

CSUSM
College of Business Administration

BUSINESS BULLETIN

Fall, 2023

Message From the Dean:

I hope you enjoy our first issue of the new CoBA Business Bulletin. In it, we share a snapshot of the exciting things we are doing at the college, put the spotlight on many of the contributors to our success, and share other news such as the recent WSJ's ranking. The year brings new opportunities, and we are entering the fall semester with a record number of new students. This is a direct result of the positive changes we are making at CoBA and the proactive steps we are taking to get the word out about our college and university. In that regard, the Wall Street Journal just came out with its 2024 rankings. The WSJ uses a method that focuses on the outcomes of attending a university, the learning environment, and diversity. I am happy to report that CSU San Marcos ranked 101 nationally out of 400 universities. We were also ranked 12th nationally in the Student Experience. Beyond any number, what is most important is that we continue to be recognized for our quality degree programs and the impact we are having on the social and economic mobility of our students. Thank you to our amazing teacher-scholar faculty, our dedicated staff, and you, our wonderful community partners. We look forward to future issues and welcome your input. In CoBA, there is no shortage of good stories.

- Dr. Ronald Ramirez, Dean of CoBA

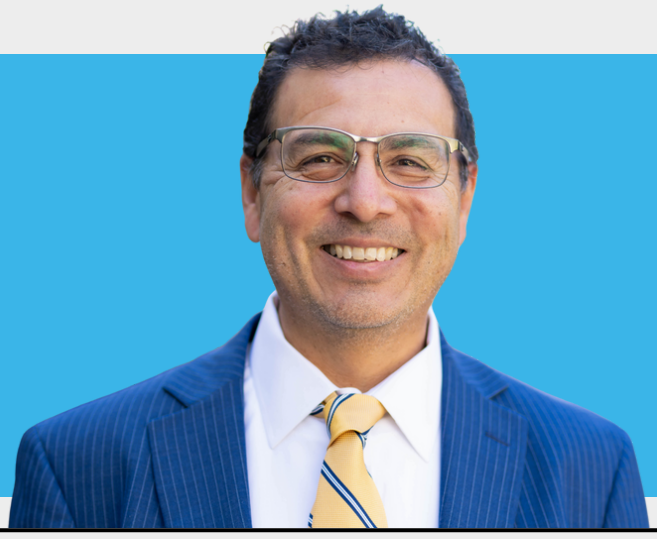


Table of Contents:

1. DEAN'S INTRODUCTION
2. STUDENT & ALUMNI SPOTLIIGHT
3. FACULTY SPOTLIGHT
4. NEW COBA FACULTY MEMBERS
5. MBA
6. SENIOR EXPERIENCE
7. GET INVOLVED



FEATURED SPOTLIGHTS



FUTURE COBA GRADUATE

John "JJ" Pilapil is a senior majoring in Finance. He came to CSUSM as a freshman from Westview High School. In the Summer of 2023, JJ completed a 6-week M&A Research Analyst internship at Gateway Partners Inc. During his internship, he learned about identifying potential investments for lower middle market private equity firms through conducting qualitative research. JJ will graduate in the Fall of 2024 and will be looking for a position in investment banking or other finance-related roles.

ALUMNI HONORED AS 2023 INFLUENTIAL LEADER



Cristina Ahmadpour (BSBA, '10) is one of 25 business school graduates honored by AACSB International (AACSB) - the world's largest business education alliance - in its 2023 Class of Influential Leaders. The annual initiative recognized notable alumni from AACSB accredited business schools whose inspiring work serves as a model for the next generation of business leaders, and this year's class features individuals defining what it means to be a Societal Impact Leader.



FEATURED SPOTLIGHTS



BEST PAPER IN SPORTS MARKETING

Dr. Vassilis Dalakas, Professor of Marketing, and his co-authors, were recognized by the American Marketing Association's SportsSIG with the Best Paper in Sports Marketing for 2022. His groundbreaking article on Simultaneous Sponsorship of Rival Teams published in Psychology & Marketing, set a benchmark in the field. Join us in congratulating him on this well-deserved accolade!

