

# NEWS

## California State University San Marcos

### **College of Business Administration Celebrates Senior Experience Milestone**

The exhibit hall at the California Center for the Arts, Escondido is buzzing with voices and teeming with energy. More than 200 business and community leaders have come for CSUSM's annual Senior Experience exhibition which this year hit a milestone, completing 15 years of service with more than a thousand projects involving over 400 regional companies and organizations and an estimated 4,500 students.

Nearly fifty teams of senior-level business students are here, too, eager to share the results of their semester-long projects ranging from marketing to business operations.

These projects are not just for the classroom. They're for real companies engaged in real business. There's a manufacturer of surfboards, a brewery, a motor cycle dealer, a synthetic grass company and a regional gas and electric provider among them. And they all have one thing in mind: improving their business.

Should they open up a distribution center in Orange County? How can they reach a younger market? Is there an effective way to distinguish their brand from the others? Does the user's manual succeed? These and scores of other questions formed the core of projects tackled by CSUSM's business students this year.

"It's an invaluable experience for the student and a tremendous bargain for the client company or organization," says Jim Hamerly, Senior Experience Program director. Non-profit organizations can avail themselves of the service at no cost, and it's just \$1,000 for others.

That's a pretty good value, according to Hamerly, who said that consulting firms would charge \$10,000 or more for comparable services.

The program, a required course for all business majors at CSUSM, is one of the hallmarks of CSUSM's business administration program. Since its launch 15 years ago, it has developed a sterling reputation, too. "Ninety-two percent of our clients have rated themselves either "satisfied" or "very satisfied" with the results," said Dennis Guseman, Dean of the College of Business Administration.

"As the only program of its kind in the country, I think we have reason to celebrate," says Guseman.