

CALIFORNIA STATE UNIVERSITY, SACRAMENTO



Welcome to the
COLLEGE OF BUSINESS

OFFICE OF STUDENT ENGAGEMENT

CONNECT. ENGAGE. SUCCEED.



**SACRAMENTO
STATE**

Redefine the Possible

We are committed to your success. Every day, we are

- *Informing & Welcoming*
- *Advising & Guiding*
- *Connecting & Communicating*
- *Supporting*
- *Building Networks*
- *Recognizing Your Achievements*
- *Advancing & Developing*
- *Cultivating a Positive Culture*
- *Engaging with the Community*

for You!



The College of Business has a long and proud history. Business courses were among the original classes offered when Sac State first opened its doors in 1947. It has maintained its accreditation under the stringent standards of AACSB since 1963. In the course of our history, we have graduated over 40,000 undergraduate and graduate students many of whom as alumni remain in the Sacramento region, fueling the success of our vibrant economy. Students who are admitted to the COB are taking the first step in becoming the business leaders of tomorrow. Through COB programs, students receive exceptional support as they gain the necessary educational and analytical tools and skills to reach their goals. The COB cultivates excellence in its graduates and develops business leaders possessing not only top management skills, but also a broad understanding of their responsibilities to business and their community.



Welcome!

The College of Business is committed to **your success**. We offer a wide range of student services and programs designed to help you achieve success. We offer a full-service undergraduate **academic advising center** and **tutoring and study center**. If you want real-world business experience, we offer an **internship program** and an online **Business Job Board** where local and regional employers post job opportunities for business majors. Each year, we recognize our **extraordinary students** with outstanding student awards and the COB Dean's Award; we offer more than **\$225,000 in scholarships** every year and invite membership to Beta Gamma Sigma, the prestigious **honor society** for business students. We support students who are **first in their family** to pursue a degree with our BizGen1 program; we **communicate** with you on a regular basis through our BizList listserv and our monthly newsletter, BizNews. We establish connections with our newest students through our **First Year Focus and Second Year Success** Advising programs. We provide **Study Break events** during the semester and finals week to make sure you are supported at the most stressful times of the semester, and we are always working to help you **expand your network** with a variety of networking and professional development programs and initiatives. **We look forward to working with you!**

CONNECT. ENGAGE. SUCCEED.

STUDENT SUCCESS STORIES

Joe Malucchi

“Hey there, thanks for taking the time to hear a little bit about my journey at Sac State. My name’s Joe Malucchi and I spent all four years pursuing my undergraduate degree at Sac State. I can start out in telling you that had it not been for the College of Business I wouldn’t be near as successful as I am today. The resources available to students are focused and centralized around developing skills to help students excel both now and in the future; I can tell you from experience by leveraging what’s made available from the COB you can not only secure an internship but also post-graduation employment with an international Fortune 50 company, just as I did. I’m proud to represent the COB in everything that I do and hope hearing about my journey can help you get to where you’re going.”

Jennifer Lee

“Hi, my name is Jennifer Lee and I began at Sacramento State as a first year student. I am currently the Lead Business Student Ambassador for transfer and freshman business students. The College of Business has provided me with opportunities, successes, and the chance to work with a team of motivated and hardworking individuals. I am proud to be the leader I am today because of the College of Business at Sacramento State. Follow my path and join me on a road to a successful academic year!”

Steve Sampson

“Hello, my name is Steve and I am a transfer student from Sierra College. The smartest thing that I did when I transferred here was to stop by and get advising from an Academic Advisor at the COB Undergraduate Business Advising Center. At that appointment, I was introduced to the business clubs and received a clear plan on how to obtain my degree. My transition from Sierra to Sac State went much more smoothly than for many of my friends because I had this great information.”



Steve

“I stumbled upon BizList trying to find information about scholarships on the COB website. I can’t think of a better way to learn about opportunities and what events are happening at school. BizList is amazing, I wish I would have found it sooner.”

– Kevin Robles

Follow our paths through the following pages.

Our initials will mark the points of contact that helped us succeed...

BizList

Get connected to the COB. Subscribe to the BizList and get regular announcements and updates about jobs internships, scholarships, tutoring, awards, special events, course information, important deadlines and so much more. Visit www.csus.edu/cob/ose for the easy sign-up instructions.

