

CSUSM
College of Business Administration

BUSINESS BULLETIN

Spring, 2024

MESSAGE FROM THE DEAN

There is so much to celebrate as we come to the end of another academic year. Our students have worked so hard and over 400 are set to graduate and launch the next stage in their journey. Every day, I am amazed at what they accomplish and how hard they work to achieve their goals and aspirations. It is very energizing and I am thankful for every day that I get to be of service.

Our students also benefit from you, the community. We are so fortunate that our friends and partners are dedicated to the success of CoBA students and willing to volunteer their time tirelessly to help our students advance. Whether it is participating in BUS 300 Networking Nights, mock interviews, or the Senior Experience Tradeshow, CoBA students benefit from daily contributions of the CoBA community.

We are also thankful to our donors who generously support CoBA students as they face the challenges of completing a college education. The Luanne Bas Executive-in-Residence Award for Student Excellence recognizes outstanding Business Professional Development (BUS 300) students, the Gerevas Family Dean's Award for the highest performing CoBA student, and the countless contributions on Giving Day and One CSUSM Day help reduce the financial burden that our students face. As Isaiah Dizadar-Helire, the 2024 Jim Hamerly CoBA Student Success Endowed Scholarship recipient said, "the Hamerly award will assist me by reducing the amount of loans I need to complete my education at CSUSM." To all of our community that gives so selflessly, we are thankful.

The success of our students is the ultimate result of the endless contributions of the CoBA community. In this Spring Newsletter, we highlight and celebrate student achievements and those who support their success. We also focus on the many new programs and activities that have been made possible by our faculty and staff. It is no wonder that CoBA is unique in San Diego County and the region for the education and environment we provide for our students.

Thank you for joining us in the success of our students.

Ronald Ramirez, Dean
CSUSM, College of Business Administration



Table of Contents:

1. DEAN'S MESSAGE
2. THE STRATEGY CORNER
3. SUCCESS SNAPSHOTS
4. LUANNE BAS EIR AWARD
5. COBA STUDENTS COMPETE
6. COMMUNITY BUILDING FOR LAFC
7. (LAFC CONTINUED)
8. COBA THOUGHT LEADERSHIP
9. IN LOVING MEMORY OF DR. MARTY GANNON
10. NEW DEAN'S ADVISORY COUNCIL MEMBER
11. MBA ALUMNI SPOTLIGHT
12. OUR UNIVERSITY

THE STRATEGY CORNER

The CoBA Strategy Team, currently co-chaired by Dr. Serhan Kotiloglu and Dean Ramirez, recently completed a retreat for full time faculty and staff of CoBA in early May 2024. The retreat was the culmination of a year long effort to further define tactics and actions for achieving the goals of CoBA's six strategic initiatives. Throughout the year, the strategy team also reflected upon the CoBA Mission and Vision as part of defining Who We Are and Who We Want to Be moving forward. These statements will be used as a reference and guide for future strategic decision making. The committee also implemented several updates to CoBA's strategic plan:

- Refined alignment of strategic goals and objectives to accreditation bodies such as AACSB.
- Defined six broad strategic initiatives to create a cohesive roadmap for realizing our vision and mission.
- Established specific goals, objectives, and tactics for each initiative to ensure measurable progress.
- Identified key performance indicators (KPIs) for each objective to track progress effectively.

An outcome of the retreat was a vote for continued endorsement of the CoBA 2023-2028 Strategic Plan by full time faculty and staff. The team will now develop a process to collect feedback from other internal and external stakeholders before finalization. Upon completion, the CoBA community will have a comprehensive framework to guide future strategic decisions, investments, and actions. The strategic plan is also essential for meeting Standard 1 of our AACSB Continuous Improvement Review scheduled for the 2026-2027 academic year.

Mission

CoBA provides a transformative business education that prepares our diverse student body for success in an evolving economy and society. Our faculty delivers a relevant and innovative curriculum, upholding high academic standards. We integrate theory and practice, guided by scholarship and collaborations with industry experts and community leaders.

Vision

CoBA aspires to be a leader in innovative and excellent business education that advances student success, strengthens the economic vitality of Southern California, and facilitates social mobility for all.

Strategic Initiatives

Our mission and vision will be achieved through collaborative efforts across the college, guided by a set of strategic initiatives. These initiatives are interconnected, serving as a clear roadmap to achieve societal impact and student success.