COBA SUMMER WORKSHOP



In the Summer 2023, CoBA piloted a new Summer Opportunity Workshop Program, providing free workshops for regional high school students. The two 5-day workshops, one in Financial Literacy and one in Entrepreneurship, provided students with a chance to learn about a relevant topic of interest and provided a hands-on college experience to demonstrate that higher education is an opportunity for students just like them. Over 100 students enrolled in the late June workshops.

Dr. Serhan Kotiloglu co-led the workshop on Entrepreneurship with Mark Monahan, Faculty Director of the CSUSM Innovation Hub, using material from our valued partner, Junior Achievement of San Diego. Centered on the initial phase of a new venture, the aspiring entrepreneurs were led through the ideation phase, seeking innovative business concepts capable of addressing specific customer needs. The students delved into the world of entrepreneurship, cultivating their creativity, refining their business ideas, and at the end, presenting their concept in a concise, one-minute pitch context. Given the pilot's success, CoBA will be expanding its summer opportunity workshop program in Summer 2024.

MEET OUR NEWEST COBA FACULTY MEMBERS

FALL 2022



Minoo Ashoori - Fall 2022
Assistant Professor of Marketing
Minoo's research centers on evaluating how various marketing strategies employed by different firms influence those firms' profitability and overall performance.



Meegan Feori-Payne - Fall 2022
Assistant Professor of Marketing
Meegan's research focuses on the intersection of creativity and marketing through fashion, innovation, social media, and sustainability.



Zahra Gharibi - Fall 2022
Assistant Professor of Operations and Supply Chain Management
Zahra's research focuses on using machine learning and optimization methods in healthcare to promote innovation in both nonprofit and private sectors and contribute to a more equitable society.



Yuzhang Han - Fall 2022
Assistant Professor of Management Information Systems
Yuzhang's research interest focuses on Artificial Intelligence and its applications and challenges in any fields, such as ethics, social welfare and justice, social media, big data and healthcare.

FALL 2023



Benjamin Hubbard - Fall 2023
Assistant Professor of Accounting
Benjamin's research focuses on the methods and market effects of auditor communications, with an emphasis on the voluntary disclosure behavior of auditors.



Youjin (Eugie) Lee - Fall 2023
Assistant Professor of Accounting
Eugie's research relates incentive contracting, target setting, and the use of both financial and non-financial measures in performance evaluation.



Vanessa Shum - Fall 2023
Assistant Professor of Management
Vanessa's research interests are in the changing nature of careers and the intersection of social media and work.

California State University SAN MARCOS | MBA Program

www.csusm.edu/mba

Ready to Advance?



Fully Employed MBA

Advance quickly and lead confidently with the extensive business knowledge and professional network you will gain from learning in the CSUSM cohort model. The FEMBA program is designed for working professionals, allowing students to work full-time while completing their MBA degree. Evening and weekend class schedule.





Specialized MBA

Pursue a degree specializing in one of our three options: Business Analytics, International Business, and Supply Chain Management. Each MBA option is determined by significant employer demand for graduates with specialized knowledge in these areas.

Questions?

Stephen Vandereb, Associate Director of MBA,

svandereb@csusm.edu

Students engage in real-world projects, case studies, and networking opportunities that foster critical thinking, strategic decision-making, and effective communication skills. With a faculty of experienced professionals and a supportive learning environment, the CSUSM MBA equips graduates with the knowledge and expertise needed to excel in today's competitive business landscape.

Info Session

Join us in-person at the CSU San Marcos campus to learn everything you need to know about becoming part of a new cohort and graduating with your MBA!

