

LAM FAMILY COLLEGE OF BUSINESS

College Vision

The Lam Family College of Business aspires to be a leader in advancing transformative change globally and locally. We strive to be an inclusive place to learn, teach, create, innovate, and work.

College Mission

Embracing the diversity, global outlook, and entrepreneurial spirit of the San Francisco Bay Area, we provide access to quality education. We empower students to succeed and contribute to society through innovative teaching and learning, impactful scholarship, and engagement with businesses and the community at large.

The Lam Family 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 Lam Family 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 Lam Family 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 Lam Family 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.

Our Seven Strategic Priorities

Curricular Innovation

- We develop curricular innovations that meet the changing demands of the business world and streamline the path to graduation, while ensuring that our students are well-rounded and prepared for the challenges of the workplace. We recognize and celebrate each faculty member for the long-lasting impact their teaching and service contributions have on our students.

Diversity, Equity, and Inclusion

- We are proud of our University's pioneering legacy in this space. We prioritize diversity, equity, and inclusion in our classrooms and workplace to help our students, faculty, and staff thrive and succeed. We commit ourselves to the continual, iterative process of removing systemic roadblocks in higher education.

Student Engagement

- We create an inclusive college community by engaging students in meaningful experiences that provide exciting and enlightening opportunities to network and build skills. Our students help

inform and shape impactful activities, including dynamic student organizations, professional development events with alumni and industry partners, and leadership opportunities.

Research Activity, Productivity, Orientation, and Approaches

- We invest in the scholarly work of our renowned faculty, who have been trained in the leading doctoral programs and have published their research in leading journals in the field and authored influential books. Through faculty research, we generate new knowledge that impacts teaching, industry practices, and society.

Community Engagement

- We develop strong and sustained connections and work collaboratively with the business, academic, and alumni communities to execute specialized programs, events, research projects, and other engaging activities that expand the knowledge, skills, opportunities, and networks of our students, faculty, and staff.

Build the Lam Family College of Business Brand

- We invest in building our brand reputation to sustain a competitive advantage in the dynamic higher education market. By increasing visibility and affinity for our brand, we attract new students, create new partnerships, and maximize the success of our alumni and current students.

Friend-raising and Fundraising

- We cultivate relationships with alumni, friends and the business community. We value their commitment and engagement, which enhances student experiences and broadens opportunities for them through unique partnerships and transformative philanthropic investments that enable us to elevate the execution of our mission to new heights.

Rankings and Recognitions

Best Business Schools (Princeton Review)

- The Lam Family College of Business is ranked by Princeton Review as one of the **Best Business Schools** (2024 and 2021) in the country based on the high quality of our MBA program and student career outcomes.

Greatest Opportunity for Minority Students (Princeton Review)

- **Princeton Review** - Ranked 8th by Princeton Review in the category of Greatest Opportunity for Minority Students.

Top 20 Universities for Economic Mobility (CollegeNET)

- **SF State Ranked in the Top 20 Universities for Economic Mobility** - San Francisco State University ranked #16 in the nation for economic mobility in CollegeNET's 2022 "Social Mobility Index (<https://www.socialmobilityindex.org/>)" (SMI). The annual SMI report measures the extent of a university's impact in providing opportunities for economically disadvantaged students to graduate into well-paying jobs. The methodology is based on factors like cost of attendance, economic background of the student body, graduation rates and early career salaries. This year's rankings also included a new metric called Ethos, which measures how well a school's messages and communications inform students and the public about its mission and the value of a college degree.

50 Most Transformative Colleges in the USA (Money magazine)

- Ranked one of the **50 Most Transformative Colleges in the USA by Money magazine**. Ranking based on a college's value-add score, which scores graduation rates, earnings, and student loan debt, SF State is ranked # 30 in the 2020 list.

50 Best Colleges for Business Majors (Money magazine)

- Ranked one of the **50 Best Colleges for Business Majors in the country** - The Lam Family College of Business at San Francisco State University ranked 35th among the 50 Best Colleges for Business Majors in 2020 (<https://money.com/best-colleges/rankings/best-business-colleges/>) by **Money magazine**. Ranking based on "education quality, affordability, and the career payoff for undergraduate business majors."

