Agenda

• Welcome and College Highlights 10:05-10:25
• Introducing our Department Chairs 10:25-10:45
• Q&A Session and wrap up 10:45-11:05
Our Focus

• Community Building
• Cutting edge Curriculum
• Career Readiness
Undergraduate Update

One degree (BSBA), 13 concentrations

Degrees Conferred in 2019-2020
• 1,527 Degrees Conferred

Entering Fall ‘20 Class
• 595 Frosh and 1,230 Transfers (Total 1,825)

Current Enrollment
• 5,569 students*

Average FTES: 2019-2020: 3,101

*Data as of August 2020
Fall 2020 Semester
Undergraduate Classes

• **Instructional Faculty:** 154
  **Students:** 5,569

• 94 classes, 351 sections, over 16,000 seats across all sections

• **Modality:** 100% online
Undergraduate students in LCoB

- Gender distribution is 56% male and 44% female.
- Majority of students are Asian (51.6%) followed by LatinX (21.6%)
- Majority are seniors (44%) and juniors (33.6%)
• About half our students currently started as frosh, the rest came as transfers.

• The average unit load has been increasing over the years.

• Most of our students are California residents
Hospitality, Tourism and Event Management is expected to become a new concentration starting Fall 2021.

<table>
<thead>
<tr>
<th>Concentrations</th>
<th># Students</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>902</td>
<td>16.2%</td>
</tr>
<tr>
<td>Management</td>
<td>811</td>
<td>14.6%</td>
</tr>
<tr>
<td>Accounting</td>
<td>763</td>
<td>13.7%</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>660</td>
<td>11.8%</td>
</tr>
<tr>
<td>Finance</td>
<td>635</td>
<td>11.4%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>359</td>
<td>6.4%</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>328</td>
<td>5.9%</td>
</tr>
<tr>
<td>General Business</td>
<td>297</td>
<td>5.3%</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>243</td>
<td>4.4%</td>
</tr>
<tr>
<td>International Business</td>
<td>236</td>
<td>4.2%</td>
</tr>
<tr>
<td>Corp. Accounting and Finance</td>
<td>119</td>
<td>2.1%</td>
</tr>
<tr>
<td>Global Operations Management</td>
<td>111</td>
<td>2.0%</td>
</tr>
<tr>
<td>Accounting Information Systems</td>
<td>105</td>
<td>1.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5569</td>
<td></td>
</tr>
</tbody>
</table>
Student Data by Department

Percentage of Students Enrolled by Department and Degree Advancement

- Accounting and Finance
  - Upper Division: 4.0%
  - Lower Division: 6.0%
  - Total: 23.1%
- Marketing and Business Analytics
  - Upper Division: 1.9%
  - Lower Division: 6.0%
  - Total: 19.9%
- School of Global Innovation and Leadership
  - Upper Division: 4.5%
  - Lower Division: 8.2%
  - Total: 12.7%
- School of Information Systems and Technology
  - Upper Division: 1.9%
  - Lower Division: 10.0%
  - Total: 11.9%
- School of Management
  - Upper Division: 4.0%
  - Lower Division: 16.5%
  - Total: 20.5%

Percentage of Students Enrolled by Department

- Accounting and Finance: 29.1%
- Marketing and Business Analytics: 25.9%
- School of Global Innovation and Leadership: 12.7%
- School of Information Systems and Technology: 11.9%
- School of Management: 20.5%
Graduation Data

*We exceeded the GI2025 target of 45% for 2-year graduation of our fall 2017 entering UDTs, but were 1% short for the 4 year with the batch of Fall 2015 entering UDT.

### Business Administration Graduation Rates

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>UDT who graduate within 2 years</td>
<td>33%</td>
<td><strong>47%</strong></td>
</tr>
<tr>
<td>UDT who graduate within 4 years</td>
<td>89%</td>
<td>84%</td>
</tr>
</tbody>
</table>
Jack Holland Student Success Center

- Academic Advising
- Career Resources
- Tutoring
- Peer Leaders
Who We Are

Timothy Hill
Director
School of Information Systems & Technology

Nancy Da Silva
Director
School of Management

Michael Merz
Chair
Department of Marketing & Business Analytics

Taeho Park
Director
School of Global Innovation & Leadership

Tsu-Hong Yen
Chair
Hospitality, Tourism & Event Management

Elizabeth Grace
Chair
Accounting & Finance Department
Dr. Timothy Hill

School of Information Systems and Technology

- Management Information Systems
School of Management

- Management
- Human Resources Management

Dr. Nancy DaSilva
Department of Marketing and Business Analytics

Dr. Michael Merz

- Business Analytics
- Marketing
School of Global Innovation and Leadership

- International Business
- Entrepreneurship
- Global Operations Management

Dr. Taeho Park
Dr. Tsu-Hong Yen

Department of Hospitality, Tourism, and Event Management

owała Hospitality, Tourism, and Event Management
Department of Accounting and Finance
- Accounting
- Corporate Accounting and Finance
- Accounting Information Systems
- Finance

Dr. Elizabeth Grace
Thank You!

Q&A