ACADEMIC PROGRAM

Where do you want to go? We'll help you get there!

The College of Business offers one undergraduate degree program: Bachelor of Science in Business Administration with ten concentrations, offering you a broad, professional education in business. You can individualize your unique path in business when you choose a concentration or combine one or more concentration for expanded career possibilities.

Which will you choose?

- 1. The Accountancy** concentration provides conceptual and practical knowledge to graduates who will prepare, report, and analyze economic and financial information. Students prepare themselves to be CPA firm partners, chief financial officers, controllers, tax consultants, or auditors. Graduates from Sacramento State in Accountancy are qualified to become a CPA, CIA, or CMA.
- 2. The Business Analytics** concentration prepares students to connect data and models to substantive business problems so better business decisions can be made. The program focuses on using quantitative approaches to improve decision making and performance in business. To better understand business situations, students focus on collecting and analyzing data, drawing on computer technology, statistics, machine learning, and applied mathematics. The program covers database, data visualization tools and techniques, statistical modeling, data mining, optimization, simulation, and their applications in business disciplines such as accounting, finance, human resources, insurance, management and marketing.
- 3. The Entrepreneurship** concentration provides students with the opportunity to gain better understanding of entrepreneurial activities and strategies within organizations. In addition, the concentration supports the growing demand within the business community to develop students with entrepreneurial skills that will enable them to be more effective in organizations that create new ventures, spin-offs, mergers and other entrepreneurial activities
- 4. The Finance** concentration emphasizes a conceptual and applied approach to the development of professional skills necessary for careers in such fields as banking, investments, corporate financial management, financial planning and services, and risk/insurance management and real estate. Emphasis is given to the roles played by financial markets and intermediaries, corporations, governments, and individual investors in the global economy.



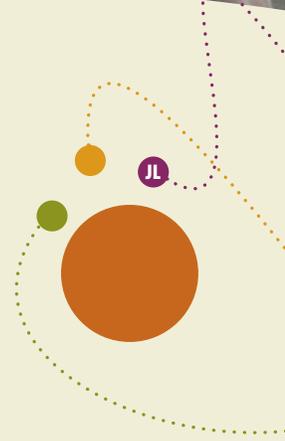
5. **The General Management** concentration permits a focus on the skills of the manager, whether the manager is an entrepreneur or operating at the corporate or agency level. Managerial skills in planning, organizing, and controlling are highly transferable within the public and nonprofit sectors as well, thus permitting a wide variety of career goals.
6. **The Human Resources and Organizational Behavior** concentration develops and disseminates knowledge and skills concerned with the management and utilization of human resources to meet the needs of individuals and organizations in the private, public, and nonprofit sectors. This area is intended for students interested in the fields of compensation and benefits management, industrial and labor relations, management training and development, and organizational behavior.
7. **The International Business** concentration is designed to prepare students for a career in business by providing a broad exposure to the areas of international business, competency in a functional area of business, and awareness of foreign cultural differences.
8. **The Marketing** concentration emphasizes the conceptual understanding and development of professional skills essential to marketing-oriented careers in such fields as advertising, public relations, product and service management, retail management, international marketing, marketing research, supply chain management and sales. Consideration is given to the role of marketing in a global economy.

9. **The Management Information Systems** concentration provides the analytical framework and the methodology to analyze, design, implement, and manage complex computer-based information/decision systems. Information is recognized as a resource of the organization and is the common link binding the elements of the organization together. As organizations grow in size and complexity, the need for better and timelier information and for improved decision making techniques becomes critical for effective management.
10. **The Supply Chain Management** concentration is concerned with the organization, methods, and language utilized in managing production/operations systems which provide goods or services. Students who select the Supply Chain Management concentration are provided with a well-balanced program of qualitative and quantitative subject matter, as well as an appreciation of the human element in organizations; therefore, graduates are qualified for first-level line or staff positions in production/operations systems for manufacturing, service or government organizations.

6 business departments

10 business concentrations

120 units required to complete a bachelor's degree in Business Administration





UNDERGRADUATE BUSINESS ADVISING CENTER [UBAC]

The UBAC is here to help you with all aspects of advising about your degree in Business Administration, career advising coordination, graduation evaluation and advice

about many aspects regarding your experiences as a business major. Our professional advising staff can help guide the way through one, two and even three or more concentrations in business, allowing you to

pursue the exact path that will lead to your dream career in business. We help you determine which courses to take and when, and we also help you by working with you if you face academic difficulties or have unique situations that require some extra attention.

