

1 **FS 20/21-136/EX College of Business Administration Re-naming of College,**  
2 **Approval Of**

3  
4 The Faculty Senate recommends approval of the re-naming of the College of Business  
5 Administration to the College of Business.

6  
7 February 14, 2020

8  
9 To: Steve Perez  
10 Provost, CSUS

11  
12 From: William P. Cordeiro  
13 Dean, College of Business Administration

14  
15  
16 **Proposal**

17 The College of Business Administration (CBA) is seeking to change its name to  
18 The College of Business (COB)

19  
20 This name change:

- 21 • Will not affect our students' learning environment
- 22 • Will not affect our curriculum
- 23 • Is consistent with the prevalent national and CSU naming conventions
- 24 • Will not impact our ability to achieve the college's Mission or Vision

25  
26 **Process**

27 Faculty Senate Policy ACA-153 (Re-naming an academic unit) lists six steps:

- 28
- 29 1. Written proposal from Dean. Request sent to Provost, Chair of Faculty Senate, President  
30 of Associated Students, Inc.
- 31 2. Provost commissions an administrative analysis and Faculty Senate Chair reports the  
32 request as an information item to the Senate
- 33 3. Dean consults with other academic units, programs, colleges or others which might  
34 reasonably be expected to be impacted by the proposal
- 35 4. A representative vote is held by the faculty within the College
- 36 5. A review is conducted by the Executive Committee of the Faculty Senate to ensure  
37 compliance of steps 1-4
- 38 6. A representative vote is held by the Faculty Senate and the resulting recommendation  
39 forwarded to the President

40  
41 **Background<sup>1</sup>**

42 Throughout their history, US business schools have changed and adapted to new conditions.  
43 Joseph Wharton founded the world's first business school in 1881 to produce graduates who  
44 would become "pillars of the state, whether in private or in public life." Wharton began as a

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<sup>1</sup> Adapted from proposal made by CSU Long Beach College of Business (fall 2019)

45 vocational school with a moral dimension, embracing the Progressive movement to modernize  
46 and develop scientific rigor. Wharton’s vision was to professionalize companies and legitimize  
47 working in business. Business schools began providing “scientific management” tools and skills,  
48 like efficient manufacturing, bookkeeping, and contract law.

49  
50 In the 1950s, business schools began shifting from scientific management to management  
51 science reflecting the impact of operations research funded by the military during World War II.  
52 The Graduate School of Industrial Administration (GSIA) at the Carnegie Institute of  
53 Technology, started in 1949, began moving away from “how to” vocational approaches and  
54 started elevating business school research – which, at the time, ranked at the bottom of academia.  
55 It replaced “institutionalists and business practitioners by true scientists.” In addition, the  
56 business environment shifted from managing factories and labor efficiently to managing  
57 conglomerate organizations across the nation and the world.

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59 In this context, business schools were named “Colleges of Business Administration.”  
60 Administration involves managing and supervising business operations: accounting, finance,  
61 human resources, marketing, etc. Business schools taught managers how to administer business  
62 resources efficiently and effectively to achieve the goals of the business.

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- 104 • COB abbreviation is more unique.....CBA is often confused with Collective Bargaining  
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- 107 • Changing the name will bring our college more in line with the current national trend for  
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**From:** [Cordeiro, William P](#)  
**To:** [Perez, Steve](#)  
**Cc:** [Steiner, Elizabeth](#); [LaFitte, Cyndy](#); [Evans, Douglas J](#)  
**Subject:** Costs associated with name change to COB  
**Attachments:** [image001.png](#)

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**Dean**

**College of Business Administration**

California State University, Sacramento

6000 J Street, Sacramento CA 95819-6088

Tahoe Hall 1010

**P:** 916.278.6942 **F:** 916.278.5793

[william.cordeiro@csus.edu](mailto:william.cordeiro@csus.edu)

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# College of Business Administration

