



## Dean's Update Spring 2018

The College of Business Administration has just completed another exciting, active, and eventful academic year – graduating more than 1,400 undergraduates and over 100 MBA and MS students on May 25 is a fitting coda to the efforts of our faculty, staff, students, alumni, and friends. In this Update, you will learn about our students doing well in competitions, our faculty offering investment insights, our fundraising success, new graduate programs being offered, a new partnership with 49er Shops, and national recognition for our university.

All this makes me proud of everyone who has helped make these outcomes possible. All that has been accomplished has required much effort and dedication, but this engagement and the resulting execution can lead to nothing but excellence. The items below substantiate the quality of our programs, and I am confident that you will agree with me that we truly provide our students with highly-valued degrees. But we are not stopping here, and in future updates you will learn about how CBA will continue with many of the efforts detailed below while undertaking new and just-as-exciting efforts.

Go Beach!

A handwritten signature in black ink that reads 'Michael E. Holt'.

**Dean, College of Business Administration**

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CALIFORNIA STATE UNIVERSITY  
LONG BEACH



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### Forty-Niner Shops Partners with CSULB's SMIF Program



Dr. Ammermann with Student-Managed Investment Fund (SMIF) students at the New York Stock Exchange.

CSULB's Student-Managed Investment Fund (SMIF) Program began operations in Fall 1995 with a single portfolio, the Seegers Fund, valued at \$50,000. Over the following two decades, SMIF's responsibilities grew to include two additional portfolios. First, in 2005, was a portfolio on behalf of the CFA Society of Orange County. Then at the end of 2010, after having successfully navigating the two older portfolios through the volatile markets of the Great Recession, a third portfolio, the "49er SMIF Fund," was provided by CSULB's Forty-Niner Shops.

The Forty-Niner Shops is the non-profit corporation that runs CSULB's bookstore and on-campus concessions, and its mission is "to enhance and support the educational process of California State University, Long Beach." Its board of directors, spurred on by board member and CBA alumnus Alvaro Castillo, believed that allowing SMIF students to manage a portion of the Forty-Niner Shops' capital investment portfolio would help fulfill this mission. As a result, the 49er SMIF Fund was launched on December 31, 2010, with an initial value of \$100,000. Under the careful and responsible stewardship of succeeding classes of SMIF students, the 49er SMIF Fund grew steadily over the following years, reaching a value of \$166,875.66, or a 66.87% cumulative return, by the end of last year (December 31, 2017).



Given the record of responsible management by SMIF students in helping to achieve both the financial and mission goals of the Forty-Niner Shops, SMIF students and Forty-Niner Shops leadership decided at their annual review in January 2018 to explore the possibility of expanding the scope and depth of their collaboration. This led to a series of meetings over the course of the spring 2018 semester (which, in and of itself, provided a unique educational experience for the students!) that culminated on April 20 with a meeting with the Forty-Niner Shops' full board of directors. The board approved a number of changes to their Memorandum of Understanding with the SMIF Program that will expand Forty-Niner Shops' commitment to SMIF and help SMIF maintain its position as one of the premier SMIF-type programs within the country.

The items approved included: 1) increasing the size of the 49er SMIF Fund to \$500,000, 2) increasing the scope of the students' socially responsible investing mandate for managing this portfolio, 3) providing ongoing funding (~\$26,000/year) for a second Bloomberg terminal for CBA, and 4) allowing the use of conservative derivatives strategies to enhance the risk-versus-return profile of the portfolio. The first item more than doubles the size of the Program's assets under management, while the second requires the students to delve more deeply into an important and growing area within the investment-management industry.

Bloomberg, which is the premier information provider and analytical service for the investment industry, has a unique university pricing structure in which the purchase of three terminals leads to receiving another nine terminals at no additional charge. Thus, the Forty-Niner Shops investment moves CBA much closer to obtaining a Bloomberg laboratory while showing a commitment that gives CBA more leverage to seek funding for the critical third Bloomberg terminal. A donor, who is also a CBA alum, has stepped up to graciously support the third Bloomberg terminal.

