

College of Business

A Message from the Dean

Dear Student:

Welcome to the College of Business at San José State University.

The College of Business website www.cob.sjsu.edu has tremendous amount of information that can help you graduate faster and make your educational experience hassle-free. I hope you visit the site regularly. I'd like to call your attention now to several topics that are relevant to the quality of the education you are undertaking.

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 four Departments and the eleven 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 financial management (CFM), 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 CFM 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 www.cob.sjsu.edu/acct&fin.

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 MIS Department website www.cob.sjsu.edu/mis.

Marketing and Decision Sciences Department has two concentrations-Marketing and General Business. Marketing is one of the largest majors in the College and offers students many career choices. We have a wonderful student-run organization, the Marketing Association, which facilitates, networks, and unites students through various academic and social events. If you have any questions about the major, please contact the Department office @ 408-924-3506 or check the Department website www.cob.sjsu.edu/mkt/.

Organization and Management (O&M) Department has four academic concentrations: Human Resource Management, International Business, Entrepreneurship and Management. 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 the major, please contact the Department @ 408-924-3550 or check the O&M website www.cob.sjsu.edu/org&mgt.

II. Taking Advantage of College Resources

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

The Business Student Advisement Center (BSAC) 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, BSAC is located on the ground floor of the Boccardo Business Education Center (BBC 008) on Ninth Street between San Carlos and San Antonio Streets. The office is open from 9:00 a.m. to 6:00 p.m. Monday through Thursday and 9:00 a.m. to 1:00 p.m. on Friday. Drop-in hours are 9:00 a.m. to 11:30 a.m. and 2:00 p.m. to 3:00 p.m. Monday through Thursday and 9:00 a.m. to 12:30 p.m. on Friday. To schedule an appointment with an advisor, go to the college website at www.cob.sjsu.edu and click on Students, Business Student Advising Center, and you will see the appointment link under the brief description of the Advisement Center. The phone number is 408-924-3435 if you have additional questions or a problem setting up your appointment. Please check their website: www.cob.sjsu.edu/bsac .

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. To qualify, students need to have a 3.25 GPA at SJSU, have taken certain prerequisite courses, be in their second semester of their junior year, write an essay and undergo an interview. 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. Please check the website: www.cob.sjsu.edu/students/honors .

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 Applied Materials, Chevron Corporation, Cisco Systems, PricewaterhouseCoopers, KPMG, Target Corporation and Wells Fargo. To learn more about our resources for students, visit the website: www.careercenter.sjsu.edu/index.html .

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

There is much more information available that will help students during their time with us in the College of Business. Among the most helpful websites are these:

- Schedule of classes: www.cob.sjsu.edu/students/schedules
- Contact information for professors: www.cob.sjsu.edu/faculty/facultydirectory
- Contact information for college administrators: www.cob.sjsu.edu/about/admindirectory

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

Sincerely,
David M. Steele, Dean
College of Business & Lucas Graduate School of Business



San José University
College of Business
www.sjsu.edu/cob
408-924-3400