1) Advance Academic Achievement

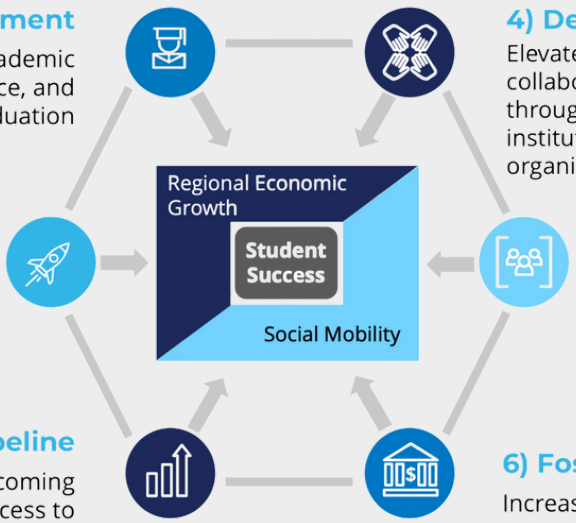
Enhance student academic achievement, persistence, and graduation

2) Bolster Career Readiness

Bolster career readiness and equip students with job-ready skills for continuous professional growth

3) Create Student Pipeline

Broaden the pipeline of incoming students to provide equity and access to business education



4) Develop Collaborations

Elevate CoBA's brand recognition by fostering collaborations both internally and externally through partnerships with businesses, educational institutions, government agencies, and community organizations

5) Empower Excellent People

Attract, develop, and retain forward-thinking and diverse faculty and staff who are committed to academic excellence and inclusiveness

6) Foster Financial Resiliency

Increase the college's financial resilience

SUCCESS SNAPSHOTS

The graduation season is upon us and many of our student graduates will go onto successful careers in business, working for major corporations and professional service firms in the San Diego Region. Students will also apply their business education on their own path, demonstrating how a CoBA degree is the foundation for a broad range of success.



Appetite For Success

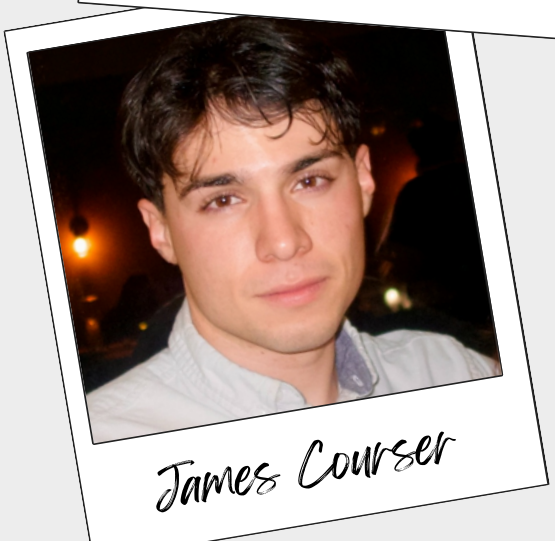
Natalie Ludwig (Marketing), the outstanding CoBA graduate in Marketing, is a successful foodie influencer on TikTok with over 270,000 followers. She looks to apply her expertise in marketing, social media, and influencing in a new digital marketing agency startup being built with her two siblings.

https://news.csusm.edu/business-student-flourishes-as-tiktok-food-influencer/



Equating To Academic Excellence

Jack Norwood (Temecula), winner of the Gerevas Family Dean's Award as the outstanding graduate of CoBA, will enter a Masters in Education program in in Fall 2024, specializing in math. Jack looks to educate the next generation on financial literacy and other mathematics concepts.



From Accolades to Advocacy

James Courser (Finance), will start the UC Berkeley law degree program in Fall 2024. James, an Army veteran, looks to pursue a career in corporate law while also providing pro-bono services to help veterans obtain benefits.

Luanne Bas EIR Award

Student Impact, Ashley Gamez, 3rd Year Marketing Student

Every fall and spring semester, up to five students are eligible to receive the Luanne Bas Executive-in-Residence (EIR) Award for Student Excellence. Student excellence recognizes action, growth, integrity, optomism, and risk-taking as part of CoBA's BUS 300 Business Professional Development course. The award is generously supported by donations from the Bas family, friends, and colleagues in memory of longtime CoBA EIR Luanne Bas, a dedicated champion for CoBA and the success of its students.

