

Business Process of the Center

Clients of the CSB range from "mom and pop" operations to those that are quite prominent within the Sacramento community. The types of companies vary from physician groups, acupuncturists, contractors, and law firms to dog groomers and gift shops. Some firms are in their startup stages while others have been in existence for many years. What they all have in common is the need for outside consulting services to assist them in making business assessments and formulating management strategies.

Some organizations request assistance because they are having serious difficulties, others simply want to have an outside review of their operations and strategies to ensure that they are doing things right, and still others need assistance in managing their rapid growth. Much of the work provided by the CSB focuses on assisting clients to develop business plans, designing marketing strategies, and adjusting internal operations.

Basic steps in the CSB process:

1. Small business owners / managers contact the CSB and request assistance.
2. The CSB Faculty Coordinator reviews and distributes to faculty within the College of Business Administration who use these "cases" as part of their course assignments.
3. Faculty members assign these cases to teams of students (from two to six students per case).
4. Students contact clients to further define and clarify requests for assistance and begin the consultative process.
5. For the duration of the semester, student teams develop recommendations for their clients and prepare written reports that are given to both the clients and their instructor, usually at the end of the semester.