



# **AACSB Board of Directors Ratification to Extend Business Accreditation**

**March 08, 2023**

## **California State University, East Bay College of Business and Economics**

**Business Degree Level(s) Offered:** Undergraduate, Masters

**Date of visit:** 2022-10-16 to 2022-10-18

### **School Contacts**

Gangaram Singh, Dean, College of Business and Economics

### **Peer Review Team Members**

John Gamble, Chair  
Mary & Jeff Bell Endowed Distinguished Professor of Business  
Texas A&M University-Corpus Christi

Richard Buttimer, Member  
Dean  
University of North Florida

Kimberly Hollister, Member  
Dean  
Montclair State University

192003150303/ Directors Message

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in business offered by California State University, East Bay is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to the faculty and staff of the Business Department.

UCLA - AACSB Accredited - CBE - 10/15/2020  
Research, teaching, and learning opportunities on the campus community. Back to the Bay features a variety of workshops on pedagogy, research, governance, and teaching with technology usually held in Valley Business & Technology Center (VBT).

Women in Leadership Program (WIL) – provides the opportunity to accelerate students' skills to enable them to succeed and advance professionally. This is an academia-industry collaboration that provides a significant and high-impact learning experience with insights from industry leaders, and creates the opportunity for high-potential students to work on social impact initiatives with their mentors to practice what they have learned. WIL program provides fellowship to 10 WIL Fellows each year to engage in a social entrepreneurship leadership project. WIL features professional women leader speakers in courses throughout the year and hosted a WIL Forum in March 2022 featuring prominent women leaders as speakers for the forum.

Financial Literacy Center – focused on creating a campus-wide, coordinated, place-based program for improving the financial literacy of students, faculty, and staff. The Financial Literacy Center partners with local community agencies and organizations to bring financial literacy education services to the greater Hayward community.

Smith Center for Private Enterprise – More than 700 students have participated in CBE's Smith Center for Private Enterprise activities. The Center's Start It Up! Pitch Day is an experiential learning opportunity for students in the college. In addition, the Smith Center has provided assistance to five entrepreneurial ventures launched by students.

### **Consultative Feedback**

The PRT notes that while the vast majority of students work while pursuing their degrees, administrative issues make it difficult for students to earn credit toward their degree for internship/work experience. The college is encouraged to develop a systematic process through which students can earn credit for their work experience and/or internships.

The college may benefit from expanding its use of indirect measures of learner success. Per AACSB standards, the portfolio of assessments will have a balance of direct and indirect measures. In addition, should the school choose to offer CBE credit, normally the equivalent quality is assured via direct assessment of learners.

### **Supplemental Information**

The school will be evaluated on its progress toward meeting its aspirations for societal impact. The school will need to

**Education Level - Degree Title - Major Emphasis - Sub Emphasis**

- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Global Innovators
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - General Business
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Analytics for Managers
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Marketing Management
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Finance
- Masters-Generalist (MBA) - Master of Business Administration (MBA) - Business Administration - Human Resources Management