October 14, 2023

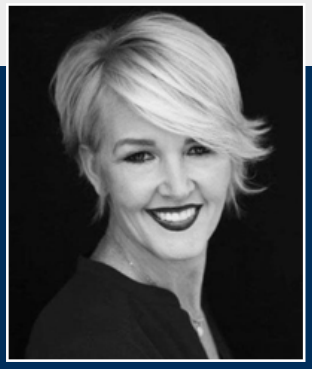
RSVP HERE



SENIOR EXPERIENCE

Supporting Future Business Leaders

The CoBA Senior Experience Program matches teams of senior undergraduate students with community organizations for hands-on learning experiences to help them better prepare for their career launch. Guided by faculty, students dedicate 750 hours working toward the successful completion of a real-world project that delivers real-world results for the sponsoring organization. Over 10,000 students have completed some 2,200 projects over the life of the Senior Experience Program, for Fortune 100, non-profit, and other community organizations. Some 40% of projects are completed for non-profits and over 50% of all sponsor organizations return, attesting to the program's value to the region.



Sponsor

Janet Wennes

Owner JL Wennes CPAs

Janet is a local business owner with over 25 years of experience in the accounting industry. She teamed up with a CSUSM Senior Experience team to build a new HR system for her company. Janet had this to say about her experience with the program: “Thank you for allowing JL Wennes CPAs the opportunity to engage in the Senior Experience Program. Melinda and her fellow students, who were tasked with our project, demonstrated exceptional competence in crafting our employee handbook and upholding our operational standards. Their professionalism, active participation, collaborative spirit, and outstanding representation of our firm during the program and trade show were truly commendable. We wholeheartedly endorse this experience to any fortunate business seeking participation.



Student Consultant

Kelly Zimblemann

CoBA Graduate

Kelly is a recent CSUSM graduate who now works in the marketing industry for a company here in North County. During her senior year Kelly worked on the team partnered with JL Wennes CPAs. This is what Kelly had to say about her experience with the program: “My time at CSUSM's Senior Experience program was truly transformative. Working alongside a talented team, we partnered with JL Wennes CPAs, tackling real-world HR challenges head-on. We crafted extensive resources, from an employee handbook to onboarding programs, showcasing the power of teamwork and classroom knowledge in action. This experience ignited my confidence and prepared me for my Sales and Marketing Specialist role at Carlsbad Liquidation LLC. The Senior Experience was my launchpad into the professional world, equipping me with invaluable skills that continue to drive my marketing career forward.

Interested in becoming a sponsor?

Contact: Miguel de Jesus, Director of Business Development, ***mdejesus@csusm.edu***

Get Involved With the College this Semester

Business Industry Networking Night ~ Oct. 17th

The Business Industry Networking Nights are designed to bring together current Business Professional Development students (mostly Juniors and Sophomores) and industry professionals from various sectors. It will be an evening of meaningful connections, where you can engage in one-on-one conversations and help students practice and hone their networking skills.

Giving Day ~ Nov. 28th

CSUSM Giving Day is your day to support what you love about the University for 24 hours. CSUSM Giving Day is for everyone who loves CSUSM to join together in support of the University and maximize their impact through a matching gift.

Career Mentor Program

The CSUSM College of Business Administration (CoBA) Professional Mentor Program connects business students with working professionals to develop an experiential learning relationship. Students are paired with mentors based on career interests and experience.

Mock Interviews

Mock Interviews allow you to help almost 600 Business Professional Development students practice what it would be like to go through the interview process. This an opportunity to help our students sharpen their interview skills and boost their confidence in a simulated interview setting.







"An investment in knowledge pays the best interest."

-Benjamin Franklin

Interested in getting involved?

Contact: Michelle Tillman, Director of Student Success, ***mtillman@csusm.edu***



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College of Business Administration

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Fall, 2023

AACSB ACCREDITED

Top 5% of Business Schools Nationwide

CSUSM is #1 in Social Mobility
~CollegeNET, 2022

#12 nationally in student experience
Read about us in the WSJ!

SCAN ME



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College of Business Administration
csusm.edu/coba

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