

Dean's message Winter 2015



As 2015 draws to a close, reflections on the past year come naturally. After graduating roughly 1,100 students in May, CBA welcomed 540 new students in August. We also welcomed five new tenure-track faculty members and 12 new lecturers this fall, and entered the initial cohorts for our new Master of Science programs in Accountancy and Supply Chain Management. The Ukleja Center for Ethical Leadership marked its 10th Anniversary with a dinner celebration held at CSULB President Jane Close Conoley's home.

CBA faculty have been busy with teaching (increasingly using online tools and techniques) and research activities that promote our students' academic success. The Student Center for Professional Development continues to be a bridge between the classroom and careers. The college received excellent recognition in 2015 by being included in Princeton Review's list of *Best Business Schools* for 2016 and by being ranked the 12th on the list of *100 Best U.S. Colleges for Business Majors* by NerdWallet; four of the top 10 were University of California business schools, so CBA is in great company here. NerdWallet is a venture-back San Francisco company that ranked business schools on SAT scores, tuition (lower is better), financial aid, student debt (lower is better), and median salary after 10 years. This ranking confirms what those of us who are familiar with CBA already know: CBA offers an incredibly valuable education to our students.

Everything that is listed is a result of the efforts and commitment of the CBA team: faculty, staff, students, alumni, and friends. The core values of CBA are engage, execute, and excel, and every day I see members of the CBA team engaging in programs, activities and events and executing in ways that bring meaningful results like those listed above. The result is that we can all be proud of this excellent college. I am very proud to lead CBA because of what it has achieved, but the credit

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goes to all those people who continue to engage, execute, and excel. My sincere thanks to each and every person who has contributed to our shared success.

Warm regards,

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

CBA Listed Among Nation's Best



The College of Business Administration has, once again, been named an outstanding business school by the Princeton Review and is featured in the 2016 edition of its guidebook, *The Best 295 Business Schools*.

"I was very happy—and excited—to receive notification that CBA is one of Princeton Review's 2016 Best Business Schools," said Michael Solt, dean of the College of Business Administration. "To be included in the group of top U.S. business schools makes all of us proud—faculty, students, staff and alumni—because every day we each do our best to strive for the highest standard of education. When recognition comes from such a well-known and reputable organization such as Princeton Review, it really validates all the good work that the college produces."

CSULB's CBA has three "affordable and efficient" MBA options that are highlighted. The guide mentions the Saturday MBA, a 23-month sequence of four 10-week sessions per year that are scheduled on Saturdays for the convenience of full-time workers; the Self-Paced MBA, a program that can be pursued either full- or part-time; and the Accelerated MBA, a 13-month, full-time program for students eager to jump start their business careers. It also has smaller classroom sizes with about 25 students per instructor.

[Read Full Story](#)

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Moss Adams LLP Names CBA Classroom

MOSS ADAMS LLP

Certified Public Accountants | Business Consultants

On November 9, a reception was held to celebrate the new Moss Adams Classroom. [Moss Adams LLP](#), is one of the 15 largest public accounting firms in the United States. 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.



Faculty in the News



- Dr. Banafsheh Behzad, Information Systems
[Quest - "When Data Can Save Lives: Obesity and Seatbelt Usage"](#)
- William Hernandez, Marketing
[NewsWise - "...William Hernández Requejo Serves as Foreign Investment Negotiations Expert for UN Forum on Foreign Investments in Cuba"](#)
- Dr. Christine Kang, Marketing
[Inside CSULB - "Beyond Truth and Lies"](#)
- Dr. John Lacey, Accountancy
[American Institute of CPAs - "Forty One CPAs Receive AICPA's Sustained Contribution Award"](#)
- Dr. Reo Song, Marketing
[The Advertising Research Foundation - "The Relationship Between Product Placement and the Performance of Movies: Can Brand Promotion in Films Help or Hurt Moviegoers' Experience?"](#)

Student Highlights

MSA Students Win Institute of Internal Auditors LA's Case Study Competition

[Press Release: The IIA Los Angeles Congratulates Winners of Its 2015/2016 Internal Audit Case Study Competition](#)

Six students from CBA's Master of Science in Accountancy (MSA) program won second and third place in [The Institute of Internal Auditors](#) LA's Internal Audit Case Study Competition. Sponsored by the Los Angeles Chapter of the IIA, the competition brought together the best and brightest accounting and auditing students in LA area to analyze and present their case for responding to potential material fraud at a fictitious public company.

