



CALIFORNIA STATE UNIVERSITY

LONG BEACH

College of Business

Continuous Improvement Objectives

We have developed seven continuous improvement objectives to guide us in our efforts to become a college of choice for business education. These objectives have been carefully crafted so they are long-term and permanent in nature. The successful implementation of these objectives will be the yardstick of our progress toward realizing our vision.

College of Business Administration: Continuous Improvement Objectives

1. Recruit, hire, develop and retain highly qualified faculty.
2. Strengthen and support faculty scholarship.
3. Maintain a relevant and current undergraduate business program.
4. Maintain a relevant and current MBA program.
5. Expand student support services related to outreach, recruitment, advising, and professional development.
6. Increase student graduation rates.
7. Build and strengthen relation with the business community.