

## Welcome Back, August 2015



Hopefully summer was restful and memorable. I also hope it will not become a fast-fading memory now that students have returned to campus and classes are well under way. I welcome back everyone for what is shaping up to be another exceptional academic year.

I am pleased to greet our new faculty, as well as those who are taking on new roles in the college. We continue our record of hiring outstanding talent, and welcome five new tenure-track faculty members to the CBA team: Assistant Professors Jeffrey Bentley and Mona Zanhour in Management/HRM; and Assistant Professors Christine Kang, Myunggook (Reo) Song and Associate Professor Yu Wang in Marketing.

I extend my thanks and appreciation to three senior CBA faculty members for accepting new leadership roles: David Abramis as Interim Management/HRM Chair, H. Michael Chung as Information Systems Chair, and Sudha Krishnan as Accountancy Chair. I would also like to acknowledge the commendable service to the college of their predecessors: Debra Grace, Sophie Lee and Judy Strauss. I cannot thank them enough for their years of service and dedication. CBA would not be in the excellent position it is today without each of their efforts. Thanks again, Debra, Sophie, and Judy!

I am proud to lead CBA as we continue to strive for excellence and achieve our strategic goals. Welcome back, and best wishes for a wonderful fall semester.

Warm regards,

Michael E. Solt  
Dean, College of Business Administration  
Director, Ukleja Center for Ethical Leadership

## CBA Ranked Highly Among Best U.S. Business Schools



NerdWallet recently ranked CBA 12th on its list of the 100 [Best U.S. Colleges for Business Majors](#). The company evaluated 358 universities and colleges across the country by looking at affordability, prestige, how much graduates make, and the amount of debt they have at graduation.

CBA is in excellent company in this ranking. NerdWallet's top ten business schools are:

1. University of California, Berkeley
2. University of North Carolina at Chapel Hill
3. Brigham Young University
4. University of Virginia
5. University of California, Irvine
6. Georgia Institute of Technology
7. City University of New York Bernard M. Baruch College
8. University of California, Santa Barbara
9. College of William and Mary
10. University of California, Los Angeles

This confirms what we in the college and university already know: our students get amazing value from their CBA degree. According to NerdWallet, our students pay affordable tuition (approximately \$6,000 per year), graduate with low debt (approximately \$14,000), and earn a good income (\$87,400 ten years after graduation).

[NerdWallet](#) is a personal finance and information service. The company provides information and comparison tools to consumers preparing to make financial decisions. CNNMoney listed NerdWallet on its Top 20 Best Money Sites in 2010, and on May 12, 2015, the company [Secured \\$64 Million in Series A Funding to Transform Personal Finance](#). In NerdWallet's own words: "NerdWallet is focused on helping people lead better lives through financial education and empowerment. When it comes to credit cards, insurance, loans or expenses like hospital costs, consumers make almost all their decisions in the dark. NerdWallet is changing that by building accessible online tools and providing research and experts that can't be found anywhere else, all to help consumers take back control of their choices in a marketing-driven, trillion-dollar industry."



NERDWALLET HQ, 901 Market Street, San Francisco, CA, 94103

## Updates on Global Connections



CBA has a long-standing connection with [National Economics University](#) in Hanoi, Vietnam (NEUH), and is currently expanding engagement with three other Asian universities: [Vietnam National University](#) (VNU; also in Hanoi), [Nanyang Polytechnic University](#) (NPU) in Singapore, and [Xiamen University](#) in Xiamen, China.

**National Economics University, Hanoi.** Dating back to 2007, the CBA-NEUH relationship has generated both faculty and student interactions. Since then, several NEUH faculty members have visited CSULB to gain an understanding of U.S. teaching methods and techniques. NEUH faculty members have audited CBA courses and received mentoring from our faculty to prepare for teaching in the NEUH Advanced Finance Program. This program, taught primarily in English, is part of a national long-term effort sponsored by the Vietnam Ministry of Education and Training to comprehensively upgrade and modernize higher education in Vietnam. With the help of our faculty, NEUH has created an excellent, in-demand Advanced Finance Program.