2nd place: Justin Aranda, Christopher Lan, & Xiaofeng Mo - Award \$250/student

3rd place: Helen Knisley, Cuong Nguyen, & Vandana Tanna - Award \$100/student

AMBA Students Win Boeing Business Case Study Competition

On October 30, a group of five Daytime Accelerated MBA (AMBA) students beat opponent CSU Fullerton and won the Boeing Business Case Study Competition. Sponsored by Boeing's Business Career Foundation Program, the case study contest tests students' finance, market research and global strategy skills on an aerospace industry inspired business case.

As winners of the competition, Team Enigma, comprised of AMBA cohort 11 students Tiffany Chow, Kelsi Hamdorf, Citta Lie, Claire Rudd and Ricky Spiese, will get the chance to network with Boeing executives, tour the company's satellite facilities and get an inside scoop on job opportunities.

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Team Enigma: Tiffany Chow, Kelsi Hamdorf, Citta Lie, Claire Rudd and Ricky Spiese

Graduate Programs Alumni Mixer Recap

On the 10th of November, the CBA Graduate Programs, in collaboration with the Alumni Association and Graduate Career Services, hosted the first ever **Alumni Mixer**. The event was held at the University Art Museum and included access to the archival exhibition that explored the First International Sculpture Symposium held in the U.S. during the summer of 1965 and the nine modernist sculptures on campus (**Far-Sited**).

Marina Freeman-Garvey, Lorena Perez-Class of 2010, Valerie Barro-Class of 2012, Professor David Horne, Paula Gloeckner, Marcus Ambrozy-Class of 2010, Alan Ray-Class of 2010, Dean Solt, Scott Barbret-Class of 2010. [\[More Photos\]](#)

The evening featured an introduction of alumni from earlier classes: Ron Schuster (MBA '78); Randy Stone (MBA '80); Marina Spor (MBA'95); and Kathleen Skara (MBA '96). This was followed by Dean Solt's honoring of the AMBA students who won the Boeing Case Competition. The evening included more than 35 alumni from all three MBA programs.

Groups of alumni, faculty and students gathered to catch up with each other, reconnect with cohorts and expand networking and collaborations. Since this was the first alumni event, some may have come out of curiosity while others came to reconnect with their alma mater and support their school. Most of all, alums came to enjoy an evening of camaraderie and meeting other alumni from classes graduating before and after their own.

As part of this wonderful evening, there was a photo booth where alums, students, faculty and staff could come together to have pictures taken. Conroy's flowers donated flower arrangements and wine was donated by Carl Morandell of Morandell Imports. Finally, alumni and students filled out brief surveys about their interest in staying engaged with the Graduate Business programs and were entered for an opportunity drawing of gifts donated by the Alumni Association. Rachel Moody (2013), Massimo Massini (2013), and Sathinee Khampa (2016) won the drawings with gifts from CSULB swag to dinner and tickets for two to the homecoming basketball game.

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The evening went well with groups of alums and students still chatting outside of the UAM until after 9:00. This was the first alumni event in the history of CBA's graduate programs and was believed to be an unqualified success!

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Long Beach Small Business Monitor 2015 Q4



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Long Beach Small Business Monitor

[READ HERE: 4TH QUARTER 2015](#)

In this issue are the results of our survey of small business' attitudes toward the Affordable Care Act (ACE). The purpose of the Long Beach Small Business Monitor is to provide the greater Long Beach community with an understanding of the expectations and desires of small business owners. The results are based on surveys of small business owners in Long Beach with 50 employees or less – the average business size in this survey is 9 employees.