In the Fall 2024 semester, Ashley Gamez was one of the Luanne Bas award recipients. We recently sat down with Ashley to understand what the award means to her and the impact it will have on her success.



Dean Ramirez with Ron Bas (4th from left) and Fall 2023 Luanne Bas award winners (pictured left to right): Sergio Rojas, Brandon Durniok, Nabil Basheeruddin, Jacob Ramer, Ashley Gamez (not pictured: Ian Wolfe)

Here is what Ashley had to say:

"Winning the Luanne Bas Award solidified my commitment to authenticity and dedication. It marks the achievement of a meticulously planned goal, showcasing my determination. It pushed me beyond my comfort zone, revealing my potential to thrive despite challenges. This award not only brought recognition but also opened doors to part-time work and valuable professional connections. BUS 300 marked a turning point, driving me to explore business and refine my career goals. It transformed me into someone who seizes opportunities assertively and purposefully. Also, it revealed my deep passion for business and growth, shaping my personal and professional journey significantly.

Post-graduation, I aspire to join a binational biotech or marketing firm in San Diego or Tijuana with hybrid work options while pursuing a master's degree. Personally, I aim to extensively explore Mexican culture, establish a mentorship program, contribute to my father's business rebranding, and eventually launch my own marketing agency. Winning this award led to an exciting opportunity: becoming the student assistant to Michelle Tillman, Director of Student Success. It has fueled my passion for professional development, allowing me to guide others and attend conferences. The financial support enables strategic investment in my future, enhancing my potential impact.

Lastly, I would like to thank the Luanne Bas family for providing the award opportunity to aide students in their professional development. I would also like to thank the EIRs for their willingness and time to mentor students."

CoBA Students Compete







The College of Business Administration (CoBA) at California State University San Marcos (CSUSM) may be the third youngest business college in the CSU system, but it is quickly making a name for itself in the world of college competitions. Despite our youth, CoBA students are proving their intelligence and innovation when competing with students from long-established institutions and demonstrating we belong in the room with all business programs.

At the forefront of this success is CoBA'S unique approach to education, which blends classroom learning, hands-on experience, and professional preparedness. This comprehensiveness, combined with the resilience and innovativeness of our students, sets CoBA students apart from other business school graduates in San Diego and Southern California. It's no wonder why CoBA students launch successful careers at top companies like ThermoFisher Scientific, Viasat, General Atomics, and many others.

CoBA students Grayson Gapusan and Reggina Patoussias, for instance, showcased their competitiveness in the Alteryx SparkED Datathon held in late Fall 2023. Gapusan, a junior (management), and Patoussias, a senior (MIS), successfully completed a virtual qualifying round and earned an invitation to a daylong final event at the Alteryx corporate headquarters in Irvine, CA. There, they competed in teams alongside students from UC Irvine, Loyola Marymount, and other Southern California universities. The experience allowed them to collaborate with peers from diverse backgrounds and promoted CoBA's reputation as a college that prepares students to solve real world problems.

In Spring 2024, CoBA student Ashley Gomez (Marketing) teamed up with CSUSM students Kanav Aggarwal (Biotech) and Bella Bowman (Digital Art) to participate in the Chinyeh Hostler Social Venture: H2O Impact Challenge hosted at San Diego State. The competition brought together students from universities across Southern California to address pressing water-related issues through innovative social ventures. Centered around Aggarwal's ChloroBoost innovation, coupled with the perspectives and contributions of Gamez and Bowman, the team's proposal won $2,000 for most innovative solution and second place overall out of 9 team's.

Most recently, CoBA student Mo Carrasco recently won in the Best Prototype category at the 2024 Sunstone CSU Startup Launch Competition for her Hot Summer Gummies company. The Sunstone CSU Startup Launch Competition is the premier university startup competition in California designed exclusively for emerging startups in the California State University System. Carrasco competed against 32 teams and over 100 students. This is yet another example of the uniqueness and quality of CoBA students and its educational programs.

Community Building for LAFC

CoBA has been busy building new partnerships with the community, not for a football club, but for learning, access, funding, and career opportunities in support of our students.