Top Business Colleges of Distinction (Colleges of Distinction, a college guidance resource)

- Selected as one of the **Top Business Colleges of Distinction** – San Francisco State University was selected one of the Top Business Colleges of Distinction of 2023-2024 (<https://collegesofdistinction.com/top-business-colleges/>) by Colleges of Distinction (<https://collegesofdistinction.com/>), a college guidance resource used by students, parents, and guidance counselors to help students find the right college. San Francisco State was also named among the top Public Colleges of Distinction (<https://collegesofdistinction.com/public-colleges-of-distinction/>) and Best Affordable Colleges (<https://collegesofdistinction.com/best-affordable-colleges/>). Additionally, SF State was recognized in the areas of Career Development (<https://collegesofdistinction.com/career-development-colleges/>) and Equity & Inclusion (<https://collegesofdistinction.com/equity-inclusion-colleges-of-distinction/>). The selection process for Colleges of Distinction involves thorough research and extensive interviews with schools, exclusively selecting those that uphold the Four Distinctions: Engaged Students, Great Teaching, Vibrant Community, and Successful Outcomes.

Seal of Excelencia

- San Francisco State University is **one of only 24 colleges/universities to be recognized with the prestigious Seal of Excelencia** – a recognition granted by Excelencia in Education (<https://www.edexcelencia.org/>) – **the nation's premier authority on efforts to accelerate Latino/Latina student success in higher education**. Less than 1% of all higher education institutions earn this national certification. In 2024, more than 39% of SF State students identified as Latino/Latina, making them the largest ethnic group among our undergraduates.

Top 100 Master's Universities (Washington Monthly)

- SF State is among the **top 100 Master's Universities in the country** according to Washington Monthly's 2020 Master's University Rankings. (<https://washingtonmonthly.com/2020college-guide/masters>) **Washington Monthly** ranked "four-year institutions that award a significant number of master's degrees but few or no doctoral degrees—based on their contribution to the public good in three broad categories: social mobility, research, and promoting public service."

10 Best Green MBA Programs (Princeton Review)

- Princeton Review also ranked our MBA program among the top 10 Best Green MBA (<https://www.princetonreview.com/business-school-rankings?rankings=best-green-mba>) programs in 2024 and 2021. This ranking is based on MBA students' assessments of how well we prepare them to address environmental, sustainability, and social responsibility issues in their careers.

5th Best Public University for an Accounting Career (Wall Street Journal)

- Our **Accounting program was ranked 5th among public universities** for salary outcomes in the **Wall Street Journal's (WSJ) 2023 "Best College for Your Dream Career in Accounting"** ranking list (WSJ subscription required to read article).

12th Best Public University for a Marketing Career (Wall Street Journal)

- Our **Marketing program was ranked 12th among public universities** for salary outcomes in the **Wall Street Journal's (WSJ) 2023 "Best College for Your Dream Career in Marketing"** ranking list (WSJ subscription required to read article).

Accounting Program and Department Recognized by Institute of Internal Auditors (IIA)

- In 2023, our **Accounting Department was recognized as one of the Internal Auditing Education Partnership (IAEP) participating programs by the Institute of Internal Auditors (IIA), the global standard for internal auditing education**, under the leadership of Professor Yao-Tien Lee. This endorsement not only highlights the quality and rigor of our academic offerings but also strengthens our connections within the professional community of internal auditors and expands opportunities for our students and faculty.

25 Best Colleges for a Bachelor's in Hospitality Management (GradReports)

- Our Hospitality and Tourism Management program was named one of the **25 Best Colleges for a Bachelor's in Hospitality Management** by GradReports. Click to view the full list. (<https://www.gradreports.com/best-colleges/hospitality-management>)

25 Best Master's in Accounting Programs (GradReports)

- Our Master of Science in Accountancy program was ranked by GradReports as #16 on their list of the **25 Best Master's in Accounting Programs in the U.S.A.** based on median salary one year after students graduated. Click to view the full list. (<https://www.gradreports.com/best-graduate-schools/accounting>)

16th Best MBA Program Worldwide (Aspen Institute)

- Our MBA program was ranked 16th worldwide by the Aspen Institute's (<https://www.aspeninstitute.org/publications/beyond-grey-pinstripes-2011-2012-top-100-mba-programs/>) Beyond Grey Pinstripes for our emphasis on integrating social and environmental stewardship into curricula and research.