Of all the changes, probably the most notable is the fourth one – its approval makes CSULB's SMIF Program one of only a handful of such programs throughout the country that allows the use of derivatives. Our students will have the opportunity to gain a unique experience that they could obtain in few other places. Moreover, two Finance majors within CSULB's University Honors Program, Sierra Lippold and Ronnie Williams, are also looking forward to the research opportunities this development provide. As part of the research projects for their respective Honors theses, they are anticipating exploring different facets of an asset allocation approach that incorporates some basic derivative trading strategies. Thus, getting back to the mission of the Forty-Niner Shops and the purpose underlying the SMIF Program, permitting the use of derivatives will also provide for an enhanced and unique learning experience for our students, and this ultimately is what we are here for!

Finance Professor delivers behavioral PODCAST on Finance

On April 19, a podcast by Dr. Laura Gonzalez became available. It is ILAB 91 - Behavioral Finance in P2P Lending with Laura Gonzalez - Invest Like a Boss,

[INVEST LIKE A BOSS PODCAST BY DR. Laura Gonzalez](#)



Dr. Laura Gonzalez

In the podcast, Dr. Gonzalez discusses behavioral finance in peer-to-peer lending. Dr. Gonzalez's research on this topic was financed in part through a CBA summer grant.

Online Peer to peer (P2P) Lending, sometimes referred to as online social lending, is part of Fintech. According to Investopedia, Fintech refers to any technological innovation in the financial sector, including innovations in financial literacy and education, retail banking, investment and even cryptocurrencies like bitcoin.

Fintech is a quickly developing field, as well as is behavioral finance. New York University offers a concentration in finance, called Fintech, with eight courses. Dr. Gonzalez is examining the technical aspects of Fintech, based on her background as electrical engineer.

Artemus Labs Wins 2018 Innovation Challenge



Artemus Labs Team Members (left to right) Rae Jillian Rivera, Calvin Leung, Nikki Escobar, Anna Maria del Mundo, and Kimberly Ventura.

They sweated over their ideas and worked tirelessly on the designs. Then, they challenged their engineering, marketing and strategy skills, eventually proving their innovative projects worthy. But only one could be the best.

And that was Artemus Labs, which took the top prize in the Cal State Long Beach 2018 Innovative Challenge for its idea of a colorful, sexy take on a prosthetic sleeve that provides comfort as well as style to those who have lost lower limbs.

Artemus Labs was co-led by Calvin Leung, a marketing and management information systems major, and Rae Jillian Rivera, an electronics engineering technology student. They were joined by Anna Maria del Mundo, management information systems; Nikki Escobar, industrial design, and Kimberly Ventura, aerospace engineering.

“Winning, for me and the rest of the group, means that we get to help more people,” Leung said. “And we will get more funding and assistance that we need to move forward.”

The team will receive support for their business, including \$10,000 in seed funding, and space, marketing, legal and accounting services totaling \$40,000.



Rivera spent three years researching lower limbs as part of the Research Initiative for Scientific Enhancement (RISE) program. The program designed to support students, who are interested in careers as research scientists in biomedical and behavioral science fields.

She said her research focused on how to improve the lives of those who have lost lower limbs. One of the issues was bland, uniform-looking Silicon sleeves that work as a protective cover worn over the residual limb. It is designed to reduce movement and chafing between the skin and socket. Artemus Labs promises sleeves that are not only breathable and comfortable, but are "sexy," she said. This was Leung's third time being on a finalist team. Previously, he was a team member of 1010 Innovation, which proposed a mobile app that would help caregivers look after elderly family members. The company was a runner-up in 2017 and 2016.

### IS Student team wins 3rd Place at SAS Global Forum 2018



CBA's IS undergraduate team won the third-place prize at the SAS Global Forum Student Competition in Denver, Colorado on April 19. Approximately 6,500 people attended this annual conference. The top eight student teams from across the nation presented their papers in front of a panel of judges from SAS and a large audience.



