

The Center for Small Business (CSB) in the College of Business Administration (CBA) was founded in 1969, and is one of the oldest and largest of its kind in the United States. For more than fifty years, the CSB has served in excess of 2,000 small businesses in the Greater Sacramento area. The CSB offers free technical management assistance in all areas of business other than taxation, law, and loan packaging, to small for-profit and not-for-profit organizations. The services are provided by juniors, seniors, and graduate students under faculty supervision. These students are assigned to work with clients of the CSB as part of their coursework in various classes offered by the CBA. Services are provided by compliments of Sacramento State CBA faculty.

Last academic year, CSB worked on 80 different projects with 60 unique organizations. Below is a list of our free project services to local organizations in the greater Sacramento area.

- ***Improving internal and external communication:*** Students will ***develop information and communication processes / plans*** in an organization to enhance communication between leaders and employees and from organization to client / customer
- ***Business intelligence/data analytics project:*** Project teams will ***analyze client data to provide strategic analysis as well as tactical insights***. Types of data analyzed in project include: social media, web traffic, sales history, transaction analysis, geographic locations, employee surveys, as well as many other data types.
- ***Website and mobile application development:*** Students in these classes need **website development and mobile application** development projects.
- ***Social Media projects:*** Students in this class will be creating ***a formal proposal for changing organizational communication*** for the organization
- ***Project Management:*** Students in this course will focus on ***any project-based work*** for the organization. Projects will need a beginning date, end date, and deliverable all able to occur within the confines of the semester. Students can also help an organization improve internal project management activities.
- ***Supply Chain Logistics:*** Students in this course will focus on projects centering on ***logistics in supply chain***. Decisions in packaging, freight, materials movement, inventory management, capacity, supply chain coordination, supplier selection and management, supply chain sustainability, distribution channels, etc. also includes process analysis, forecasting, sourcing, and logistics.
- ***Strategic Management:*** Students in this course will work to perform a ***strategic audit and analysis*** on the organization using strategic management tools and techniques.
- ***Business Strategy and Ethics:*** Students in this course will work on client-identified issue the organization is facing, identify various ***strategy options and recommendations*** and advice on implementation possibilities. Organizations with international business exposure or have branches in other countries are welcome
- ***HRM plan:*** Students working on this project would ***analyze your job descriptions, job design, and training programs*** and make recommendations for future improvements.

We are currently seeking new projects for the Spring 2023 semester. The link to register for our free services is https://csuscba.co1.qualtrics.com/jfe/form/SV_3K670JRHqaFmTkh