We have a team of excellent Peer Advisors who can help you get your questions answered so that you stay on track and ahead of the game. You can stop in and talk with a Peer Advisor or make an appointment –they are business students too and know exactly what you need to map out a successful path to graduation.

“I was able to meet members of the Accountancy community and gain valuable insight into recommended electives, clubs, and professional certifications.”

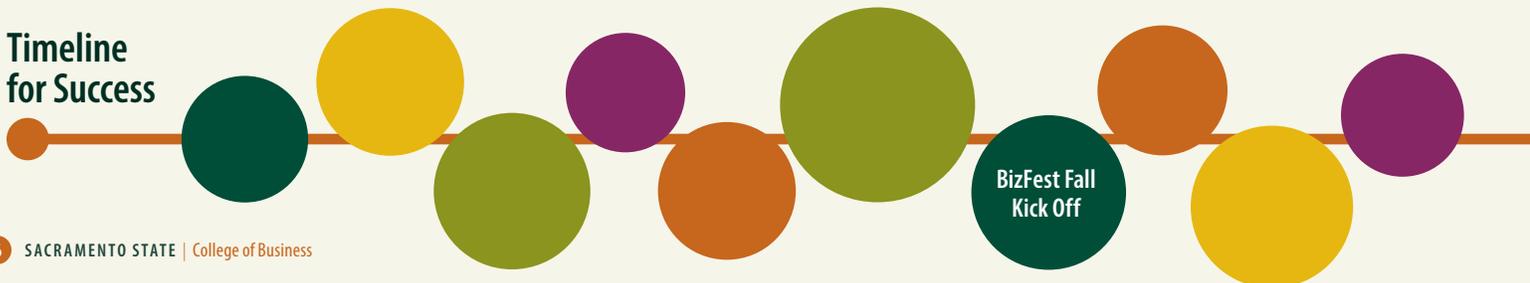
We offer a one-stop-shop for business degree program planning. We help you:

- Apply to be a business major
- Change or add concentrations
- Sort out any academic troubles
- Make sure you’ve taken all the right classes in the right order
- Plan your General Education courses
- Find faculty advisors for career advising
- Navigate the study abroad program while continuing to meet your graduation requirements
- Process your application to graduate
- Celebrate your success

Concentration Networking Mixers

The more you know, the better your chance for success! We want to help you connect with your peers, classmates and faculty in your concentration(s) within the Business Administration major. Each semester we host Concentration Networking Mixers where you can get to know other students pursuing your same concentration and learn from your faculty some of the proven ways to be successful in any path you follow!

Timeline for Success





First Year Focus & Second Year Success Advising Program

We know that for many students, starting college can be overwhelming. There is so much to figure out: what classes to take, what books to buy, learning the campus, etc., all while completing your college courses and getting used to a new academic workload.

Our Academic Advisor and Peer Mentor connect with and assist all of our First and Second Year Expressed Interest business students so that we can help you navigate this exciting, but challenging experience. We help you understand program requirements, which lower division pre-requisite courses you need and when to take them so that you are prepared to apply to the Business Administration major in a timely manner. We also check in with you during the semester to see how you are doing and find out what assistance you may need and connect you with the appropriate resources to help support your personal and academic success.

Our First Year Focus and Second Year Success Advising program is designed to help you achieve success and we are looking forward to working with you!

“The OSE has made my first year much easier despite all the challenges of distance learning and the pandemic state of the world.”