LEARNING

Our community partners are an essential component in support of student learning. Our Executives-in-Residence, for instance, help our students learn about business professionalism and provide each CoBA student with 2 hours of one-on-one coaching. This Spring, CoBA launched an inaugural partnership with the 5 business chambers of Carlsbad, Oceanside, San Marcos, Temecula Valley, and Vista to host a networking night in March 2024. The event, part of CoBA's Business Professional Development course (BUS 300), provided students with the opportunity to apply business professionalism concepts in a real world setting. Over 150 Sophomore and Junior CoBA students connected with industry professionals to build new relationships and have meaningful discussions about industry careers. To provide additional learning opportunities, each chamber extended invitations to CoBA BUS 300 students to participate in chamber networking events.

ACCESS

We have been building partnerships with the community to increase access to business education. This summer 2024, CoBA will be hosting its annual Summer Opportunity Workshops for high school students. Workshops will be held in the areas of Financial Literacy, Entrepreneurship, AI/Cybersecurity Literacy In Business, and Supply Chain Management. Not only will the workshops allow some 200+ high school students to learn about a new topic, the workshops will provide an opportunity for a hands-on college experience to demonstrate that a college degree is an opportunity for everyone just like themselves. CoBA is partnering with Junior Achievement, the Association for Supply Chain Management, and other business organizations for content, guest speakers, and tours as part of the summer workshops.

Across the year, CoBA has also been busy expanding and building new relationships with community college partners in the region. We look to build enrollment pathways for students who not only want to study business, but need a supportive environment that fits their needs. CoBA and CSUSM offers a unique ecosystem for the student populations we serve and getting the word out about what we offer will enable students to make the right college choice for their success. Whether it was participation in MiraCosta's Industry Advisory Networking Event or Palomar's Transfer, Career and Majors Panel Discussion, we are actively engaged with our key service area partners. We have also built new relationships in community colleges where data indicate nascent enrollment growth. Active engagement occurred and is ongoing with Community Colleges such as Southwestern College, Mesa College, San Diego City College, Mt. San Jacinto College, and Orange Coast College just to name a few. Building such pathways will increase access to our unique business degree offering.

FUNDING

The community has a long history of rallying around CoBA and generously providing financial support for our students and their success. Thanks to Giving Day donations, CoBA is able to provide success grants for student participation in the Quinnipiac Global Asset Management Education (GAME) Forum, the largest student run financial conference in the world. This year, CoBA students got the chance to stand shoulder to shoulder with finance students from Yale, Columbia, NYU, and others to hear from the President of T. Rowe Price, the Chief Global Strategics of J.P. Morgan Asset Management, and many other leaders. Cory Large, CIO of our Cougar Fund, was this year's recipient for the Student Success Grant and attended the GAME Forum. He had this to share, "...we were thrilled to have the opportunity to showcase the performance and mission of the Cougar Fund during the student-run investment fund tri-fold presentation. It is with great pride that we share that our fund's performance for 2023 ranked in the top percentile among the 50+ universities competing. The judges were impressed with our fund's strategies and mission, recognizing the dedication and innovation we bring to managing our fund's assets."

Corporate partners continue to provide support for new activities like LPL Financial's sponsorship of the CoBA Finance Speaker Series and the Summer Opportunity Workshop in Financial Literacy. Advisory councils bring their expertise to inform and support CoBA strategic action. The Operations and Global Supply Chain Management (OGSM) advisory council, for instance, currently has 29 active corporate members with Illumina providing financial support for benchmarking and feasibility studies of a new Master of Science in Supply Chain Analytics degree and the Analytics for Good Institute initiative. Grants offer another opportunity to support student centric innovation. A recent partnership with the Southern Border Region K16 Education Collaborative has provided a 3-year, $150,000 grant in support of CoBA's new peer-peer and student-community mentorship programs that launch in Fall 2024 and the 2024 summer opportunity workshops.

CAREERS

Community support for building new career opportunities is essential for student career launch after graduation. Internships are especially critical as students need experience applying business concepts to real world problems. Internships also build tangible skills that improve the job marketability of graduating CoBA students. CoBA's new relationship with the K16 Education Collaborative resulted in the eligibility of CoBA students to apply to over 220 internship openings at 123 businesses. Over 107 CoBA students have since applied to the internship openings and have been verified to advance in the hiring process. Individual student interviews are the next stage in the hiring process.