CBA faculty members have traveled to Hanoi to teach in the Advanced Finance Program during Summer and Winter Sessions. CBA students have also traveled to Hanoi to take classes in the Advanced Finance Program side-by-side with NEUH students. Finance Professor Hamdi Bilici, who has taken groups of students to NEUH each year for the last several years, reports that they not only learn a lot in the classroom, but also gain great life and cultural experiences by living in Hanoi.

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Dr. Bilici has been instrumental in helping the CBA-NEUH relationship thrive. In October, the President of NEUH will visit CBA to discuss extending the relationship between our institutions.

**Vietnam National University.** The developing relationship between CBA and VNU stems from Dr. Bilici's work with VNU while in Hanoi visiting NEUH. VNU intends to model CBA curriculum and best practices, and to implement programs similar to NEUH's Advanced Finance Program. This will elevate the quality of VNU educational programs and better serve the growing need of its students. In mid-October, Tran Thi Thanh Tu, Dean of the Banking and Finance Faculty, and Professor Le Trung Thanh will come to CSULB to discuss formalizing the relationship between our two schools.

**Nanyang Polytechnic University.** In early 2014, Dr. Henry Heng, Deputy Principal and Senior Director School of Business Management at NPU, visited CBA along with Professor Aloysius Tan to discuss arranging a study abroad program with CSULB. In late 2014, Dr. Bilici visited Singapore to continue the discussion which included the possibility of CBA faculty visiting NPU to write cases about Asian Companies with NPU faculty, engage in other applied research, and teach classes at NPU.

Also discussed was having CBA undergraduate students visit NPU for one semester, half of which would be spent in classroom study and half spent at internships with Singapore companies. Singapore is an excellent destination for a stint in industry and services, and this would provide an excellent opportunity for our students to understand how some of the best companies conduct business in Asia.

In May 2015, the CSULB International Education Committee approved a student exchange agreement with NPU, and we hope to send our students to Singapore for study and internships in the coming semesters.

**Xiamen University**. The International Education Committee also approved a student exchange agreement with Xiamen University, which stems from the relationship developed between Xiamen University faculty and Robert Chi, CBA Associate Dean for Accreditation. Dr. Chi has taken students to Xiamen University as part of short-term study abroad courses. Some of their faculty members have also come to CBA as visiting scholars.

Xiamen University, founded in 1921 by Mr. Tan Kah Kee, was the first university in China founded by overseas Chinese. The school motto is "Pursue Excellence, Strive for Perfection." Xiamen University was included in the 211 Project in 1995 and the 985 Project in 2000. The 211 Project (whose name is a combination of 21st century and 100 top universities) currently contains 116 institutions that produce four-fifths of China's doctoral students, two-thirds of its graduate students, half of the students from abroad, and one-third of all undergraduates. Project 985 was first announced by Chinese President Jiang Zemin at the 100th anniversary celebration of Peking University on May 4, 1998 to promote the development and reputation of the Chinese higher education system by founding world-class universities in the 21st century. The project was named after the May 1998 date of the announcement, or 98/5.

CBA is honored to have an exchange agreement with such a prestigious Chinese university, which will provide our students with excellent educational and international experiences.

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## Nationally Recognized Accounting Firm to Name CBA Classroom



[Moss Adams LLP](#), one of the 15 largest public accounting firms in the United States, has recently pledged support to the college by naming a classroom. This transformational gift will impact all that use the classroom, and we are grateful to our corporate partner's vision and support. The strong relationship that Sudha Krishnan, John Lacey and Ryan McKinney have with close friend Frank Kaufman, '82 ACCT alumnus and Partner at Moss Adams, made this gift possible.

The Moss Adams Classroom, CBA 218, is a state-of-the-art Active Learning Classroom. This flexible, student-centered learning environment allows instructors to actively engage students and facilitate a more interactive learning experience. CBA is one of only five buildings on campus that house these high-tech, interactive classrooms.