Ukleja Center Updates



Ethics Across the Curriculum and Research Stipend Recipients Announced

Through its annual [Ethics Across the Curriculum](#) program, the Ukleja Center for Ethical Leadership grants \$3,000 stipends to faculty members who integrate a 3-hour ethics module into their courses. There were 28 proposals submitted this year – the highest number of applications over the program's 10-year history. The review committee, chaired by Professor Kathleen Lacey, selected the following faculty stipend recipients for 2015-2016:

- Tesfai Goitom and Linda Tiggs-Taylor – Professional Ethics in the Global Economy (Civil Engineering and Construction Engineering Management)
- Virginia Gray – Ethics in Behavioral Research (Family and Consumer Sciences – Nutrition and Dietetics)
- Parviz Yavari and Ehsan Barjasteh – Ethics in Materials Engineering (Mechanical and Aerospace Engineering)
- Carol Zitzer-Comfort – The Ethics of Teaching English/Language Arts to 'Other People's Children' – Ethical Considerations for English Education (English)

To augment its research pillar, the Ukleja 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. The review committee, chaired by Professor Brenda Freshman, is pleased to announce the following 2015-2016 stipend recipients:

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- William Jeynes: A Meta-Analysis of Character Education Programs (Teacher Education)
- Terrence Witkowski: Trafficking in Elephant Ivory: The Ethics of Consumer Demand and Social Marketing Interventions (Marketing)

All of the above award recipients will be honored at a luncheon in the spring at which they will have an opportunity to share how their modules are infusing ethics across the campus. Ukleja Center advisory council members, deans of the awardees' colleges, and the review committee will also be invited to attend the celebration.

Ethics at The Beach Workshop for Students

The Ukleja Center for Ethical Leadership, Associated Business Students Organization Council, and Student Center for Professional Development are partnering to offer the 10th annual Ethics at The Beach workshop for students on February 19.

Focusing on a theme of "ethics are everywhere," the event will be held from 9 a.m.- 12:30 p.m. in the USU Ballroom. All academic majors are welcome to attend! Dr. Catharyn Baird, founder and CEO of EthicsGame, and John Morreale, former CFO of Tower Health, will be the keynote speakers.

The workshop and continental breakfast are both offered at no charge to students. Many thanks to the ongoing support of our event sponsors – Target, ASI, and County of Los Angeles Supervisor Don Knabe – for their ongoing support!

SCPD Updates

The stage is set for a great spring semester. The Student Center for Professional Development will kick off with the **Corporate Mentoring Program** networking mixer on January 22nd with speaker and job-hunting expert **Daniel Seddiqui**, who will talk about his experiences and adventures of working 50 jobs in 50 states after graduating from college. The jobs were sometimes dangerous, sometimes menial, sometimes fun and always a learning experience.

The field for the **Junior Mentoring Program** is set with 34 mentees and 32 mentors, both record numbers. The program began with a Saturday networking lunch at the Acapulco Inn that was attended by program participants, SCPD staff and a number of Advisory Board Members. After lunch, the mentees spent time going from table to table greeting and learning from other mentors, mentees and attendees.

Community Scholars is set with 28 CBA mentors and 70 Jordan High School Junior Scholars, both record numbers. Training for the mentors was completed in November and December with the first mentoring session set at Jordan in early February. For those not familiar with the program, CBA mentors will conduct five team mentoring sessions at Jordan during spring semester. The high school students will also visit CSULB in April and attend the SCPD Awards Banquet in May. In terms of lives changed for the better, Community Scholars may be SCPD's most impactful program.

The spring **Business Professional** Workshop schedule will be finalized over winter break. During the fall semester, SCPD offered two new workshops, one on public speaking and one on working in a culturally diverse environment. The center also had a new speaker its Ethics in Business workshop. All of these new inputs appear to have been well received by students. SCPD is looking forward to another successful workshop calendar this spring semester.

The SCPD staff would like to thank all of those who support their efforts to provide CBA students with a bridge from college to career. They are particularly grateful to

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those who devote their time and energy, with no compensation other than the knowledge that they are giving back and what they do is important.

Center for Student Success Updates

The Center for Student Success will welcome 250 Transfers to CBA in January 2016.

CSS Special Initiatives include collaboration with faculty in FIN 300, IS 310, and ACCT 300A, providing students with support through Supplemental Instruction as well as tutoring in FIN 300, IS 310, ACCT 300A, ACCT 202, and STAT 118.

- Save the Date: CBA Preview Days
Freshmen – Saturday, April 9
Transfers – Saturday, April 23