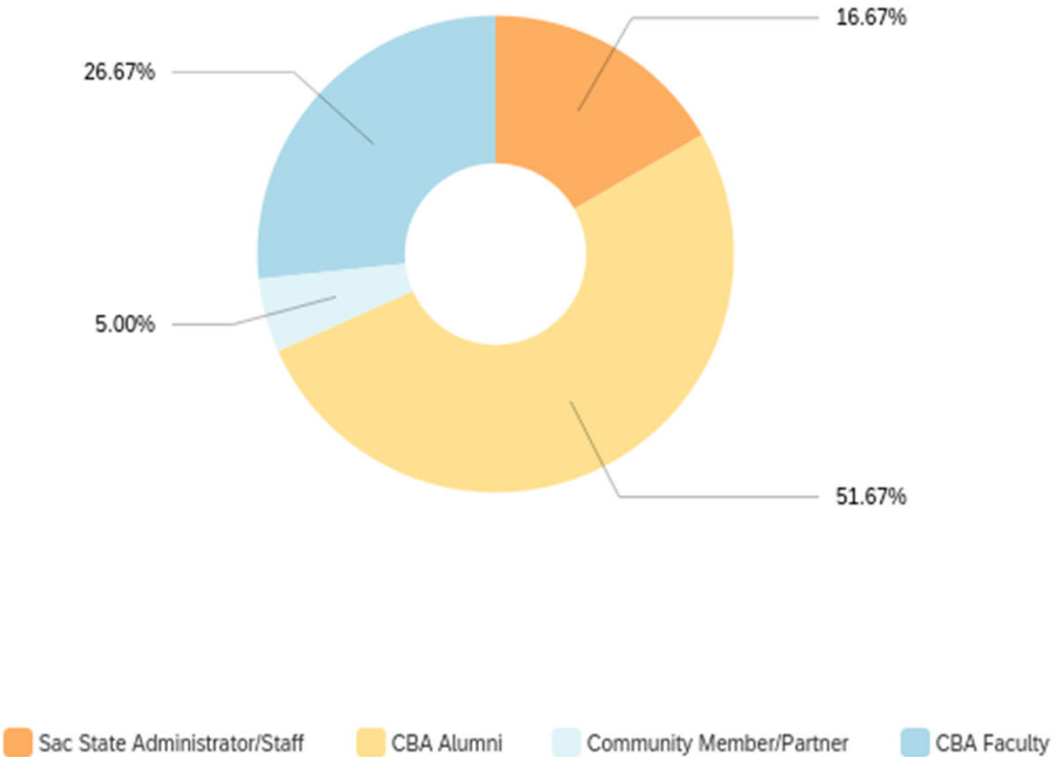
Name Change Survey Report

November 4<sup>th</sup>, 2020



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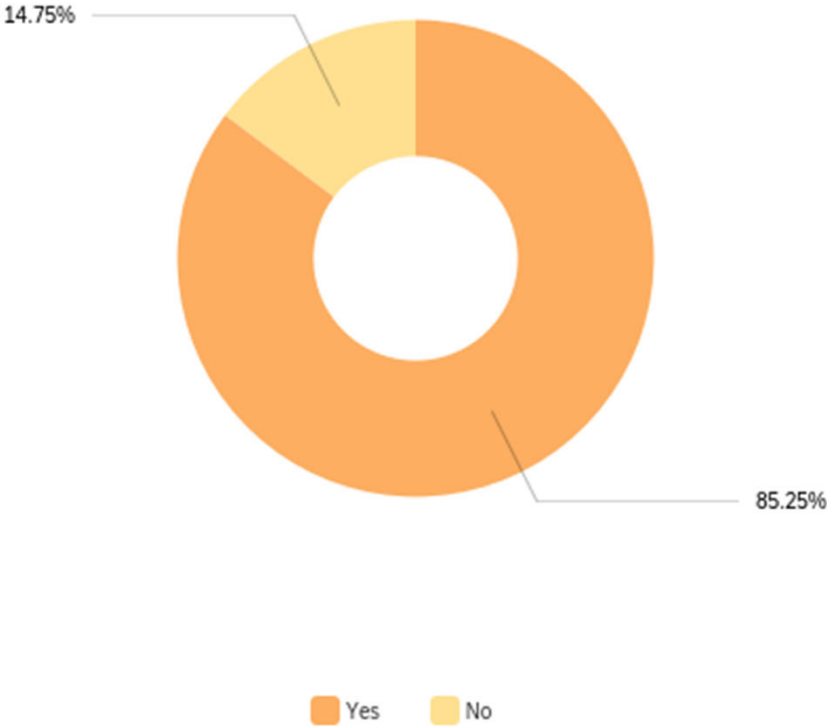