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## New Graduate Programs Welcome First Cohorts

This fall, we welcomed the first cohorts to our new [Master of Science in Accountancy \(MSA\)](#) and [Master of Science in Supply Chain Management \(MSSCM\)](#) programs.

**The MSSCM program** provides students with advanced and highly valued training in supply chain management practices. The rigorous curriculum equips graduates with the knowledge and skills needed to identify, analyze and resolve complex supply chain challenges faced by businesses of all sizes. Students develop an advanced understanding of operations planning, logistics and transportation, team and leadership skills, technology applications and strategy development that will advance their careers.

The demand for supply chain management talent is exceptionally high in the region. The close proximity of the university to one of the largest port complexes in the world and a diverse set of businesses, gives our graduates a distinct advantage in terms of networking and job placement.

**The MSA program** prepares students for a wide range of employment opportunities in a dynamic field. The program seeks to assist students in meeting their academic requirements for CPA licensing as well as develop career opportunities with corporate entities, financial firms, audit and tax groups, and government/tax authorities. CPA licensure in California requires a total of 150 semester units of education and this program provides the additional 30 units students need after completing their undergraduate degree.

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MSA Students at Fall 2015 Orientation



MSSCM Students at Fall 2015 Orientation

## Newly Automated Forms Support Student Success

This past year, CBA has created an automated online system for processing student forms such as minor, study abroad, substitution and special consideration requests. The creation of these workflows and transfer of paper forms to an automated system has eliminated redundant steps, enabled robust decision-making and improved overall student services. Since launching in February, over 900 requests have been processed.

Advantages of the new system include:

- Students are no longer required to print transcripts or other support documents as they can now attach them directly to the online forms
- We now have the ability to track requests in real time
- Overall processing time has decreased dramatically as handling time is now monitored on a monthly basis

With plans to create additional online forms this academic year, CBA is paving the way for increased productivity throughout the college and across the university.

## Apply for Ukleja Center Faculty Stipends



The Ukleja Center's [Ethics Across the Curriculum](#) initiative was created to support the infusion of ethics and ethical leadership in undergraduate and graduate courses across the CSULB campus. Faculty and lecturers are invited to submit proposals for a \$3,000 pedagogical stipend to support the development of a 3-hour ethics module in the course(s) that they teach.

Faculty and lecturers can [apply here](#). Proposals will be evaluated by a review committee comprised of past stipend recipients and chaired by Dr. Kathleen Lacey. The application deadline is **Friday, November 6, 2015**.

To be inclusive, priority will be given to new applicants and to modules for courses in a college's core curricula or courses that are mandatory for a particular major. Award recipients will be honored at a luncheon in the spring.

For further information or to submit a proposal, please contact Dr. Kathleen Lacey at [kathleen.lacey@csulb.edu](mailto:kathleen.lacey@csulb.edu) or extension 5-5668.

### **Ukleja Center also offers Faculty Stipends for Ethics Research**

To augment its research pillar, the center is also offering \$5,000 stipends to faculty to support original ethics research and contribute to the body of knowledge in disciplinary and interdisciplinary ethics.

Application materials are available at [www.ucel.org/research](http://www.ucel.org/research) (click on "apply here"). Proposals will be evaluated by a review committee comprised of past stipend

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recipients and chaired by Dr. Brenda Freshman. The application deadline is **Friday, November 6, 2015** and award recipients will be honored at a luncheon in the spring.

For further information or to submit a proposal, please contact Dr. Brenda Freshman at [brenda.freshman@csulb.edu](mailto:brenda.freshman@csulb.edu) or extension 5-1962.

## Save the Date: CBA Open House



CBA will welcome community college and high school counselors, students and their families to our annual open house on Saturday, October 10, 2015. The focus of the Open House is to welcome prospective students to CSULB, and provide them with information about what CBA has to offer and with an overview of our admission process. Students will learn about CBA programs and requirements from faculty, staff and current students. Participants will learn about the type of professional development and internship opportunities available through the Student Center for Professional Development and the many student organizations in CBA. Members of the Associated Business Students Organization Council, as well as representatives of campus life and resources, will be available to help students understand how to get involved in activities for career building and professional networking