COBA THOUGHT LEADERSHIP



ACCOUNTING AND CRYPTOCURRENCY
DR. BENJAMIN HUBBARD

Dr. Benjamin Hubbard, Assistant Professor of Accounting, joined CoBA in Fall 2023. His research examines decision-making in the accounting and audit profession, and his current projects focus on developing a comprehensive understanding of emerging trends in cryptocurrency accounting. His recent publication discussing the potential financial accounting treatments of cryptocurrency was published in the Accounting Research Journal. Current projects, with co-authors, include gauging auditors' abilities and preparedness to audit cryptocurrency. In this research, Dr. Hubbard is engaging with the practitioner community to understand current public accounting firm practices used when encountering clients involved in cryptocurrency transactions. In doing so, he aims to inform and improve industry standards surrounding the digital currency.

AI ETHICS AND SOCIETY
DR. YUZHANG HAN



Dr. Yuzhang Han's research is dedicated to enhancing problem-solving strategies with AI for challenges in society, organizations, and businesses, with a particular focus on making these AI solutions more ethical and affordable to the general public. One aspect of his research is devoted to establishing a framework for the intelligent, automated, and interactive development of ethical AI systems, tailored to meet the specific needs of users in the social welfare sector. Social welfare practitioners can benefit from customized AI solutions that accelerate their daily tasks with high ethical standards and low costs, all while circumventing the complexities of computer technology. Another research focus aims to simplify and enrich the interaction between leading large language models, such as OpenAI's ChatGPT and Google's Gemini, and their end-users across various domains. AI-based solutions are in development to ensure that human input and machine responses are more accurate, better organized, and more comprehensible to their intended audiences. Research in both areas has the potential to make AI more accessible and safer for everyone.

In Loving Memory of Dr. Marty Gannon



In the Spring of 2003, the College of Business was conducting a search for a professor of strategy. Among the applications was a letter from someone named Marty Gannon. We wondered if perhaps the highly acclaimed researcher had a son who bore his name. Surely, it could not be an application from THE Marty Gannon.

Surely, it turned out to be from THAT Marty Gannon, prolific researcher and author of *Understanding Global Cultures*, Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity. Fortunately for us, Marty was retiring from his long-held position and the weather of the University of Maryland and searching for warmer frontiers to continue his already stellar career. Marty was impressed with CSUSM's innovative curriculum. More importantly, his wife fell in love with Lake San Marcos. The couple relocated to Southern California. Marty continued his research collaborating with and mentoring his CSUSM colleagues. Undergraduate and graduate students on our campus benefited from the wisdom of one the 20th century's great strategic thinkers.

Joining CSUSM, Marty extended his teaching career by more than a decade. He grew to truly appreciate what was special about our campus and the values of the California State University system, often remarking about what a great deal it was for students and faculty.

Having Marty Gannon on our faculty elevated us all. He was a friend, mentor, and role model for us. We are richer for having known him. His passing is a great loss. His memory is a blessing.



New CoBA Dean's Advisory Council Member

Introducing Paul Barton

Meet Paul Barton:

We are thrilled to introduce Paul Barton as a new member of CoBA Dean's Advisory Council. With a dynamic blend of professional expertise and personal dedication, Paul brings invaluable insight to our community. Currently serving as the Americas Region Sales Manager for HP Inc., Specialty Printing & Technology Solutions division, Paul is deeply involved in sales, marketing, and analysis for HP's products and solutions. Beyond his professional endeavors, Paul's commitment to education and mentorship shines through his role as an Adjunct Professor at California State University San Marcos. With over 40 years of experience in the technology and printing industry, Paul's journey has encompassed various organizations such as Pitney Bowes, IKON, and Ricoh before finding his home at HP. Based in San Diego, CA, Paul resides with his wife Adriana and daughter Isabel.

Q: What program did you study at CoBA and what did you do immediately after graduation?

A: I earned my MBA at CoBA, and immediately afterward, I started working at HP.

Q: How did the degree and your time at CoBA contribute to where you are today?

A: My MBA helped solidify general management concepts, provided new ideas, and was a requirement for my job at HP. Additionally, it allowed me to give back to CSUSM as a lecturer in CoBA.

Q: When did you join the Advisory Council and what do you look to contribute/hope to accomplish (why agree to join)?

A: I joined in the fall of 2023, excited by the vision shared by Ron Ramirez, the Dean of CoBA. I aim to give back to the university, contribute ideas and time, and be part of building something for future generations of Cougars.