Mohamed Abdelhamid and Spiro Samonas

Undergraduate IS students Andrew Martinez, Jorge Nuno, and Ethan Stager advanced to the top eight of the SAS Global Forum Student Symposium in February. They then competed against seven other teams for the top three prizes in Denver, with all travel expense covered by the conference organizer. The

students were advised by Dr. Spiro Samonas and Dr. Mohamed Abdelhamid, IS Department faculty members.



The team completed an analysis of how Americans consume their news, more specifically through the Internet or television, and if certain demographic variables such as age, race, income, gender, and education can accurately predict preferences. The analysis used data from the General Social Survey that has been conducted every year since 1972 by the National Opinion Research Center at the University of Chicago.



All other teams had members who were pursuing a Master degree; CBA had the only fully undergraduate team. The graduate teams were pursuing one of the following degrees: Master in Business Analytics, Master in Data Science, or Master of Biostatistics.

Most of the students are currently working or interning at major companies in SAS related positions (e.g., data analyst). The CBA team is the only team from an Information Systems department.

CBA IS student teams entered into the competition for the first time last year and have produced an impressive outcome. The CBA team of dedicated and motivated students, along with mentors Dr. Samonas and Dr. Abdelhamid, opened up an exemplary and competitive path for our IS students' study, potential, and career.

### CSULB Recognized by Forbes and Princeton

CSULB is ranked 53<sup>rd</sup> on *Forbes'* 2018 list of "America's Best Value Colleges." For its rankings, *Forbes* considers six dimensions: alumni earnings, net price, net debt, timely graduation, school quality, and the population of Pell Grant recipients. CSULB's inclusion on the list is great recognition of the value of the education that we provide our students.

University of California institutions grabbed six of the top 13 slots (with Los Angeles 1st, Berkeley 2<sup>nd</sup>, and Irvine 4<sup>th</sup>), and San Diego State University (a fellow CSU) is ranked 44<sup>th</sup>. CSULB ranked ahead of UC Riverside (64<sup>th</sup>), UC Santa Cruz (77<sup>th</sup>), USC (109<sup>th</sup>), and 14 other CSU's (between 55<sup>th</sup> and 207<sup>th</sup>). CSULB even ranks ahead of seven Big 10 universities.



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CSULB was also included in *Princeton Review's* 2018 list of "Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck." CSULB and San Diego State University were the only two CSUs to make the list. (*Princeton Review* does not rank the schools on this list.)

According to the Long Beach Post, President Jane Close Conoley said that "We are delighted to be recognized for what many call 'return on investment. Increasingly, Long Beach State University is recognized for its academic excellence as well as for its workforce preparation. When our students graduate, they join more than 300,000 alumni who are engaged and leading in their chosen careers and fields, and our inclusion in 'Colleges That Pay You Back...' underscores our efforts and their accomplishments."

This fourth annual guidebook is a resource for students ready for college and their parents who are shopping for "affordable, academically outstanding colleges that graduate their students to successful, rewarding careers."

*Princeton Review* surveyed more than 650 college administrators in 2016-17 about academics, cost, financial aid, career services, graduation rates, student debt and alumni support, as well as data from PayScale.com about starting and mid-career salaries and job satisfaction.

Just 7 percent of the country's four-year colleges made it into the book, according to Robert Franek, the lead author and the Princeton Review's editor-in-chief. "These schools were bona fide standouts for the return they deliver on one's college investment," Franek said in a statement. "They offer stellar academics, generous aid awards to students with need and/or merit, and provide all of their undergrads with career services from day one – plus a lifetime of alumni connections."

## New Graduate Programs to Launch in Fall 2018



There are a lot of changes going on in the CBA Graduate Business Programs. Since 2015, CBA has added three Master of Science programs (Accountancy, Information Systems, and Supply Chain Management) to our three core MBA Programs, and by 2019, we will two more MS programs (Finance and Marketing) and an Online MBA (OMBA) program. The strongest growth in business graduate programs is in the online MBA space, and we realized that to continue to grow our programs and be competitive in the Southern California market, having an online program is a strategically important. We launched this initiative last summer with a task force that reviewed the online MBA ecosystem. The resulting white paper provided the foundation for moving forward with the planning and design for the OMBA program which will be kicked off in 2019.

