COLLEGE OF BUSINESS

College Administrative Offices

<table>
<thead>
<tr>
<th>Title</th>
<th>Officer</th>
<th>Office</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the College</td>
<td>Linda Oubre</td>
<td>BUS 321</td>
<td>338-3650</td>
</tr>
<tr>
<td>Associate Dean</td>
<td>Yim-Yu Wong</td>
<td>BUS 321</td>
<td>338-3969</td>
</tr>
<tr>
<td>Director of Finance and Operations</td>
<td>Bonnie Li</td>
<td>BUS 354</td>
<td>338-7387</td>
</tr>
<tr>
<td>Assistant Dean</td>
<td>Jeff Chun</td>
<td>BUS 326</td>
<td>338-7097</td>
</tr>
<tr>
<td>Faculty Director of Graduate Programs</td>
<td>Sanjit Sengupta</td>
<td>DTC 600</td>
<td>817-4366</td>
</tr>
<tr>
<td>Director of Graduate Admissions &amp; Recruitment</td>
<td>Manuel Maranan</td>
<td>DTC 600</td>
<td>817-4323</td>
</tr>
<tr>
<td>Director of Graduate Business Student Advising</td>
<td>Christopher Kingston</td>
<td>DTC 600</td>
<td>817-4322</td>
</tr>
<tr>
<td>Director of Student Services (Advising) Center</td>
<td>Albert Koo</td>
<td>BUS 112</td>
<td>405-0376</td>
</tr>
<tr>
<td>Assistant Director of Career Development</td>
<td>Heidi Yu</td>
<td>BUS 137</td>
<td>338-2509</td>
</tr>
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College Directory

<table>
<thead>
<tr>
<th>Department/Program</th>
<th>Chair/Director</th>
<th>Office</th>
<th>Telephone</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>Jiunn Huang</td>
<td>SCI 300</td>
<td>338-1107</td>
</tr>
<tr>
<td>Decision Sciences</td>
<td>Susan Cholette</td>
<td>BUS 310</td>
<td>338-2138</td>
</tr>
<tr>
<td>Economics</td>
<td>Anoshua Chaudhuri</td>
<td>HSS 142</td>
<td>338-2108</td>
</tr>
<tr>
<td>Finance</td>
<td>Ping Hsiao</td>
<td>SCI 300</td>
<td>338-1754</td>
</tr>
<tr>
<td>Hospitality and Tourism Management</td>
<td>Andrew Walls</td>
<td>BUS 336</td>
<td>338-1023</td>
</tr>
<tr>
<td>Information Systems</td>
<td>David Chao</td>
<td>BUS 310</td>
<td>338-2138</td>
</tr>
<tr>
<td>International Business</td>
<td>Nini Yang</td>
<td>SCI 300</td>
<td>338-1754</td>
</tr>
<tr>
<td>Labor and Employment Studies</td>
<td>John Logan</td>
<td>BUS 310</td>
<td>338-2138</td>
</tr>
<tr>
<td>Management</td>
<td>Tom Thomas</td>
<td>BUS 310</td>
<td>338-2138</td>
</tr>
<tr>
<td>Marketing</td>
<td>Foo Nin Ho</td>
<td>SCI 300</td>
<td>338-1107</td>
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Bachelor of Arts

- Economics 22041
- Labor and Employment Studies 22993

Bachelor of Science

- Business Administration with the following concentrations:
  - Accounting 05021
  - Decision Sciences 05071
  - Entrepreneurial/Small Business Management 05996 (temporarily suspended)
  - Finance 05041 and Certificate in Commercial Real Estate
  - Information Systems 07021
  - International Business 05131
  - Management 05061
  - Marketing 05091
  - Hospitality and Tourism Management 05081

The College of Business offers the following minor programs:

- Accounting
- Business Administration
- Decision Sciences
- Economics
- Finance
- Hospitality and Tourism Management
- Information Systems
- International Business
- Labor and Employment Studies
- Management
- Marketing

The College of Business offers the following certificate programs:

- Business Certificate in Ethics & Compliance
- Certificate in Commercial Real Estate
- Certificate in Hospitality and Tourism Management
- Certificate in Information Technology Auditing
- Certificate in International Business

The College of Business offers the following graduate degrees:

Master of Arts

- Economics 22041

Executive Master of Business Administration 05011

Master of Business Administration 05011

Master of Science in Accountancy 05021

The various graduate programs offered by the College of Business are accredited by the AACSB (Association for the Advancement of Collegiate Schools of Business).