Q: What is your opinion of the student benefits from the CoBA degree and how are any college activities helpful for the future CoBA student careers?

A: CoBA's activities and opportunities beyond textbooks are crucial for students' overall development. They provide real-life experiences, networking opportunities, and connections with business leaders, alumni, and the Cougar family, essential for student success in the community.

Q: How has your relationship with CoBA and its community impacted you?

A: My involvement with CoBA, from being an alumnus to mentoring and teaching, has been energizing and refreshing. It's a delight to be part of such a warm and supportive community.

Q: Any other comments about your time with CoBA thus far? Any opinion if someone were to ask you about engaging with CoBA and CSUSM?

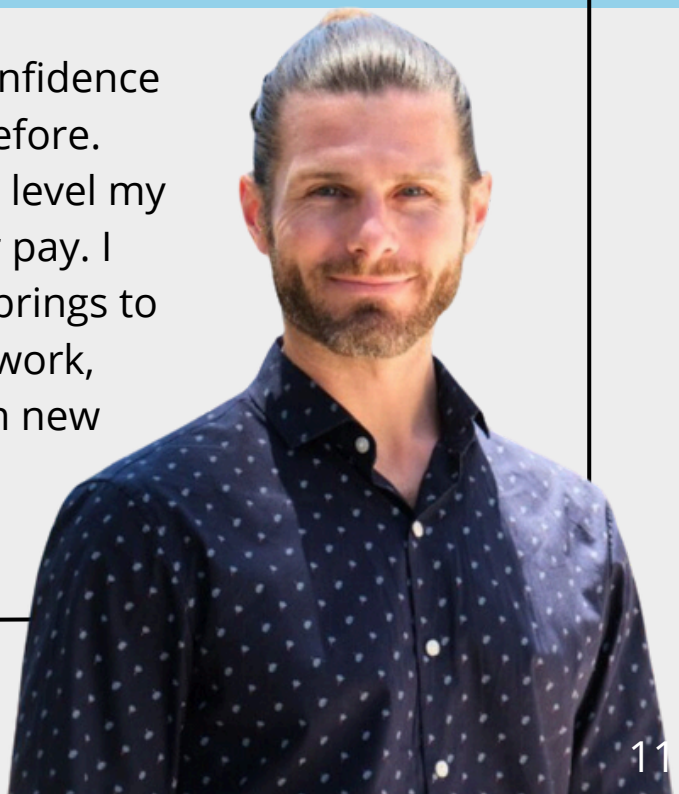
A: CSUSM's community, from faculty to administration, has been open, friendly, and supportive. CoBA, in particular, has been a delight to be part of, and I highly recommend others to take advantage of what it offers for their success.



Alumni Spotlight

In celebrating the achievements of our MBA program, we take immense pride not only in the caliber of students we attract but also in the remarkable success they achieve post-graduation. Among our esteemed alumni, we are delighted to spotlight Class of 2022 graduate, Chris Bono, whose journey exemplifies the transformative power of education and dedication. We are thrilled to announce that Chris now serves as the Director of Technical Support and Services for ESET North America, a testament to his exemplary skills and leadership. Chris's trajectory from our classrooms to a prominent position in a renowned organization underscores the tangible impact of our MBA program in shaping future leaders.

"Completing the program gave me the confidence to lead in a way that I never could have before. This new knowledge has helped me to up level my role, lead new projects, and secure better pay. I appreciate the commitment that CSUSM brings to providing rigorous and applicable coursework, and to building connections that will open new doors for CSU students."
-Chris Bono



Questions?
Stephen Vandereb, Associate Director of MBA,
svandereb@csusm.edu



CSUSM
College of Business Administration

BUSINESS BULLETIN

Spring, 2024

AACSB ACCREDITED

Top 5% of Business Schools Worldwide

CSUSM is #1 in Social Mobility
~CollegeNET, 2022

OUR UNIVERSITY

#12 nationally in student experience by Wall Street Journal, 2024

#30 in the West in the annual Best Bang for the Buck rankings by Washington Monthly, 2023

Top 3% in the Economic Mobility Index by national think tank Third Way, 2023



CSU San Marcos
College of Business Administration
csusm.edu/coba

College of Business Administration
333 S. Twin Oaks Valley Rd.
San Marcos, CA 92096
P: 760.750.4270
cba@csusm.edu