

# ENGAGEMENT, INNOVATION, AND IMPACT



COLLEGE OF  
**BUSINESS**



# TABLE OF CONTENTS

2nd Annual Summer Business Boot Camp (Mrs. Boualoy Dayton, Advising)	3
Active Learning-Based Educational Program (LEAP) (Dr. Banafsheh Behzad, Information Systems)	4
Legal Resource Center (Allison Butler, Business Law)	5





# 2ND ANNUAL SUMMER BUSINESS BOOT CAMP



***The College of Business, Center for Student Success will be hosting a free, online Summer Business Boot Camp to help prepare students who are transitioning into upper-division business coursework. We specifically invite incoming transfer students and continuing CSULB students enrolled in 300- and 400- level core business classes.***

## ***2021 Free Online Boot Camp for Business Students August 2- August 6***

In Summer 2020, the College of Business, Center for Student Success hosted a free, online Summer Business Boot Camp to help prepare students who are transitioning into upper-division business coursework. We specifically invited incoming transfer students and continuing CSULB students enrolled in 300- and 400-level core business classes.

We had sixteen (16) different topics (e.g. Financial Accounting Lab, Excel Basics, Financial Calculator, PowerBI Basics, Strategies for Online Learning, Business Research Databases, Tableau, and Writing Basics). The workshops given were facilitated by faculty and campus professionals such as Sabrina Linda from the Accountancy Department, Andrea Eliassen from the Finance Department, and Dr. Judy Prince from the Office of Counseling and Psychological Services. The boot camp had a total of 759

participants. Students who participated in the Financial Accounting Lab and Financial Calculator workshops did better in their ACCT 300A and FIN 300 courses than students who did not.

This summer we will host our 2nd Annual Summer Business Bootcamp and provide the opportunity for students to prepare for their upper-division business coursework. The boot camp will run from August 2 through August 6 and provide students with 31 different online workshop time options and 16 unique workshop topics. Boot camp workshop topics include Microsoft Excel, PowerBI basics, data analytics and visualization, elements of business writing, financial calculator, time management, narrowing down a research topic, stress management, and others. Workshop facilitators are experienced and passionate professionals from the Accountancy, Finance, and Information Systems, Departments as well as The Learning Center, University Library, and Counseling and Psychological Services.

All CSULB Business students will receive an email that will direct them to the workshop registration links in early July 2021.

# ACTIVE LEARNING-BASED EDUCATIONAL PROGRAM (LEAP)



## An Active Learning-Based Educational Program (LEAP) for Hispanic STEM Students through industry-university partnership

*With a \$2 million grant from the National Science Foundation, California State University, Long Beach is launching a new program to train a new generation of highly skilled Hispanic scientists and engineers.*

