



STRATEGIC PLAN

2024-2029

**COLLEGE OF BUSINESS
CSU, LONG BEACH**



Mission

COB is committed to promoting social mobility by providing our diverse student population an affordable, inclusive, and high-quality business education and to creating and disseminating knowledge through impactful research.

Vision

COB will be the preeminent choice in the region for all students seeking the best value in a business education that prepares them to excel in and contribute to the regional and global economy.

Core Values

- **Diversity, Equity, Inclusion & Accessibility:** We strive to enable equitable access to the best education to individuals of all backgrounds.
- **Academic Excellence:** We are committed to creating an environment that encourages accurate understanding of business concepts and enables continuous acquisition of knowledge and skills that benefit the regional and global economy.
- **Innovation:** We continuously explore new approaches and opportunities that enrich the student experience and create knowledge through cutting-edge research.
- **Integrity:** We aim to act with dignity, honesty, responsibility, and accountability through ethical decisions and actions.
- **Sustainability:** We strive to promote and sustain the success of all stakeholders by increasing the resources of the college in an ever-changing landscape.



Goal #1: Ensure the success of a diverse body of students with relevant business knowledge and cultivated technical and soft skills.

Objective #1: Provide our diverse students with equitable and inclusive educational opportunities.

- 1.1.1: Include DEI contents in curriculum.
- 1.1.2: Establish a college wide academic calendar that addresses different religious holidays.
- 1.1.3: Share details about the resources provided by the university to meet students' DEI needs.

Objective #2: Equip our students with strong technical and analytical skills.

- 1.2.1: Enrich the curriculum by increasing training on spreadsheets and incorporating a wider range of business software.
- 1.2.2: Enhance the integration of technical and analytical content/tasks through the inclusion of more projects and case studies.

Objective #3: Foster the development of students' abilities in interpersonal communication, leadership, and ethical decision-making skills.

- 1.3.1: Update the curriculum to foster a culture of teamwork and collaboration.
- 1.3.2: Expand course contents addressing ethical issues.
- 1.3.3: Promote workshops focused on enhancing soft skills and increase student participation.

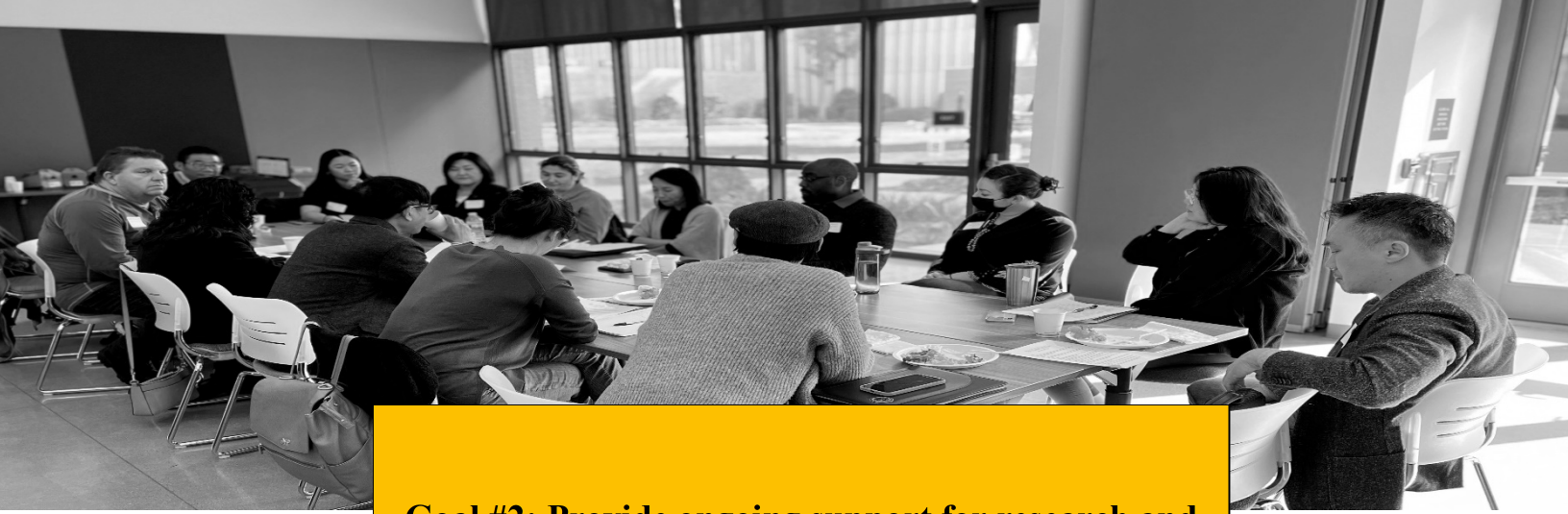
Objective #4: Maintain an up-to-date curriculum and deliver course contents through best practices.

