



CAL STATE
EAST BAY
COLLEGE OF BUSINESS & ECONOMICS

Empowering Tomorrow-Makers

In the College of Business and Economics (CBE), we transform students so they can transform our world. Through hands-on learning, we present students of all backgrounds with opportunities to grow professionally and engage in real-world projects and challenges. Our programs are practical, competitive and led by faculty and staff committed to shepherding students toward professional success. Together, we are changing lives.

The College of Business and Economics offers three baccalaureate degrees, four master's degrees and different concentrations giving students options to choose their area of expertise.



CNBC named Cal State East Bay as one of the top 50 US colleges that pay off the most.



NATIONAL RANKING



U.S. News and World Report
Top 100 for Social Mobility among National Universities

USA Today
#13 Most Diverse Universities

Money Magazine
#62 Best College for Your Money

Value Colleges
#3 Best Online College in California

The Princeton Review
Best Business Schools

San Francisco Business Times
#5 Largest Bay Area MBA

Experiential Learning Student Success Diverse Community

Learning By Doing: At CBE, our students dive into hands-on activities and projects that allow them to build leadership and professional skills needed to thrive in today's business world.

Changing Lives: CBE alumni are among the leaders of business and technology in the Bay Area and beyond. They are the CEOs, project managers and leaders of several regional and global companies including Google, Tesla, Apple, Kaiser Permanente, Bank of America, JP Morgan, Chevron and many more.

The East Bay's University: CBE offers classes at the university's main Hayward campus, the Concord campus, the Oakland Center, the San Ramon Valley Conference Center and online. Students from all walks of life work directly with professors and dedicated advisors to help them achieve their academic and career goals.



"As the first in my family to graduate from college, I can confidently say the education I received from the College of Business & Economics has had a profound impact on my life. The applied approach to learning prepared me for entering the workforce and provided meaningful networking opportunities."

—David Lopez BSBA '09, MBA '10
Staff Supply Chain Manager at Google



Career-Ready Graduates

AACSB-accredited since 1973 and WASC accredited since 1961, the College of Business and Economics at Cal State East Bay has consistently met the demanding requirements to demonstrate the highest standard for quality business education. Our highly qualified instructors and leading-edge courses and programs prepare our students for the challenging and changing business world.

Four Departments

ACCOUNTING AND FINANCE

Prepare for lifelong careers in accounting and finance working for firms, corporations, government agencies or non-profit organizations. Accounting students focus on U.S. financial reporting and auditing standards while finance concentration students focus on skills required for financial analysis, investment banking and venture capital.



ECONOMICS

Economists collect and analyze data, research trends, and evaluate economic issues for resources, goods and services. Our graduates are exposed to all core business fields and equipped with both quantitative and analytical skills ready to problem solve diverse business issues in a variety of industries.



MANAGEMENT

Learn how to manage people and resources for a company or your own business. As the largest department in CBE, you can choose a focus: entrepreneurship, human resources, information technology, operations and supply chain, or learn from multiple areas. Graduates are administrators and leaders of almost all major firms and numerous small and mid-sized companies throughout the Bay Area.



MARKETING

Global competition coupled with technological advances forces both for-profit and nonprofit organizations to revitalize the marketing function for their success. The concentration prepares students for careers in digital marketing and advertising, brand and product management, sales and sales management, retailing, non-profit, international marketing, marketing research, new product planning, marketing logistics and public relations.



One College

Undergraduate Program

Bachelor of Science in Business Administration

The BS in Business Administration uses a leading-edge curriculum and customizable approach to business education, with core classes that develop comprehensive business perspectives and skills. With support from professors and counseling staff, students choose a concentration that corresponds to their desired careers, as well as business elective courses to further tailor their programs of study.