Business Minors

Students working toward a minor in Business Administration may select from the following:

- Business Administration
- Human Resources Management
- Marketing
- Risk Management and Insurance
- Real Estate and Land Use Affairs

Academic Planning Deadlines

Fall Semester:

- October 1 – Deadline to file Application to Graduate in order to graduate the following Spring and/or Summer semester
- October 15 – Deadline to submit supplemental business application for consideration into the major for Spring semester

Spring Semester:

- February 1 – Deadline to file Application to Graduate in order to graduate the following Fall semester
- March 15 – Deadline to submit supplemental business application for consideration into the major for following Fall semester

Contact Information

Office of Student Engagement
Tahoe Hall 1030 – First floor
916-278-BIZZ (2499)

Business Tutoring & Study Center
Tahoe Hall 1006 – First Floor

14 business related student organizations

60 full-time business faculty

1963 the year that the COB became the only undergraduate business school in Sacramento to be accredited by the prestigious AACSB International: Association to Advance Collegiate Schools of Business



NETWORKING & PROFESSIONAL DEVELOPMENT

We make it our business to help you achieve SUCCESS!

Professional Pathways: Student Conversations with Business Leaders

We connect students with business leaders to help them learn more about navigating next professional steps, expanding their network and to benefit from professional mentoring in general, and where available, make employment connections.

Students are invited to engage with business leaders in a virtual networking 'event' in one or more ways: via phone call, email exchange and/or Zoom/Teams/Skype conversations. By signing up, they are matched with at minimum one business professional whom also registered to participate for one 30-minute conversation; students and business professionals can continue beyond that if further connection is mutually desired. Students and professionals are matched based on a combination of factors, largely being topics of interest identified, industry/concentration areas and hiring status.



The Networking Challenge

To increase students' networking opportunities, particularly in a virtual environment, we instituted this new series of events. The Networking Challenge brings together students and influential professionals numerous times over the academic year. Students are invited to join the OSE and our campus partner, the Career Center, for an interactive challenge featuring professional development trivia for a \$50 prize along with an employer led presentation focused on advancing and developing our students' success.

“The Professional Pathways Networking Program totally exceeded my expectations, and I’m thankful to the OSE for organizing it.”

Questions for Council

We recognize that the global pandemic has altered the employment terrain and is a large source of anxiety for our students entering the workforce. We established an ongoing forum on our website for the COB Advisory Council members to respond to student submitted questions and provide valuable advice, mentoring and guidance to business students for their continued professional development during these unique times. Students are able to submit questions over email or in post-event surveys. View the website for this initiative by visiting csus.edu/cob/ose

*“Very supportive!
I definitely feel like
I get my money’s worth.”*

Business Pathway Networking Event

Once a year we bring together top-level business executives from the local and regional business community for the annual Business Pathways to Success networking event. Many once sat in the same classrooms where you now sit and have become successful alumni. This event provides you, the business student, with a unique opportunity to meet, talk with and learn from these successful members of the business community. They come to campus to meet you and share their advice for how you can best prepare for a successful career in business.

*“I am truly grateful for this program.
I had amazing conversations with the
professionals I was paired with.”*



“We know that almost half of business students report doing at least one internship while they are a business student. Put yourself in this successful group; experience counts and helps you when it comes time to look for that exciting full-time job after graduation.”

INTERNSHIPS, JOBS, CAREERS

Internships

We offer an Internship program where you may work at an approved job for one semester and earn academic credit under the supervision of a business faculty sponsor. An internship helps you put the knowledge you've gained in the classroom to the test in the business world and helps you begin expanding your network. An internship (for academic credit or not) gives you real world experience, exposure to the industry and successful professionals who can help guide your career path. We highly encourage all business students to complete at least one internship while a business student; we consistently see higher rates of full-time job offers upon graduation among those who do.

Business Job Board

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Business Job Board

Our online Business Job Board puts you in contact with hundreds of employers who are hoping to hire Sac State business majors! They post internships and both full and part-time jobs with us every week and you can search for jobs based on location, type of job and more.

biztest.mysmartjobboard.com/

“I'm glad to be a part of the COB! The College of Business offers a lot to their students; it's only a matter of taking advantage of these opportunities.”

Career Planning

We have a partnership with the Sacramento State Career Center to ensure that you have information and access to their comprehensive services. A large percentage of the students they serve are Business Administration students. The Career Center provides career development, experiential learning, on-campus recruitment and employer relations for students at every class level. Career counselors are available for both walk-in and individual appointments to help you develop a professional resume. In addition, the Career Center provides an outstanding on-campus recruiting program for graduating seniors seeking full-time professional employment after graduation.

Business Career Fair

The Business Career Fair, hosted by Delta Sigma Pi (DSP), the COB co-ed business fraternity, provides business students the opportunity to meet employers and a forum to network with a wide range of businesses and fellow students. The Business Career Fair is offered once each semester.