Department Structure

The College of Business is made up of ten departments:

- Accounting
• Decision Sciences
• Economics
• Finance
• Hospitality and Tourism Management
• Information Systems
• International Business
• Labor and Employment Studies
• Management
• Marketing

College Vision
We aspire to be one of the best public urban business schools by applying sustainability and ethical perspectives to our understanding of business practice, global leadership, innovation, the economy, and society.

College Mission
We are San Francisco’s public business school. We embrace the area’s rich diversity and provide access to higher education. Our mission is to prepare students for professional success through high-quality teaching, innovative and relevant courses, discipline-based and pedagogical scholarship, and engagement with the academic and business communities.

The College of Business offers undergraduate, graduate, and executive business education, providing a broad and exciting array of courses of study and concentrations.

The student body is diverse, reflecting not only the San Francisco area, but also the large number of international students who choose San Francisco State University’s College of Business. In 2004, the College awarded more undergraduate business degrees to Asian Americans than any other institution in the United States. As feminist Gloria Steinem once said: “Go to San Francisco State. It’s the only campus that looks like the world.”

The College of Business at San Francisco State is among the less than 25% of business schools in the US and 15% of international schools that are fully accredited by AACSB International, The Association to Advance Collegiate Schools of Business.

The College of Business is constantly evolving. It continues to invest in the quality of faculty, students and the visibility of the College brand. Cultivating strong industry connections and advancing its friend-raising and fundraising efforts keep the College active and relevant in the business community and allow the College to provide exclusive opportunities for our students.

There are five strategic initiatives in the College of Business:

Invest in Faculty and Academic Excellence
At the College of Business, we pride ourselves on our world-renowned faculty and invest in their scholarly work. We uphold academic excellence and commend each of our faculty members for their contributions to the college and the impact they have on our students.

Invest in Our Students Through Scholarships and Careers
The College of Business guides students as they grow as leaders and contributors in the Bay Area and beyond. We acknowledge students’ academic and personal achievements and encourage continuous progress toward learning and career opportunities.

Invest and Leverage Our Brand to Sustain Competitive Advantage
The College of Business consistently invests in its brand to sustain a competitive advantage in the dynamic market. Brand visibility is key to growing new revenue from graduate enrollment, corporate partnerships, and executive education.

Build Corporate Connections
The College of Business reaches out to the corporate community to build a cohesive connection between industry and academia. The College of Business Enterprises (COBE) is the platform that allows our partners to connect with the college, faculty and our students.

Friend-Raising and Fundraising
The College of Business cultivates relationships with alumni and friends and values their enthusiasm to connect students to industry. These unique partnerships allow the college to make philanthropic investments that drive fundraising initiatives.

The College of Business’s overarching direction is guided by the five core values of San Francisco State University:

• courage,
• life of mind,
• equity,
• community and
• resilience.

At the operational level, the core values guiding the College of Business decision-making and behavior are:

Facilitating Access
Building on a tradition of offering broad access to diverse students—both traditional students and working adults—the College of Business will offer classes morning, afternoon and evening, on weekdays and weekends, on campus and off at affordable prices.

Intellectual Capital
The College of Business strives to reinforce basic skills and substantive business knowledge that can be adapted and applied throughout our students’ careers. We do so in a setting that promotes inquiry, respects differences, tolerates dissension and encourages lifelong learning.

Engaged Learning Partnership
As a learning community involving faculty, staff, students, administrators, and business professionals, the College of Business will work as a team in pursuit of learning, shared discovery, and intellectual inquiry, establishing active external partnerships with local and global communities.

Knowledge Creation & Dissemination
The College of Business faculty is committed to the study, understanding, advancement, and diffusion of knowledge through research that improves global business practice. While the California State University focuses on applied research, the College of Business encourages all forms of quality research.

Ethical and Professional Management
The College of Business strives to manage our enterprise in an exemplary manner, respecting the principles of shared governance, effective leadership, and faculty/staff service.

San Francisco Mindset
The College of Business celebrates the fact that our school reflects our community and the greater San Francisco community is among the
most cosmopolitan, diverse, and tolerant in the world. Such a munificent environment offers opportunities for the College of Business to focus on emerging technologies, global markets, and service industries.

**Culture of Collaboration**
In accordance with San Francisco State University values, the College of Business embraces innovation as it relates to delivering learning opportunities, providing core service and support, and engaging the community through collaborative interactions.

**Commitment to Excellence**
As part of the continuous improvement process, we build in processes to obtain feedback from all constituencies including faculty, staff, students, alumni, employers, other universities, and business professionals.