Details at csueastbay.edu/cbe/academic-degree.html

Concentrations

- Accounting
- Business Economics
- Entrepreneurship
- Finance
- General Management
- Human Resources Management & Organizational Behavior
- Information Technology Management
- Marketing Management
- Operations and Supply Chain Management

Bachelor of Science in Economics

The BS in Economics gives students the reasoning skills and problem solving techniques they need to understand a diverse set of economics issues and analytics. Faculty members combine teaching excellence and dedication to students to give context to world events from the perspective of economics.

Bachelor of Science in Business Administration Online Degree Completion Program

This flexible, online program allows transfer students to complete their Bachelor of Science degree in Business Administration and develop skills in the concentrations of Accounting, Finance, General Management, Human Resources Management & Organizational Behavior, Information Technology Management, Marketing Management, and Operations and Supply Chain Management.

Minors

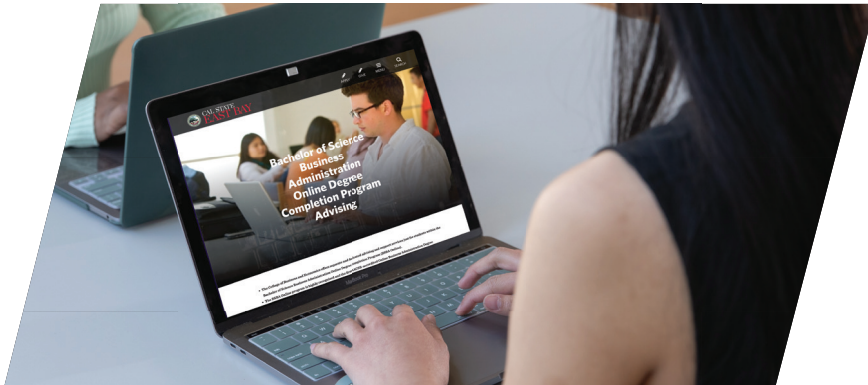
- Advertising
- Business Administration
- Information Technology Management
- International Business
- Marketing
- Real Estate

Certificate in Digital Marketing and Analytics

Core concepts in digital marketing and the latest in analytic techniques comprise this hands-on learning program. Students will learn how to utilize the latest in analytics to enhance customer satisfaction and business performance.



"I am happy that I chose CBE because of the great professors that I have been able to make connections with and the resources they offer to all students. CBE has also made me feel more confident and well equipped as I step into the next chapter of my life."
—Kelly Markham
BSBA '21



Graduate Programs

The College of Business and Economics offers four different graduate programs to advance your career.

Master of Science in Accountancy

Students gain a competitive edge in accounting and data analytics. Graduates of the cohort-based, 17 month program will complete the accounting educational requirements for the CPA exam and units required for the California CPA licensure.

Master of Science in Business Analytics

Students work independently and as a team in this STEM-designated program on projects in data mining, machine learning, deep learning and big data technologies with options for evening and weekend courses. Our graduates work in leadership roles at companies including Amazon, Apple, Facebook, Google and Uber.

Master of Science in Quantitative Economics

Our STEM-certified degree is ideal for students looking to increase their quantitative skills for jobs in economic consulting, data science, policy analysis and finance. Many graduates have gone on to pursue PhDs in top economics programs at Carnegie Mellon, UCSD and University of Wisconsin.

Master's in Business Administration

Cal State East Bay offers three MBA programs to align with different student career objectives and schedules.

One-Year M.B.A.

Fast track your MBA with a one-year, Friday/Saturday cohort-style program with an emphasis on entrepreneurship.

MBA with Concentrations

Specialize in a single business function with one of the following MBA concentrations:

- Analytics for Managers
- Finance
- General Business
- Human Resources Management and Organizational Behavior
- Marketing Management
- Operations and Supply Chain Management
- Strategy and Innovation

Executive MBA for Global Innovators

Our MBA for Global Innovators, held Saturdays in San Ramon, offers students a deep dive into advanced leadership with an emphasis on globalization and innovation.



"It's been more than 10 years since I graduated (MBA Marketing) and I am grateful for everything Cal State East Bay and CBE have done to support me. From leading the MBA Association and AMA East Bay, I learned about the true essence of team collaboration and how as leaders we can empower teams and bring out the best in each other."