- 1.4.1: Conduct periodic review of curriculum for currency.
- 1.4.2: Develop a structure for monitoring SCO compliance and improving course coordination across multi-section courses.

- 1.4.3 Incorporate relevant classroom visits by guest speakers from industry and facilitate company visits for students.

Objective #5: Expand career support and employment seeking services for our students.

- 1.5.1: Gather career related data (employment, internships, promotions) from graduating students and maintain regular updates to monitor their progress in the job market.
- 1.5.2: Establish communications with University Relations and Development to collect additional career related data for the COB alumni.
- 1.5.3: Increase the participation of local and regional businesses in COB-specific job fairs by actively involving all departments, advisory boards, and student organizations.
- 1.5.4: Facilitate broader student access to and utilization of SCPD resources and services.



Goal #2: Provide ongoing support for research and professional development for all faculty and staff.

Objective #1: Incentivize tenure track and tenured faculty to maintain their research productivity.

- 2.1.1: Increase support for data subscriptions and collection, journal submission fees, research-related travel, and student assistantship when appropriate.
- 2.1.2: Sustain the summer stipend support for tenured faculty who maintain AACSB qualification status.
- 2.1.3: Implement a teaching load of 9 units per semester for tenured faculty who maintain AACSB qualification status.
- 2.1.4: Work with the university administration and the CFA to expand sabbatical leave opportunities for eligible faculty.
- 2.1.5: Recognize faculty for outstanding research performance.
- 2.1.6: Establish criteria to prioritize funding of re-assigned time in case budget is insufficient to support all eligible faculty.

Objective #2: Incentivize lecturers to maintain their professional qualifications.

- 2.2.1: Recognize and publicize lecturers for outstanding professional accomplishments.
- 2.2.2: Expand funding opportunities to support lecturers to maintain professional qualifications.
- 2.2.3: Encourage personal interaction between department chairs and lecturers to foster increased involvement in department and college activities.

Objective #3: Provide resources to improve faculty teaching effectiveness.

- 2.3.1: Facilitate greater opportunities for faculty to attend teaching-related workshops conducted by external institutions.
- 2.3.2: Establish an annual teaching workshop in the College of Business.
- 2.3.3: Recognize faculty for outstanding accomplishments in teaching-related activities.

- 2.3.4: Encourage faculty to participate in professional development opportunities focused on teaching.
- 2.3.5: Expand the teaching assistant support for all faculty.

Objective #4: Provide professional development opportunities and a supportive work environment with adequate resources for staff.

- 2.4.1: Increase opportunities to attend conferences and professional development trainings for the staff.
- 2.4.2: Increase the student assistant support for the staff.
- 2.4.3: Provide opportunities for the staff to develop a positive working relation with the faculty.



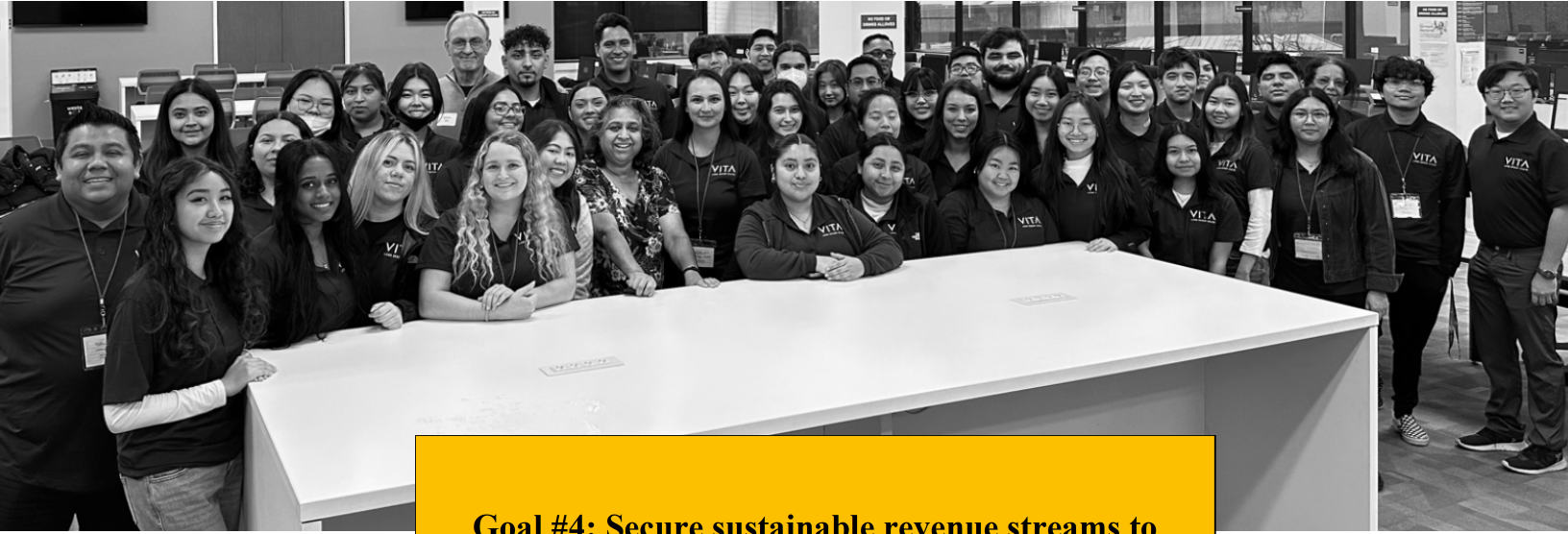
Goal #3: Develop an active alumni network and foster community engagement to enhance the value and the recognition of the College of Business.