Degrees Offered

All degree programs in the Lam Family College of Business are accredited by AACSB International (Association for the Advancement of Collegiate Schools of Business).

Bachelor of Arts

- Economics
- Labor and Employment Studies

Bachelor of Science

- Business Administration
 - Concentrations in:
 - Accounting
 - Business Analytics
 - Decision Sciences
 - Finance
 - General Business
 - Information Systems
 - International Business
 - Management
 - Marketing
- Hospitality, Tourism, and Event Management

Minor Programs:

- Accounting
- Artificial Intelligence (AI) for Business Applications
- Business Administration
- Business Analytics
- Decision Sciences
- Economics
- Entrepreneurship
- Finance
- Hospitality and Tourism Management
- Human Resource Management
- Information Systems
- International Business
- Labor and Employment Studies
- Management
- Marketing
- World Development Studies

Certificate Programs:

- Graduate Certificate in Accounting
- Certificate in Artificial Intelligence (AI) for Business Technologies
- Graduate Certificate in Business Principles
- Certificate in Conflict Resolution (offered jointly by the Colleges of Business, Ethnic Studies, Health and Social Sciences, and Liberal & Creative Arts)
- Certificate in Cybersecurity Management
- Graduate Certificate in Decision Sciences
- Graduate Certificate in Enterprise Cybersecurity
- Graduate Certificate in Enterprise Information Systems
- Graduate Certificate in Ethical Artificial Intelligence
- Graduate Business Certificate in Ethics & Compliance
- Graduate Certificate in Finance
- Certificate in Financial Analytics
- Certificate in Fintech
- Certificate in Hospitality Management

- Certificate in Information Technology Auditing (Temporarily Suspended)
- Certificate in International Business
- Graduate Certificate in International Business and Global Leadership
- Graduate Certificate in Marketing in the Digital Economy
- Certificate in Real Estate
- Graduate Certificate in Sustainable Business

Masters Programs

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

- Master of Business Administration
- Master of Science in Business Analytics
- Master of Science in Accounting and Analytics
- Master of Science in Quantitative Economics

College Administrative Offices

Title	Officer	Office	Telephone
Dean of the College	Dr. Eugene Sivasdas	BUS 321	338-3650
Associate Dean	Dr. Yim-Yu Wong	BUS 321	338-3696
Assistant Dean	Jeff Chun	BUS 326	338-7097
Executive Director of Business Development and Marketing	Sandra Henao	DTC 1230	817-4321
Director of Fiscal Affairs and Operations	Larry Low	BUS 352	338-2666
Faculty Director of Graduate Business Programs	Dr. Lutfus Sayeed	DTC 1230	817-4366
Director of Graduate Admissions & Recruitment	Manuel Maranan	DTC 1230	817-4323
Graduate Business Student Advising	Christopher Kingston	DTC 1230	817-4322
Faculty Coordinator of Career Services and Professional Development	Paul Glanting	BUS 137	338-2500

College Directory

Department/Program	Chair/Director	Office	Telephone
Accounting	Dr. Shuoyuan He	CA 262	338-1204
Decision Sciences	Dr. Leyla Ozsen	BUS 307	338-6299
Economics	Dr. Michael Bar	HSS 140	338-3026

Finance	Dr. Chris Yost-Bremm	BUS 209C	338-7474
Hospitality, Tourism and Event Management	Dr. Mehmet Ergul	CA 04	405-2404
Information Systems	Dr. Leigh Jin	CA 254	338-6286
International Business	Dr. Bruce Heiman	CA 251	405-0596
Labor and Employment Studies	Dr. John Logan	BUS 310	338-2138
Management	Dr. Robert Bonner	BUS 208C	
Marketing	Dr. Ian Clark Sinapuelas	BUS 209G	338-6282