—Div Manickam MBA '11
Director, WW Infrastructure Services Marketing and Portfolio Management Lenovo



Student Services and Advising

Dedicated to students in the College of Business and Economics

Undergraduate Advising

Get to the graduation finish line with help from CBE's Office of Undergraduate Advising. CBE students get an assigned advisor, making sure that all required courses and units are fulfilled. These advisors are solely for upper-level juniors and seniors as well as incoming transfer students. Whether you are set in your program concentration or looking to make a change, CBE's Undergraduate Advisors will guide you every step of the way.

Graduate Advising

From admission to graduation, advisors in the CBE Office of Graduate Programs will be a guide throughout the master's degree journey. Advisors for CBE graduate students help to make sure that all transcripts, work experience, and course history are accounted for before admission. Once admitted, receive assistance with selecting courses to ensure graduating on time.

Career and Professional Development

The Office of Career & Professional Development (OCPD) supports all CBE undergraduate and graduate students with resources, opportunities, and networking events that help students in their career journey. The OCPD partners with employers to develop internships, part-time and full-time positions, and professional development events. With help from the OCPD, students graduate ready to enter the workforce.



Beyond the Classroom

Education and experience goes beyond coursework, and many students find life-long friends, career direction and leadership opportunities through extracurricular programs unique to CBE.

Women in Leadership

The concept of breaking the glass ceiling for women is taught and practiced through an academia-industry collaboration. The program provides 1:1 coaching and mentoring, a social impact project to help a nonprofit organization and a speaker series with primarily C-suite guest speakers. Students develop not only leadership skills but valuable networks, land jobs and find long-term mentors.

Marketing Connect Speaker Series

Aims to inspire our students to become future business leaders by hosting speaker events that feature CSUEB/CBE alumni or industry leaders in Marketing.

Meet the Firms

An annual event hosted by Beta Alpha Psi that invites representatives from notable financial organizations (public, private, and government) to discuss career opportunities one-on-one with students and recent alumni of the accounting, finance, and information systems disciplines.

Student Investment Fund

Finance students get the opportunity to manage real money in an actual investment fund by applying analytical skills to make their own investment decisions and recommendations.

Marketing Internship Pipeline

Build a bridge between employers and students who are ready to enter the workforce by providing a series of career development workshops and access to numerous paid marketing internships and job opportunities.

Accounting Career Development Workshops

A series of events hosted by top accounting firms to network and recruit. Every year top firms in accounting come to campus to present to the students.

Start-It-UP! Series

Students attend a series of workshops to develop their start-up ideas and prepare to present to a panel of judges made up of VCs, entrepreneurs, CEOs and industry leaders.

Student Organizations

Students are encouraged to join organizations on campus such as Beta Alpha Psi, Delta Sigma Pi, American Marketing Association and many more to help build their network.

Centers

As a hub for education, study, research and implementation, Cal State East Bay's centers serve the needs of the campus and beyond in all aspects of business.

Small Business Development Center

As the regional Small Business Development Center for Alameda and Contra Costa counties, the SBDC provides consulting and training for more than 3,500 small businesses to promote greater economic development and collaboration throughout the region.

Students gain valuable training and real-world experience helping small businesses which gives them an advantage in the job market.

Smith Center for Private Enterprise

The Smith Center collaborates with businesses to promote a better understanding of the free market system and limited government under the rule of law among the university community as well as the general public.

Financial Literacy Center

This campus-wide service focuses on the financial well-being of students, faculty and staff through financial literacy programs that provide financial independence through planning, budgeting and debt management guidance.



"In the WIL program we encourage our talented students to dream big, to be true Pioneers and provide them the opportunity to use what they learn at CBE to lead positive change in the bay."

—Asha Rao, Ph.D.

**Program Director, Women in Leadership (WIL)
Professor of Management**



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