Objective #1: Establish a robust relationship with alumni.

- 3.1.1: Establish connections with our alumni through social media and regular newsletters.
- 3.1.2: Organize an annual event for the COB alumni to connect with our alumni and recognize their accomplishments.
- 3.1.3: Continue gathering alumni information and employment data from students prior to graduation.

Objective #2: Increase the college engagement with the external stakeholders.

- 3.2.1: Develop a consolidated database of local business contacts for the purpose of collaboration (hiring, training, consulting) with the COB.
- 3.2.2: Hold and promote panel workshops and mixers for all students, faculty, advisory boards, industry professionals, and local businesses.



Goal #4: Secure sustainable revenue streams to support College of Business initiatives.

Objective #1: Develop sustainable strategies to raise funds from donors and alumni.

- 4.1.1: Maintain ongoing collaborations with potential donors to secure naming opportunities for the college, building, classrooms, and labs.
- 4.1.2: Encourage interactions between the faculty and the Director of Development to identify and motivate the potential donation opportunities.
- 4.1.3: Continue to highlight donors by name and recognize their efforts across multiple outlets such as COB website, social media, and the building.
- 4.1.4: Work consistently with current donors to secure more funding.

Objective #2: Explore additional revenue-generating opportunities such as certificates and other non-degree programs.

- 4.2.1: Establish non-degree short-term/certificate programs or workshops designed to enhance specific skill sets for working professionals.



Goal #5: Ensure the success of the graduate programs by continuously improving the quality, visibility, and reputation.

Objective #1: Provide the graduate students with opportunities for developing their professional skills and competencies.

- 5.1.1: Develop/update surveys for graduate students and potential employers to understand market-driven skills and competencies.
- 5.1.2: Use the survey results to allocate resources toward professional development opportunities for students.
- 5.1.3: Increase students' participation in professional development activities and workshops.
- 5.1.4: Ensure that the graduate office is sufficiently staffed.

Objective #2: Recruit and retain qualified faculty to meet the program needs.

- 5.2.1: Ensure the graduate programs meet the AACSB standards on faculty qualifications.
- 5.2.2: Address the needs of each graduate program in faculty recruiting and appointment decisions.
- 5.2.3: Ensure faculty who teach in the graduate programs consistently deliver high quality instruction on the subject matter.

Objective #3: Enhance the marketing strategy to promote our graduate programs.

- 5.3.1: Maintain ongoing marketing initiatives for graduate programs to increase enrollment and raise visibility at both regional and international levels.
- 5.3.2: Encourage interactions between the faculty, students, and advisory boards with graduate program directors for insights on effective marketing efforts.
- 5.3.3: Track the program rankings to ensure continuous improvement.

Objective #4: Develop a plan to improve the career prospects of our graduate students.

- 5.4.1: Maintain and expand the current efforts such as internship programs, mentorship programs, collaboration with the advisory boards, and career related services.
- 5.4.2: Launch initiatives to foster engagement between graduate alumni, faculty, and students, while also leveraging their role as program ambassadors.
- 5.4.3: Explore opportunities for industry partnership.