

## A Message from the Dean

Dear Student:

Welcome to the Lucas College and Graduate School of Business at San José State University.

The Lucas College and Graduate School of Business website <http://www.sjsu.edu/cob/> has tremendous amounts of information that can help you graduate faster and make your educational experience hassle-free. I'd like to call your attention now to several topics that are relevant to the quality of the education you will undertake at our college.

### I. Selecting a Business Concentration

***Your choice of a concentration is an important decision.*** To assist you in understanding the consequences of your decisions, described below are our three Departments, two schools and thirteen concentrations we offer and the careers they will prepare you to enter.

**Accounting & Finance (A&F) Department** has four concentrations - accounting, accounting information systems (AIS), corporate accounting and finance (CAF), and finance. Accounting and AIS students are usually hired by accounting firms as well as other industries in Silicon Valley including tech firms. Finance and CAF students are hired by financial institutions such as banks, tech firms, retail firms and firms in various industries including government agencies. To learn more about these areas and the Department, please call the Department office @ 408-924-3460 or check the Department website <http://www.sjsu.edu/acctfin/>.

**Management Information Systems (MIS) Department** has a business concentration combining core management knowledge with information technology skills like networking, database, information security and web applications. MIS students are hired by tech firms and our graduates command a very high starting salary. For more information, including a welcome podcast from the Department Chair, call the Department office @ 408-924-7790 or check the Department website <http://www.sjsu.edu/isystems/>.

**Marketing and Decision Sciences Department** has three concentrations: Business Analytics, General Business, and Marketing. The Business Analytics concentration emphasizes effective communication of technical information, particularly to non-technical audiences, and will prepare students to be the bridge between an organization's upper management levels and its analytics team or to be the liaison to outside analytics consultants. Marketing is one of the largest majors in the College and offers students many career choices. If you have any questions about these areas, please contact the Department office @ 408-924-3503 or check the Department website <http://www.sjsu.edu/mktds/>.

**School of Management** has two concentrations: Management, and Human Resource Management. The Management Concentration is the second largest concentration on campus, and is designed to prepare students for entry-level careers in management. The Human Resource concentration specifically prepares students for HR jobs such as recruitment, staffing, compensation, analyst or generalist HR roles. These two concentrations have contributed greatly to making SJSU the top source of employees in Silicon Valley. If you have any questions about these areas, please contact the Department office @ 408-924-3552 or check the Department website <http://www.sjsu.edu/mgmt/>.

**School of Global Innovation and Leadership** has three concentrations: Entrepreneurship, Global Operations Management, and International Business. Our students reflect the great diversity of the United States and the world. Our graduates have taken what they learned at our College and applied these skills to achieve success in a wide range of careers. If you have any questions about these areas, please contact the Department office @ 408-924-6880 or check the Department website <http://www.sjsu.edu/sgil/>.

## II. Taking Advantage of College Resources

A great deal of your education will be in the form of special programs and out-of-classroom situations. These activities are best suited to help you develop leadership, problem-solving, and interpersonal skills, all of which will be important in your career. So you know what resources the College offers, let me describe a few of them.

**The Jack Holland Student Success Center** is the central advisement office for all undergraduate Business majors and minors. If students need assistance with academic planning and scheduling classes or have questions regarding university policies and procedures, the Student Success Center is located on the ground floor of the Boccardo Business Education Center (BBC 008) on Ninth Street between San Carlos and San Antonio Streets. Summer hours (June 6 to July 29) are 8:30 a.m. to 6:00 p.m. Monday through Thursday and 8:30 a.m. to 12:00 p.m. on Friday. For drop in hours or to schedule an appointment with an advisor, go to their website at <http://www.sjsu.edu/Lcobssc/>. The phone number is 408-924-3435 if you have additional questions.

The **Gary J. Sbona Honors Program** provides students with the opportunity to apply what they have learned in the classroom to real business problems and projects for college course credit. Each semester, we place about 80 of our best students into business entities throughout Silicon Valley. In addition, the program provides students with the opportunity to travel internationally, take trips to local Silicon Valley businesses, hear executive level guest speakers, and network with alumni and representatives from these firms. Businesses involved in the program include Cisco, Applied Materials, Hewlett Packard, SUN Microsystems, Symantec, Intuit, Agilent Technologies, Target, Adobe, Subaru, the FBI and the City of San José. For requirements and more information please check the website: <http://www.sjsu.edu/cob/sbonahonors>.

The **Career Center** promotes the development of SJSU students as professionals by providing the tools to guide them in making career-planning decisions and marketing their skills to employers. Last year over 2300 employers recruited SJSU students for internships and full-time positions. Top employers of Business students included Apple, Chevron Corporation, Cisco Systems, PricewaterhouseCoopers, KPMG, Target Corporation and Wells Fargo. To learn more about our resources for students, visit the website: <http://www.sjsu.edu/careercenter/>.

The **Student Organizations** provide an enrichment opportunity. To learn more about our student organizations, visit the website: <http://www.sjsu.edu/cob/Students/organizations/>.

There is much more information available that will help you during your time with us in the Lucas College and Graduate School of Business. Among the most helpful websites are these:

- Contact information for professors: <http://www.sjsu.edu/cob/Faculty/facultydirectory/index.html>
- Contact information for college administrators: <http://www.sjsu.edu/cob/About/Directories/index.html>

I hope you will become engaged with us! Take advantage of our offerings! Seek your own success!

Sincerely,

Dr. Marlene Turner, Interim Dean, Lucas College and Graduate School of Business

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**SJSU**

LUCAS COLLEGE AND  
GRADUATE SCHOOL OF BUSINESS