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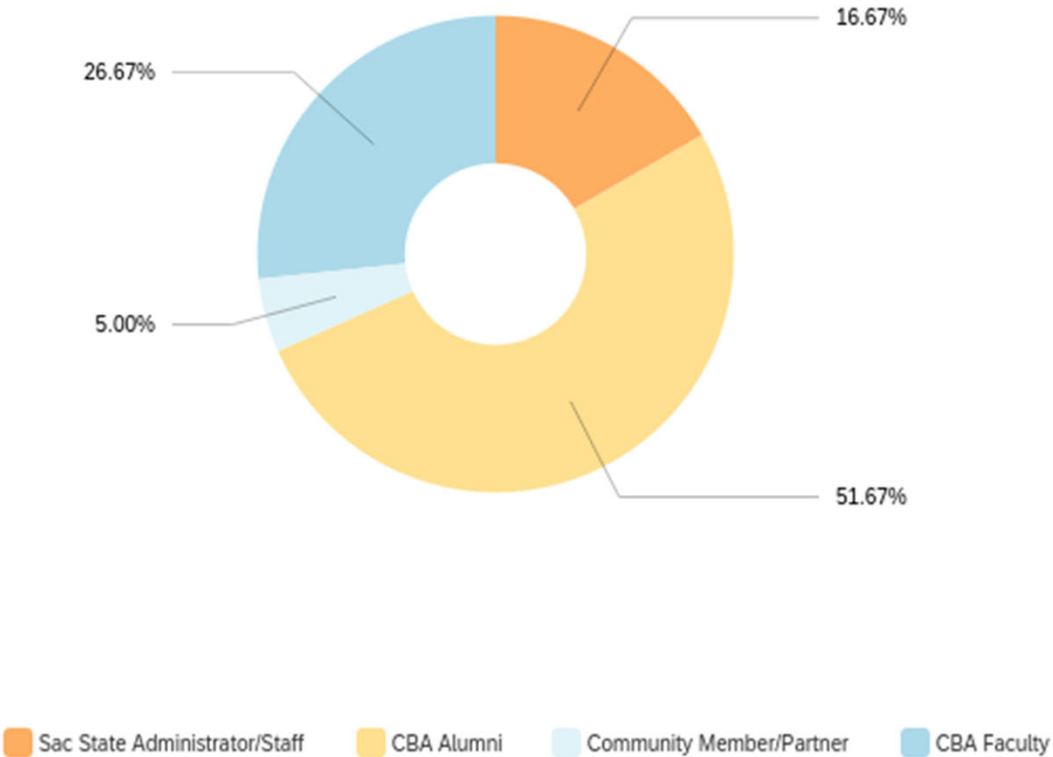
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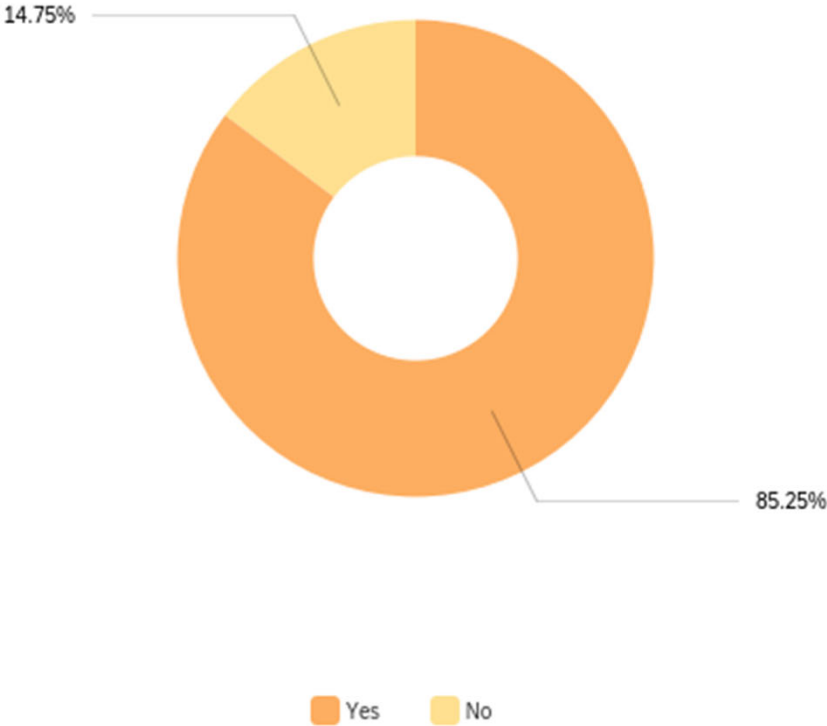


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