STUDENT RECOGNITION

Scholarships, Outstanding Student Awards, Dean's Award & Beta Gamma Sigma

Scholarships

College is a great investment in your future, but that means it's not cheap. We can help you! We offer over 60 scholarships for business students each year. Scholarships range from \$500 to \$5,000 for an academic year and in addition to helping cover your cost of tuition, it is a great accomplishment when you are recognized for your academic achievements. Applications are available online at our website. The application period runs from mid-December through mid-February, giving you the winter break to work on your application! Each year, we award over \$225,000 in scholarships for business majors.

Number of dollars awarded over the last 5 years



Outstanding Student Awards

Each year the COB recognizes our Outstanding Junior Award and our Outstanding Senior Award, recognizing our top students who have achieved exceptional academic success while also making significant contributions to the campus and community. These students are honored at our Annual Awards Banquet, along with scholarship recipients and those students who have held leadership roles in the college.

\$225,000 scholarship dollars awarded through the COB every year

Dean's Award

Each year, the Dean's Award is presented to a truly extraordinary student. This student is also recognized by the President of Sacramento State at the President's Honor Reception. With one student from the university is chosen to receive the President's Honor Medal, which is awarded at the recipient's commencement ceremony.



Gervilyn Cadimas
2019 Dean's Award winner



Beta Gamma Sigma International Honor Society



The top 10% of undergraduate and 20% of graduate level business students are invited to join Beta Gamma Sigma (BGS) each fall and spring semester. BGS is the highest scholastic honor that a student in the College of Business can receive. Beta Gamma Sigma is often referred to as "The Phi Kappa Phi of Business" and its mission is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the Society, and to serve its lifelong members.

For more information, please visit: www.betagamma.org

“It has been a great experience networking with business leaders and engaging with the various activities offered through the COB.”

BizClubs

Employers frequently tell us that students who are involved in leadership are the most competitive candidates when it comes to who they want to hire. Student organizations are an excellent way to gain important leadership skills. All student organizations elect officers each semester and student organizations hold events and programs that provide leadership opportunities. Student organizations are also an important part of networking; many companies, firms and associations affiliate themselves with campus chapters, providing access to exciting employers and insights into the industry. The Office of Student Engagement actively supports all BizClubs to be successful through event promotion, free printing, hosting meetings, providing meeting space and more.

- Accounting Society
- American Marketing Association
- Association of Latino Professionals for America
- Beta Alpha Psi
- Beta Gamma Sigma
- Business Analytics Club
- Business Honors Society
- Delta Sigma Pi
- Finance Club
- Financial Planning Association
- Gamma Iota Sigma
- Human Resource Management Association
- Management Information Systems Association
- Sacramento Association of Collegiate Entrepreneurs
- Women in Business
- MBA Networking Association



BizFest & BizFling

Each fall we kick off the year with BizFest and in the spring we host BizFling. Both events showcase our BizClubs (Business student clubs & organizations) and are open to all business students. We bring in food trucks to provide a great lunch to get you started on building your network!



Business Tutoring & Study Center

Let's face it, college is tough and some courses are harder than others. The tutoring and study center is open 5 days a week and is staffed by upper-division business students who have done very well in the course of their academic program. The tutors help you not just pass the class, but have a better understanding of the material you are learning. All tutoring is free to you, and it's scheduled on a drop-in basis. You can check our schedule on our website and drop-in when it fits into your schedule.

BizGen1

If you are first in your family to be working towards a college degree, congratulations to you. We know this isn't easy and we don't want you to feel like you are going through it alone. We are here to support you! We offer workshops designed to help you succeed, a scholarship for a BizGen1 scholar, opportunities to network, a peer coach, and a place to connect with faculty.



Study Break Events

We host study break events at key times during the semester to support you at every important step along the way! We start off the semester with Crash the OSE to welcome you to our office, and fill you up with coffee and donuts. We want to make sure you are starting off the semester knowing all that we have to offer you. We host Mid Term Study Breaks and Prep Week Meal Streak (right before final exams) which provide free meals to help sustain you during the most stressful times of the semester. Make sure you join us for these key moments where we make it our priority to support you and your success. You got this!



