the CPA exam</td>
</tr>
<tr>
<td>▪ Curriculum focuses</td>
</tr>
</tbody>
</table>
  - U.S. financial reporting |
  - Auditing standards |
  - Federal taxation |
  - Business laws & Reg |
  - Accounting Ethics |
  - Data Analytics |

<table>
<thead>
<tr>
<th>Career Preparation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepares for careers in</td>
</tr>
</tbody>
</table>
  ▪ Accounting |
  ▪ Auditing |
  ▪ Taxation |
| Positions in |
  ▪ Public accounting firms |
  ▪ Corporations |
  ▪ Government agencies |
  ▪ Non-profit organizations |

<table>
<thead>
<tr>
<th>Special Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Career Development Workshops</td>
</tr>
<tr>
<td>▪ Accounting Career Fairs</td>
</tr>
<tr>
<td>▪ BAP Student Club</td>
</tr>
<tr>
<td>▪ VITA program</td>
</tr>
<tr>
<td>▪ BAP National competition</td>
</tr>
<tr>
<td>▪ Deloitte competition</td>
</tr>
</tbody>
</table>
## 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**

<table>
<thead>
<tr>
<th>Program Curriculum</th>
<th>Career Preparation</th>
<th>Special Programs</th>
</tr>
</thead>
</table>
| 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. | 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. | ▪ Tutoring |
## Marketing Program
### For Careers in Marketing

<table>
<thead>
<tr>
<th>Program Curriculum</th>
<th>Career Preparation</th>
<th>Special Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Marketing Research</td>
<td>Prepare students for careers in</td>
<td>- Marketing Connect Speaker Series</td>
</tr>
<tr>
<td>- Consumer Behavior</td>
<td>- Digital Marketing and Social Media</td>
<td>- Marketing Internship Pipeline Program</td>
</tr>
<tr>
<td>- Marketing Strategy</td>
<td>- Marketing Research and Analytics</td>
<td>- American Marketing Association Student Organization</td>
</tr>
<tr>
<td>- Marketing Analytics</td>
<td>- Sales and Business Development</td>
<td>- Digital Marketing and Analytics Certificate Program</td>
</tr>
<tr>
<td>- Product, Service, and Brand Management</td>
<td>- Advertising, Marketing and PR</td>
<td>- Marketing Competitions (EDGE Marketing Challenge; Digital Marketing Competition)</td>
</tr>
<tr>
<td>- Sales Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Advertising and Promotion Management</td>
<td></td>
<td></td>
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<tr>
<td>- Digital Marketing and Social Media</td>
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<tr>
<td>- Marketing for New Ventures</td>
<td></td>
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<tr>
<td>- Social and Digital Media Analytics</td>
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<tr>
<td>- and more</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- [Program Curriculum](#) - [Career Preparation](#) - [Special Programs](#)
### Management Program to Prepare Students For Careers in Human Resources Management (HRM)

<table>
<thead>
<tr>
<th>Program Curriculum</th>
<th>Career Preparation</th>
<th>Special Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course work focus on</td>
<td>Prepare for careers as</td>
<td>▪ Women in Leadership Program</td>
</tr>
<tr>
<td>▪ All HRM areas</td>
<td>▪ Recruiters</td>
<td>▪ Student Society for HRM</td>
</tr>
<tr>
<td>▪ Staffing</td>
<td>▪ HRM Generalist</td>
<td>▪ Connect with Next Concept HR Association</td>
</tr>
<tr>
<td>▪ Compensation</td>
<td>▪ Training &amp; Development specialist</td>
<td></td>
</tr>
<tr>
<td>▪ Training</td>
<td>▪ Compensation specialist</td>
<td></td>
</tr>
<tr>
<td>▪ Talent Management</td>
<td>▪ HR Analytics</td>
<td></td>
</tr>
<tr>
<td>▪ HR Analytics</td>
<td>▪ Talent Management</td>
<td></td>
</tr>
<tr>
<td>▪ Developing soft skills in</td>
<td>▪ One of the fastest growing career in US</td>
<td></td>
</tr>
<tr>
<td>leadership, teams and communications</td>
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</tbody>
</table>
Management Program
For Careers in Information Technology Management (ITM)

<table>
<thead>
<tr>
<th>Program Curriculum</th>
<th>Career Preparation</th>
<th>Special Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITM focuses on</td>
<td>Prepare for careers as</td>
<td>▪ Supported by CIO scholarship fund</td>
</tr>
<tr>
<td>▪ Database</td>
<td>▪ Information System Administrators</td>
<td>▪ Information Systems Club</td>
</tr>
<tr>
<td>▪ Business intelligence</td>
<td>▪ Computer Programmers</td>
<td>▪ Connect with Association for Information Systems</td>
</tr>
<tr>
<td>▪ Information security</td>
<td>▪ Computer Support Specialists</td>
<td></td>
</tr>
<tr>
<td>▪ Healthcare information systems</td>
<td>▪ Database Administrators</td>
<td></td>
</tr>
<tr>
<td>▪ System management &amp; development</td>
<td>▪ Information Security Analysts</td>
<td></td>
</tr>
<tr>
<td>▪ Develop hard skills in programming, data</td>
<td>▪ Web Developers</td>
<td></td>
</tr>
<tr>
<td>communication, and system analytics</td>
<td>▪ Fastest growing Career in the US</td>
<td></td>
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</tbody>
</table>
# 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