

Fall 2010 News

Distinguished Speaker Draws Large Audience

On October 21, 2010 at the Carpenter Center, the University held its most successful Distinguished Speaker Series event with keynote speaker Arianna Huffington, Editor in Chief of the Huffington Post, providing insightful dialogue, according to Series Director Art Levine. Nearly 700 persons attended, and the Long Beach community fully embraced the program, with a majority of the sponsors for the first time coming from off-campus.

The CBA was a Platinum Sponsor of the event, and because of this support, nearly 100 CBA students and ABSOC members were able to attend the event without charge.

Next year's program is tentatively scheduled for Thursday, October 20, 2011, with the speaker to be announced later.

CBA Featured in The Princeton Review's 'Best 300 Business Schools: 2011 Edition'

Highlighting its three "affordable and efficient MBA programs," the College of Business Administration at Cal State Long Beach (CSULB) has been named an outstanding business school by The Princeton Review and is featured in its just released guidebook "The Best 300 Business Schools: 2011 Edition."

The Princeton Review is known for its college rankings based on how students rate their schools. This year, the publisher compiled the lists based on the surveys of some 19,000 students attending the 300 business schools and on school-reported data.

"We are very pleased that the quality of our MBA programs is being recognized by the prestigious Princeton Review," said Michael Solt, dean for the CSULB College of Business Administration. "We firmly believe that we offer our graduate students an outstanding educational value and an excellent degree. So, the acknowledgement of The Princeton Review, as well as our accreditation by the Association to Advance Collegiate Schools of Business International (AACSB), validates our belief and reinforces our efforts."

The CSULB College of Business Administration was recognized for its offering of three different MBA programs – the Fully Employed MBA, a 23-month sequence of four 10-week sessions per year that are scheduled on Saturdays for the convenience of full-time workers; the Self-Paced Evening MBA, a program that can be pursued either full- or part-time; and the Accelerated MBA, a one-year, full-time program for students anxious to jump start their business careers.

"Catering to working adults in the Southern California region, these 'focused, fast-paced, and competitive' programs are specially designed to help students balance professional and personal commitments while pursuing their educations," the book reads. "To that end, the programs are highly successful, offering a convenient and user-friendly educational experience."

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"Best 300 Business Schools" has two-page profiles of the schools with write-ups on their academics, student life and admissions, plus ratings for their academics, selectivity and career placement services. It also offers students advice on applying to business schools and funding the degree.

"The Princeton Review ranking is significant because it is based on the experiences and opinions of Cal State Long Beach students," said CSULB President F. King Alexander. "The faculty and staff in the College of Business Administration have done an excellent job of creating MBA programs that appeal to students, fit their schedules and help them meet their educational and career goals.

The 80-question survey asked students about themselves, their career plans, and their schools' academics, student body and campus life.

This year's book quotes several CSULB students, although not by name. One current student pointed out, "The ease and inclusiveness of the school are exemplary. Every professor or administrator is highly accessible, and I have no problems at all getting into needed classes." Another added, "The (Fully Employed) MBA program is specifically targeted to busy professionals, holding classes exclusively on Saturdays. The program administration goes out of their way to make sure we are getting everything we need."

The "Survey Says" section of profile highlights some of the topics students at each school most agreed upon. CSULB students who took the survey stated that the College of Business Administration provides "solid preparation" in marketing, accounting and general management.

"We are pleased to recommend California State University, Long Beach to readers of our book and users of our site (www.PrincetonReview.com) as one of the best institutions they could attend to earn an MBA," said Robert Franek, Princeton Review senior vice president of publishing. "We chose the 300 business schools in this book based on our high opinion of their academic programs and offerings as well as our review of institutional data we collect from the schools. We also strongly consider the candid opinions of students attending the schools who rate and report on their campus experiences at their schools on our survey for the book."

Students from Vietnam Compete at the SIFE World Cup



For the last five years, the CBA has been working with the Advanced Program in Finance at National Economics University in Hanoi, Vietnam, by mentoring their faculty and by sending CBA faculty to teach at NEU. Last summer, ten CBA students took a class in Hanoi at NEU.

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A team of NEU students competed in the 2010 Students In Free Enterprise World Cup on October 10 in Anaheim. The SIFE World Cup provides a showcase of the impact that SIFE teams are achieving around the world by bringing together more than 1,500 student, academic, and business leaders from more than 40 countries. Every country that operates a SIFE national organization is eligible to send a national champion team to the SIFE World Cup, where they present the results of their community outreach projects to panels of business leaders serving as judges.

The NEU team was the National Champion Team from Vietnam and finished third in their division, but unfortunately the team was not able to compete in the final round for the overall championship. But in addition to the competition, the NEU team was able to participate in the culture fair that provided an exhibit of the rich diversity of cultures represented within SIFE. Multiple receptions, lunches and dinners, along with special events such as the Top to Top and Top to Future-Top Forums further enhance the opportunities for participants to connect, collaborate, and learn from one another. The SIFE World Cup was a fantastic experience for the students.

Following the World Cup Competition, the NUE students visited the CSULB campus and stayed in the Residential Learning Center. They toured campus, including the new Student Recreation and Wellness Center. They presented their World Cup project to our ABSOC students, also. Our faculty and students were great hosts and showed the NEU students around the campus and the Los Angeles area.

CBA Students Win Undergraduate Division in Ethics Competition



From left to right: Celeste Ahl, Zulema Uriarte-Elizalde, and Rachel Feldman

On September 23, three CBA undergraduate students presented their case study of Foxconn, which manufactures the iPhone for Apple, at the Intercollegiate Business Ethics Competition sponsored by Loyola Marymount University and held at the Ethics and Compliance Officers Association annual meeting in Anaheim. Celeste Ahl, Rachel Feldman, and Zulema Uriarte-Elizalde worked with CBA Professor Kathleen Lacey (Legal Studies in Business) to examine the

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situation at Foxconn's manufacturing operations in Shenzhen, China where 15 workers have committed suicide by jumping from buildings.

Each team selects a topic from any area of business ethics and prepares a 30-minute presentation describing the problem and proposing a solution. Judges listen to the team's presentation, question students for another 20 minutes and then give the team feedback. Presentations cover the legal, financial and ethical dimensions of the case, but special emphasis is placed on the strength of the ethical analysis of the problem and the ethical acceptability of the solution.

Celeste, Rachel, and Zulema provided a thorough analysis of the three dimensions from both Foxconn's and Apple's point of view and gave a sterling presentation. However, they were beat out for the top spot by a team of MBAs from University of St. Thomas University that is located in Saint Paul, Minnesota. The CBA team was awarded \$750.00 for their accomplishment of Final Runner-up and Undergraduate Division Champion.

The three students had participated in the Edna Davis Hobbs California Student Leadership Institute, a year-long course of study sponsored by the Ukleja Center for Ethical Leadership and taught by Professor Lacey. In this class, students have an opportunity to explore ethical issues related to business, government, education, media, healthcare, athletics, and other professional fields. Teamwork, community service, and networking with guest speakers are an integral part of the program, which is held both on and off campus.

The CBA is very proud of the efforts of Celeste, Rachel, and Zulema because they completed their Foxconn analysis and presentation during the summer and in early September on evenings and weekends since they each worked full-time during the day; Professor Lacey likewise took care of her other responsibilities and met with the team on evenings and weekends also.

Vision

The CBA will be a globally recognized college of choice for scholarly and educational excellence that prepares graduates to succeed in business and society.

Mission

Our mission is to graduate highly valued, ethical business professionals prepared to excel in a dynamic global business environment.

Core Values

Engage, execute, and excel embody our approach to achieving our mission.

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