Power Up!

When you are in Tahoe Hall, in between classes, and your device needs a charge, we've got your back! We have an outdoor charging station and bench for you to restore your battery life in your phones, tablets and laptops. We know you need those to get through your day without a glitch.

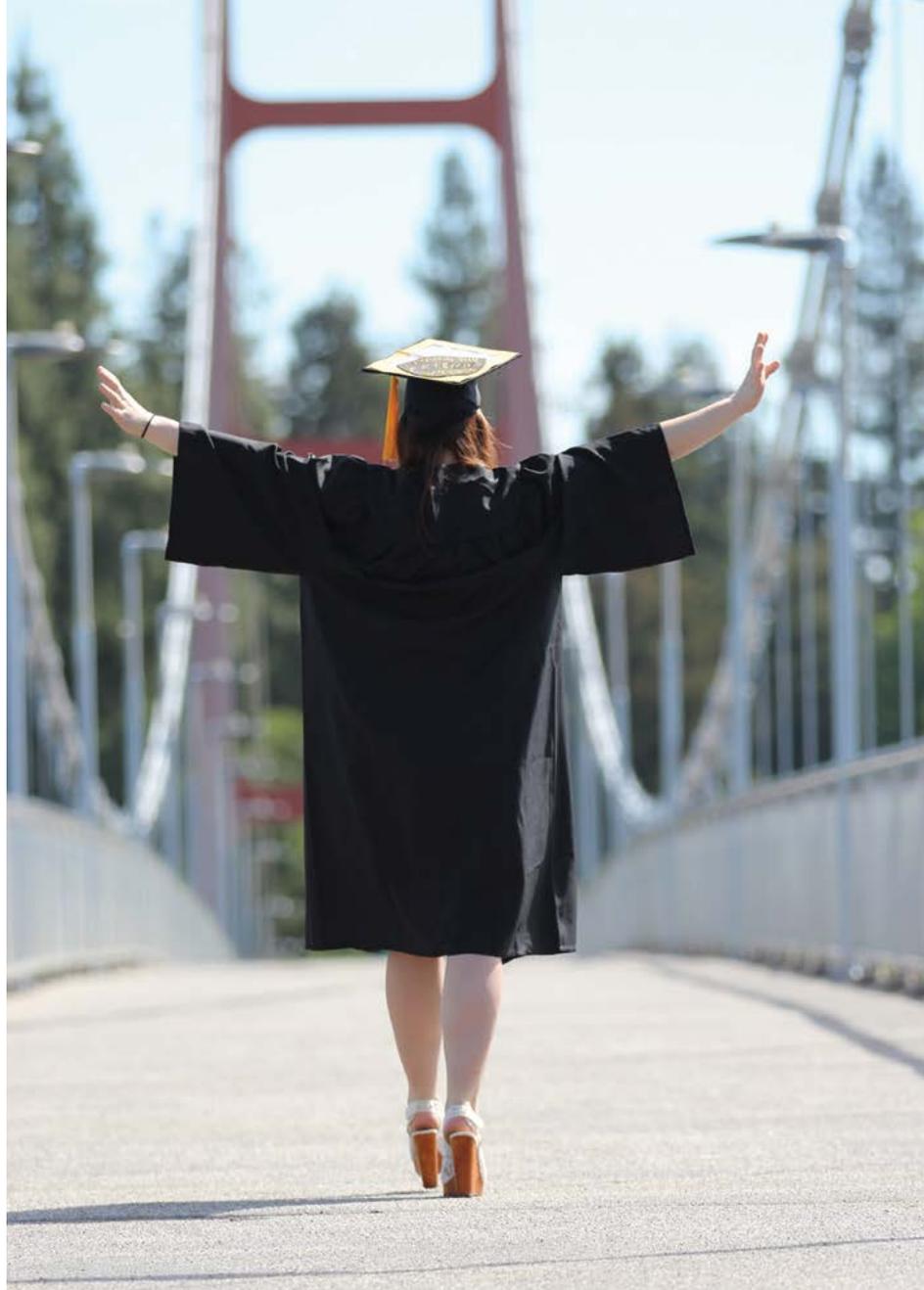


Commencement

While it may seem so far in the future, graduation will be in front of you sooner than you think. The university holds one ceremony each year at the end of the Spring semester. We help you get signed up for the ceremony, let you know how and where to purchase your cap and gown, help you find information for your friends and family who will be coming to cheer you on and most importantly, some details about how to get your diploma mailed to you! We offer the opportunity for one of our graduating students to be the Student Commencement Speaker at our graduation ceremonies; this is an exciting way to cap off your academic achievements!