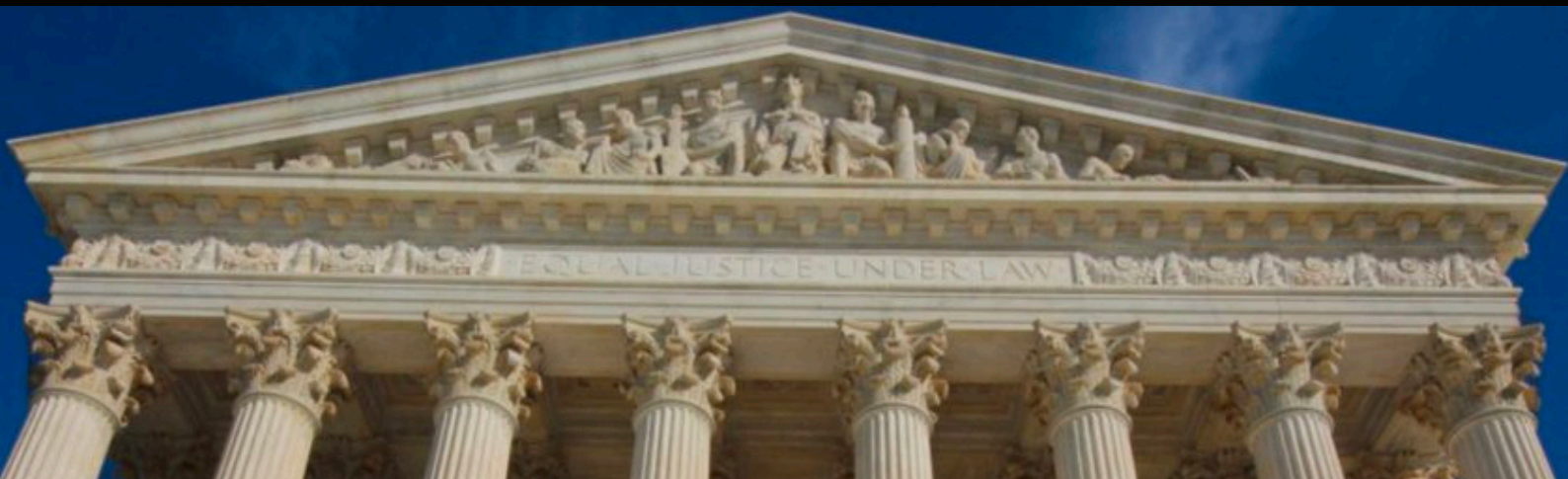


**PUBLISHED AUGUST 27, 2021  
DR. BANAFSHEH BEHZAD,  
INFORMATION SYSTEMS**

The primary goal is to train Hispanic STEM students to become well-rounded engineers and scientists with advanced academic knowledge and problem-solving skills with the potential to address needs of the US economy and to create a diverse workforce in STEM-related industries. LEAP will contribute to the closure of the diversity gap in the retention of upper-division STEM students. Dr. Banafsheh Behzad from COB serves as the business advisor for this program. Her role is to coach the students in advancing their projects from concept to reality. This involves mentoring students as they set up and implement business action plans. The advisor guides students by giving functional finance advice including cost effectiveness analysis of projects and information on various business improvement techniques. Students are required to take a course offered by COB to familiarize themselves with basic knowledge of business topics. In today's highly competitive global market, it is beneficial for STEM students to be equipped with certain business-related knowledge. This program aims to train a well-rounded workforce and enhance future advancement toward upper-level leadership positions. This course provides STEM students with tools necessary for taking leadership initiatives, making managerial decisions, and evaluating technology innovation. Students are introduced to principles of marketing, business finance, and supply chain management theory.



# LEGAL RESOURCE CENTER



## Legal Resource Center Provides Resources and Opportunities to CSULB and Community Stakeholders

*Allison E. Butler, JD, a full-time lecturer with the Legal Studies in Business Program, created and developed the College of Business Legal Resource Center (LRC), providing access to legal resources, presentations, and an online certificate program.*

The LRC, through its website and physical presence on campus, assists undergraduate and graduate students and other stakeholders in the CSULB community and throughout the state with access to legal resources and opportunities to achieve their educational and personal goals. The LRC works with the Los Angeles County Bar Association for free consultations and other legal organizations to achieve this objective. The LRC values legal and ethical actions, innovative efforts, solutions to environmental challenges, resolution of injustice in the treatment of individuals, and collaboration through interdisciplinary initiatives through various engagements with the students, staff, and the public throughout the year. The LRC, managed voluntarily by Allison E. Butler, J.D., provides students volunteer opportunities to author legal articles based on their interests posted on the LRC website (e.g., BLM, Vaccines, anti-Asian incidents, etc.) or to participate in other manners. The LRC provides yearly U.S. Supreme Court and California law updates and presents bi-annual presentations ranging from local to international interests, which have included webinars

that were offered to students, the CSULB community, and international attendees:

- Doing Business in Italy: a webinar jointly presented by LRC in conjunction with professors at the University of Bari, Italy, to bring solidarity to academic communities on an international level during the pandemic. Students and academics from U.S. and Italy attended.
  - Special Guest Speaker: author Eric Weiner discussed different philosophies on coping with pandemic issues.
  - USPTO Guest Speaker: a webinar presented by a USPTO representative discussing intellectual property focusing on filing patents.
- A Special COVID legal resource section was added to the LRC website in response to the pandemic. Additionally, a complimentary 8-week BLAW Certificate Program was developed with community leaders and offered to underserved businesses and entrepreneurs throughout the region. Attendees learned basic legal concepts and skills that enhance their understanding of the law, promoting future business success. The program covered various topics based on discussion with community leaders and participants, from contract review to understanding cryptocurrencies. Participants received a Certificate of Participation and a Digital Badge.