

# Dear Prospective Business Student



Soon you will decide which college to attend. Let me share with you some of the strengths of Chico's College of Business.

- Chico's emphasis is on undergraduate education with smaller class sizes and a much greater opportunity to interact with faculty than at research oriented schools.

- Chico is one of the few undergraduate residential business programs in California accredited by the Association to Advance Collegiate Schools of Business-International.

- You can find a great job when you graduate. Chico consistently ranks in the top five schools on the west coast in terms of organizations recruiting on campus.

- You can be involved in dynamic professional business organizations. Many of our student organizations consistently win national and international business competitions.

- Chico is widely know for integration of technology into the business curriculum.

- The College of Business is rapidly expanding international educational opportunities in both Europe and Latin America.

The College of Business offers our students the opportunity to learn, to grow, and to serve within a high quality residential business program. For more information, I encourage you to go to our Web site at <http://www.cob.csuchico.edu>.

Dr. Steven J. Adams  
Dean, College of Business



# Why Come to Chico?

- ◆ One of US News and World Report's top ten regional public universities
- ◆ 116 years of tradition — founded in 1887
- ◆ Beautiful setting in a great college town
- ◆ In a recent survey for the CSU system, Chico was ranked No. 1 for undergraduate and graduate student satisfaction
- ◆ A learning community involving frequent interaction between students and full-time faculty
- ◆ One of the highest year-to-year retention rates in the CSU system.

Visit our Web site at [www.cob.csuchico.edu](http://www.cob.csuchico.edu) for more information.



Chico Creek, CSU, Chico campus

# Chico



## College of Business

### *Creating a Lifetime of Opportunities*



## Opportunity to Learn

The College of Business is dedicated to educating men and women for professional positions in business, government, and nonprofit organizations. The thrust of the college is to build upon a liberal arts foundation for a lifetime of learning and growth.

The college offers two degrees, the Bachelor of Science in Business Administration, and the Bachelor of Science in Business Information Systems.

The Business Administration major offers the student several different functional-area options including: Accounting, Finance, Marketing, Production Operations, Human Resource Management, and Management. The degree equips students with the knowledge, skills, and values necessary to understand and cope with complex, changing, and increasingly global business environments.

The Business Information Systems major is a creative response to the educational challenge and opportunity inherent in the changing business environment. It is distinguished from a traditional business degree by an emphasis on currency in new technology and its business application.



## Opportunity to Grow

The College of Business provides an education that not only prepares our students for their first job, but also their last job. We prepare business leaders who understand the consequences of business decisions.

Graduates of the College of Business have been successful in a variety of organizations, including:

Hewlett-Packard	SAP America
ChevronTexaco	United States Army
Agilent Technologies	Walgreens
Pacific Gas and Electric	Pepsi Bottling Group
Cisco Systems	Lawrence Livermore Lab
Accenture	KPMG
Applied Materials	E*Trade
Mervyns	State of California
PricewaterhouseCoopers	CIA
WalMart	Ernst & Young
Deloitte & Touche	Gallo



## Opportunity to Serve

Chico's unique residential setting allows our students to make a positive impact upon the University and local communities. Many of our students serve through recognized student organizations including:

Marketing Association	Accounting Society
Phi Chi Theta	Beta Alpha Psi
MIS Society	Students in Free Enterprise
HR Management Association	Beta Gamma Sigma
Finance Club	Business Resource Center
POM Society	Delta Sigma Pi

Community Service projects are reflective of our students' values. The Alcohol Awareness Program, the Make-A-Wish Foundation fundraiser, and Project Africa are just a few examples of our students' efforts.

