Without a Vision the People Perish

College of Business Administration and Public Policy
H. Joseph Wen | Dean

CBAPP Vision & Positioning
The CBAPP Positioning

Where we are now?
College of Business Administration and Public Policy
The CBAPP Positioning

Reputation of University Learning Experience

LOW HIGH

Reputation of Academic Quality

LOW HIGH

Outcome

Elite

Commodity

Campus / Nurturing

CBAPP

Source: Academic Group Inc.

California State University, Dominguez Hills

- 45 Undergraduate Degrees
- 25 Graduate Degrees

CBAPP Academic Programs

**TOP Undergrad Majors**
- Business Administration
- Psychology
- Criminal Justice Administration
- Sociology
- Health Science

**TOP Graduate Majors**
- MPA
- Education
- Nursing
- Occupational Therapy
- MBA
Highly ranked MPA Program

<table>
<thead>
<tr>
<th>Rank</th>
<th>School</th>
<th>State</th>
<th>Price</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University of North Carolina at Pembroke</td>
<td>NC</td>
<td>$7,478</td>
<td>$26,691</td>
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<tr>
<td>2</td>
<td>Fort Hays State University</td>
<td>KS</td>
<td>$1,654</td>
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<tr>
<td>3</td>
<td>University of Nebraska at Omaha</td>
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<td>$11,448</td>
<td>$19,278</td>
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<td>4</td>
<td>Stephen F. Austin State University</td>
<td>TX</td>
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<td>6</td>
<td>American Public University</td>
<td>WV</td>
<td>$12,300</td>
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<td>Valdosta State University</td>
<td>GA</td>
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<td>University of North Dakota</td>
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<td>$14,294</td>
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<td>9</td>
<td>Florida Gulf Coast University</td>
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<td>$15,882</td>
<td>$54,638</td>
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<tr>
<td>10</td>
<td>California State University-Dominguez Hills</td>
<td>CA</td>
<td>$16,560</td>
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</tbody>
</table>

Highly ranked MBA Program

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<tr>
<th>Rank</th>
<th>School</th>
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<th>Price</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Eastern New Mexico University-Main Campus</td>
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<td>2</td>
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<td>Abilene Christian University</td>
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<td>Texas A &amp; M University</td>
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<td>Southwest Missouri State University</td>
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<tr>
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<td>Columbia College</td>
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<td>University of North Alabama</td>
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<td>American Public University</td>
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<td>Western Governors University</td>
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<td>12</td>
<td>Fort-Hays State University</td>
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<td>California State University-Dominguez Hills</td>
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</tbody>
</table>
U.S. News and World Report

- In 2014, MBA was ranked #143 Best Online Graduate Business out of 1,000 business schools
- In 2015, MBA was ranked #126 Best Online Graduate Business programs out of 1,200 business schools
- Faculty Credentials and Training rank #131
- Student Services and Technology rank #157
- Student Engagement rank #188
- Admissions Selectivity rank #31
What is CBAPP doing to enhance Academic Quality?
AACSB and NASPAA Accreditation

CSUDH Business alumnus Mr. Sam Enriquez (BA ‘85, Economics) is The Wall Street Journal Senior Page One Editor!
CSUDH Public Administration/Criminal Justice alumnus Mr. Scott Gordon (BS ‘80) is **Superior Court Judge, Los Angeles!**

CSUDH Business alumnus Mr. Michael Hamel (M.B.A., ’74) is **LT. GENERAL. U.S. AIR FORCE!**
CSUDH Business alumnus Mr. Jerome Horton (B.S., ’79) is Chair of the California State Board of Equalization!

Linda DeYampert (BS in Management, ’99) – Senior Manager, Scheduling Operations at NFL Network, first African American woman to hold a management position in the organization!
Bree Nguyen (Class of ’12) is a Strategic Partnerships Manager at Facebook!

2015 South Bay Economic Forecast Conference
NASPAA Site Visit March 9-11, 2016

- Faculty Liaison and Other Faculty
- Staff
- Current Students
- Alums of various years
- Advisory Board members
- Representatives of organizations or units of government that are regular sources of students for the program
- The head of the unit in which the MPA program is housed.
- Senior university official
- Librarian who supports the program

AACSMB Progress Report Due 6/15/2016

As you prepare your first update, the following issues should be addressed, along with progress on other actions outlined in the iSER.

1. It is not clear to the committee how the school assesses research impact and measures the quality of its research. Please describe the methodology used to assess research impact as well as the impact measures used by your school. Please describe how the school measures the quality of its research and how this approach aligns with the mission statement. (Standard 2: Intellectual Contributions, Impact, and Alignment with Mission)

2. The committee seeks clarification on how the school uses assessment results to continuously improve the school’s curriculum (i.e. closing the loop). It was not clear from the information presented in the iSER how the school is integrating its Assurance of Learning system into the school’s curriculum management process. (Standard 8: Curricula Management and Assurance of Learning)
What is CBAPP doing to enhance Student Learning Experience?

Scholarships, Projects and Initiatives

CBAPP New Nitori Scholarship

SCHOLARSHIP INFORMATION

Application Deadline: Friday, October 2, 2015

Nitori Scholarship - $2,500 Award (10 available!)

Applicant must:

- be a current Junior or Senior CSUDH student in good academic standing
- have a declared major in business administration with a concentration in accounting, global logistics & supply chain management, human resources, or marketing
- have a minimum 3.5 GPA
- be a US Citizen, US Resident, or US National
- be a continuing CSUDH student during the Spring 2016 semester
Meet the Companies Night
Accounting Networking Night
Student Research Day

Freshman Reception 2015
Public Policy Institute

Social Justice
Distinguished Speaker Series

Erwin Chemerinsky
Dean, UC Irvine School of Law

“Can A Lawyer Make A Difference?”

APRIL 13, 2015 | 4:30-6:30 p.m.
Welch Hall-665 (Claudia Hampton Hall)

Following Dean Chemerinsky’s lecture, please join us for a book-signing.
Copies of his book, “The Case Against the Supreme Court," will be on sale at the lecture.
This event is free and open to the public, but seating is limited.

Generously sponsored by the Public Policy Institute of the College of Business Administration and Public Policy

Hospitality Technology Research Institute
Entrepreneurial Institute

Pathways to Business Success Symposium
@ CBAPP We Believe ...

Teaching is a means;
learning is a goal.