The task force is continuing to work on three important aspects of the design of the OMBA program. First is the question of resources needed to launch this program. A working group of the task force developed the course “carousel” design that allowed us to determine the number of faculty, teaching assistants, and other support that we need to have two intakes a year (fall and spring semester) with two 8-week sessions per semester. A second working group is developing the budget needed to design, plan, and launch the OMBA program while a third working group is developing the tools and strategies required to successfully start with a cohort of 25-30 students.

We are developing a program structure based on the task force white paper and best practices learned from other large online MBA Programs at top schools (e.g., Arizona State, Penn State, Temple, and UT-Dallas, among others). We are developing an exciting partnership between our Marketing and IS faculty and a digital advertising agency run by a Google Digital Coach. Through this partnership between our faculty and business professionals, we can create a marketing strategy that can better target prospective applicants for our OMBA as well as for our other graduate programs.

There are several challenges that we face in this second phase of our planning for the OMBA program. First, having the platform that can allow us to launch a truly state of the art online MBA program that has both strong touch points with the students as well as allows for the flexibility required by this target segment. This would allow us to design courses through a combination of synchronous and asynchronous delivery modes.

Second, ensuring that we have strong touch points with students throughout the program means we need to develop residentials that would bring faculty and students into a face to face environment 2-3

times during their program. For example, starting out with an orientation where students learn the foundational skills (case discussion, teamwork, academic integrity, etc.) required in an online (and face-to-face) MBA program is important to ensure success. Another possibility is a culminating experience that has students meeting at the end of the program to present their client project in a face-to-face environment and going through graduation together.

Third, consistent with other business schools with online programs, we need to develop an online career services program. By doing this, we continue to minimize the difference between face-to-face and online modalities for the respective target markets. Using technology such as webinars and Zoom/Skype we are able to overcome the digital divide in the career services realm.

By this time next year, we hope to be doing the final preparations for admitting and launching our first cohort of online MBA students meeting here at CSULB for their orientation. So stay tuned for our next big news.

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### MS in Information Systems Ready Kicking Off in Fall 2018



Entering its first cohort in Fall 2018, our new Master of Science in Information Systems (MSIS) is a STEM-designated program designed to provide students with an advanced and highly sought-after expertise necessary in the field of information systems. The program provides training in advanced technical, managerial, and analytical techniques with a focus on digital transformation, data analytics, and cyber security. These skills will help advance student career prospects and prepare them for lifelong learning in a global economy.

The program has drawn interest from both international and domestic applicants. 85% of international applicants reside in India with academic backgrounds in Engineering, Technology, or Computer Science. Domestic applicants come from a variety of academic and work backgrounds including Business, Education, Homeland Security, and Law enforcement. The program will accommodate both fulltime and working professionals through a two-track system. Fulltime students will take three courses per semester with an internship during the summer. Working professionals take two courses per semester and one course each summer. The full-time track is 21 months program while the professional track is 24 months.

## CBA Spring Development Update



Fundraising at the College of Business Administration continues to be successful. At the end of April, the CBA surpassed its yearly goal, raising over \$2 million dollars to support the college, centers, and programs that provide essential support to students in furthering their education beyond the classroom. Ryan McKinney, Director of Development, continues to work closely with Dean Solt and his vision for the CBA. Together, Ryan and Dean Solt continue to engage with CBA alumni and friends to support college initiatives and communicate the importance of donor involvement.

Highlights for this year include more than \$400,000 in cash gifts raised for the college. These gifts of support have already been utilized in enhancing the CBA student experience and maintaining college programs. In addition, our scholarship endowments and annual scholarship supporters provided over \$330,000, funding nearly 200 scholarships to well deserving undergraduate and graduate students. The CBA continues to work hard in providing numerous opportunities for students made evident through future gifts. Confirmed for the year, over \$1.9 million. These funds will procure the much needed funding for endowments and support the future growth of The College of Business Administration.