“Everyone I have worked with wants to help you succeed!”

- Alistair Pfeiffer



The Road Ahead

Whatever your background, whatever your experience, the College of Business has a graduate program to meet your needs. Whether you prefer an accelerated timeline or part-time, weekends or evenings, we have an affordable program that fits your life. It's time to master your future!

- MBA • MBA for Executives • Online iMBA
- MS Accountancy • MS Business Analytics • MS Finance

Contact us to learn more!

Graduate Programs Office – Tahoe Hall 1020
csus.edu/college/business-administration/graduate/
(916) 278-3354
mba@csus.edu

STUDENT SUCCESS STORIES



Joe Malucchi

Thanks again for taking the time to hear what worked in helping me reach my goals. Perhaps the best advice I can provide to you now is to effectively leverage available support, strategically craft then continually trust your own path, and set your personal standards 10% higher than what's acceptable. Best of luck in your endeavors, I believe everyone, yourself included, has the chance at greatness it just involves a relentless pursuit of personal goals and aspirations.

Jennifer Lee

I hope you have enjoyed my journey as it has allowed me to graduate within four years with my Business degree. My final advice to future business students: stay motivated and take advantage of all the opportunities given from the college. Join clubs, network, and continue to become the best version of yourself everyday. Good luck on your own journey and I can't wait for all your successes!



Steve Sampson

Thanks for following along, I'll graduate with two concentrations and a minor. What I have gained from my time here at Sac State has prepared me for my future career along with making lifelong friendships. My best advice is for transfer students is to stay positive, study hard, and come to the COB Undergraduate Business Advising Center to ensure your academic success.



Advice for new students WHAT I WISH I KNEW

“**Take advantage of scholarships** starting the first semester.”

— Marcus Graves

“**Meet with a Business Advisor as soon as possible.**

They can help map out your classes and long term plan. Ask for a list of clubs you can join and also for information how to get on the BizList. I wish I had more information on Scholarship information as well as Internship opportunities or connections within my major.”

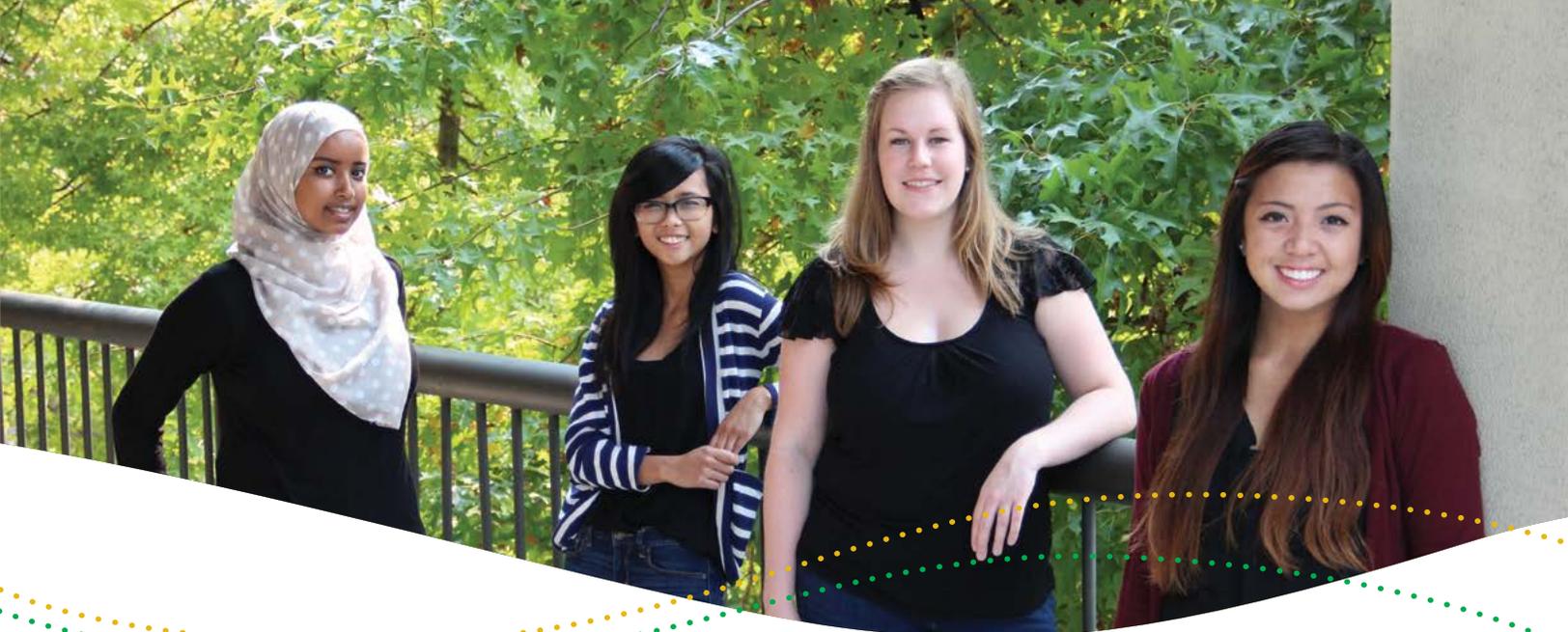
—Taylor Lasick

“**Do not hesitate to take the prerequisites**, the earlier the better. Always go to the COB Office of Student Engagement and seek advising/ask questions when in doubt.”

— Valeriya Vinnikova

“I would advise new students to **begin forming connections with professors and advisors in the business program** early in their academic years at Sacramento State. Communicating with professors that want to see you succeed is essential because they possess a fountain of wisdom that can only enrich your academic journey. Do not be afraid to ask questions about potential career paths for each concentration. You want to make sure you are in the concentration that you are the most passionate about. I would not want anyone to graduate and look back and regret their concentration of choice. Ask all the questions early on.”

— Maria Medina



“**Join a club**, the same people you meet in the business clubs are the same people you will see in your career field. Do yourself a favor and get to know them now.”

— Kevin Robles

- **Join the clubs**, especially if you are undecided about a concentration.
- **Get to know** your peer and academic advisors.
- Don't be afraid to **ask for help**.
- Apply for scholarships!

— Sonia Kumar

“**GET INVOLVED!!** Don't enter Sac State's business program thinking you'll sail through just fine all on your own... It is important to have networking skills after graduation, so where better to start than the comfort of your own classroom with people that are in the exact same boat you are in.”

— Daniel Lerner

“**Make as many friends as you can!** Chances are you will see many of them in your business classes which can help you communicate effectively and solve any school - related problems with them. Also, take advantage of all the business career fairs that take place on campus.” — Khrysha Khatri

“Take 15 units each semester and summer school as often as possible.
Use all the resources and go to more office hour visits!”

— Alejandra Soto-Calvillo

“**Take advantage of the tutoring center** as well as advising to help stay on track with course material and graduation requirements. I personally loved the tutoring center. This is definitely one of the most useful resources available at Sac State.”

— Kevin Rivera

“**I would suggest new students to take advantage of the Academic Advising in the College of Business.** Make an appointment at the beginning of your Sophomore year to see your progress towards getting accepted into the College of Business. Then possibly every fall term, make an appointment to formulate a plan for your following academic years towards graduation.”

— Joshua Carrasco

“**Using COB resources like advising and BizFest have been very beneficial.** As a new student I did not use resources wisely. I would receive emails and blow them off. But as I have learned I have become more knowledgeable on why I should use these resources. I do not miss a single event now as long as I can.”

— Jacob Thomassen

MISSION

The Sacramento State College of Business develops engaged, responsible, and inclusive business leaders who enrich our communities.

VISION

The Sacramento State College of Business aspires to be the educational backbone of the Sacramento business community and an active force in creating a better future. In service of these goals, we strive to:

- excel in business education, applied scholarship, and impactful engagement with the regional, national, and global communities in which we live;
- equip our graduates with the skills to respond creatively and effectively to emerging global and technological forces;
- and develop business leaders who recognize and embrace the societal and environmental responsibilities that are shaping the 21st century.



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