

College of Business Administration

Who is CoBA? CSUSM Counselor Visit

Spring 2026



California State University
SAN MARCOS

COLLEGE OF BUSINESS
ADMINISTRATION



What Makes the College of Business Unique?

What does CoBA Offer

Undergraduate Students (97%)

B.S. Business Administration Degree

- Main campus BSBA
- Temecula BSBA program

Business Minor



Graduate

- MBA: Fully Employed MBA, Specialized MBA
- MS: Supply Chain Analytics, Business Analytics

#	BSBA Majors ("Options")
1	Accounting
2	Finance
3	Business Analytics
4	Global Supply Chain Management
5	Global Business
6	Entrepreneurship
7	Management: HR
8	Management: Mgmt & Organizations
9	Management Information Systems (MIS)
10	Marketing

How are we different: Unique Model

AACSB Accredited + Student Success + Community Partners

**Our
Unique
Offering**

Community
Support and
Partnerships

Community Involved in Learning

- EIR Program – 49 coaches, 50 @hrs
- 7 Business Chambers for Networking
- 630 mock interviews

Student
Success

Comprehensive Model of Success

- Career Readiness
- In classroom + additional activities

Business
Fundamentals
(AACSB)

Excellent Faculty

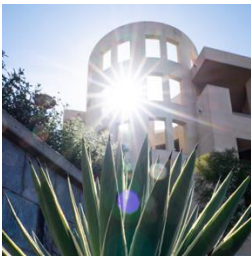
- Care About Students
- Quality research & practice, informs teaching



We Prepare You For Success

Student Success: Graduation + Career Launch (next step)

- Next step: career launch, new venture, graduate school, etc.)



Pre-Collegiate	Freshman	Sophomore	Junior	Senior + 6mo
- Summer Workshops	- BUS 101 - Peer Mentor Program	- Student Societies	- BUS 300 - Intern/Experience Program - Career Mentor Program	- BUS 495 - Job Opportunities - Career Mentor Program
Goals - Student Univ. Fit - Recruitment	Goals - Option choice - Transition to university	Goals - Student community	Goals - Career readiness - Work experience - Career guidance	Goals - Work experience - Job at graduation - Career Guidance
Enroll Right Student	Retention		Graduation / Placement	

Student Success Strategy

Student Success: Graduation + Successful next step

- Next step includes: career launch, new venture, graduate school, etc.)



Pre-Collegiate

Freshman

Sophomore

Junior

Senior + 6mo

- Summer
Workshops

- BUS 101
- Peer Mentor
Program
Student Societies

- Student
Societies

- BUS 300
- Intern/Experience
Program
- Career Mentor
Program

- BUS 495
Job Opportunities
- Career Mentor
Program

Goals

- Student Univ. Fit
- Recruitment

Goals

- Transition to college
- Career introduction
- Option choice

Goals

- Student
community

Goals

- Career readiness
- Work experience
- Career guidance

Goals

- Work experience
- Job at graduation
- Career Guidance

Enroll Right Student

Retention

Graduation / Placement

CoBA Student Success Center

...a center dedicated to the success of students



We Focus on Hands-On Career Readiness

BUS 300 Business Professional Development

- *Executive in Residence, 1 hour 1-1 coaching, 3 hours across degree*
- *Help with Career choice*
- *Resume and other tools*
- *Hands-on Learning - Networking Nights, Mock Interviews*



Senior Experience

- *Hands-on project experience in real-world project*

Cougar Fund

AI Student Fellows

Deciding on where to go to college is hard...

Tradition comparison of universities... ...Rankings

2026 Wall Street Journal - University Rankings

- Focus on value to students
- Improve graduation + boost salaries after graduation
- Multiple Rankings



WSJ Rankings (2026)...CSUSM

Overall Ranking: Rank Top 500 Universities in U.S.

- **CSUSM** Top 100 (#79), up 18 spots since 2025
- *Versus other San Diego Cal State competitor*
 - #1 CSU in San Diego



WSJ Rankings (2026)...CSUSM

Social Mobility: Rank Top 500 Universities in U.S.

- **CSUSM** Top 20 (#16)
- *Versus other competitors*
 - #1 in San Diego



WSJ Rankings (2026)...CSUSM

STUDENT EXPERIENCE: Largest independent survey of verified college students and recent graduates in U.S.

- ***CSUSM Student Experience vs regional competitors***
 - CSUSM ranked nationally #71
 - **CSUSM #1 in San Diego**
 - Fullerton #203, Cal Poly Pomona #127
 - UC Irvine #219



How Else? Look for quality



AACSB Accreditation

- Global accrediting body for business schools and their education
- Represents quality business education. **The gold standard.**
- **Top 6%** of business schools around the globe are AACSB accredited

What other business schools/colleges have AACSB Accreditation

East: **Harvard**, MIT

Mid West: University of **Chicago**, UT Austin

West: University of **Oregon**, University of Washington

California:

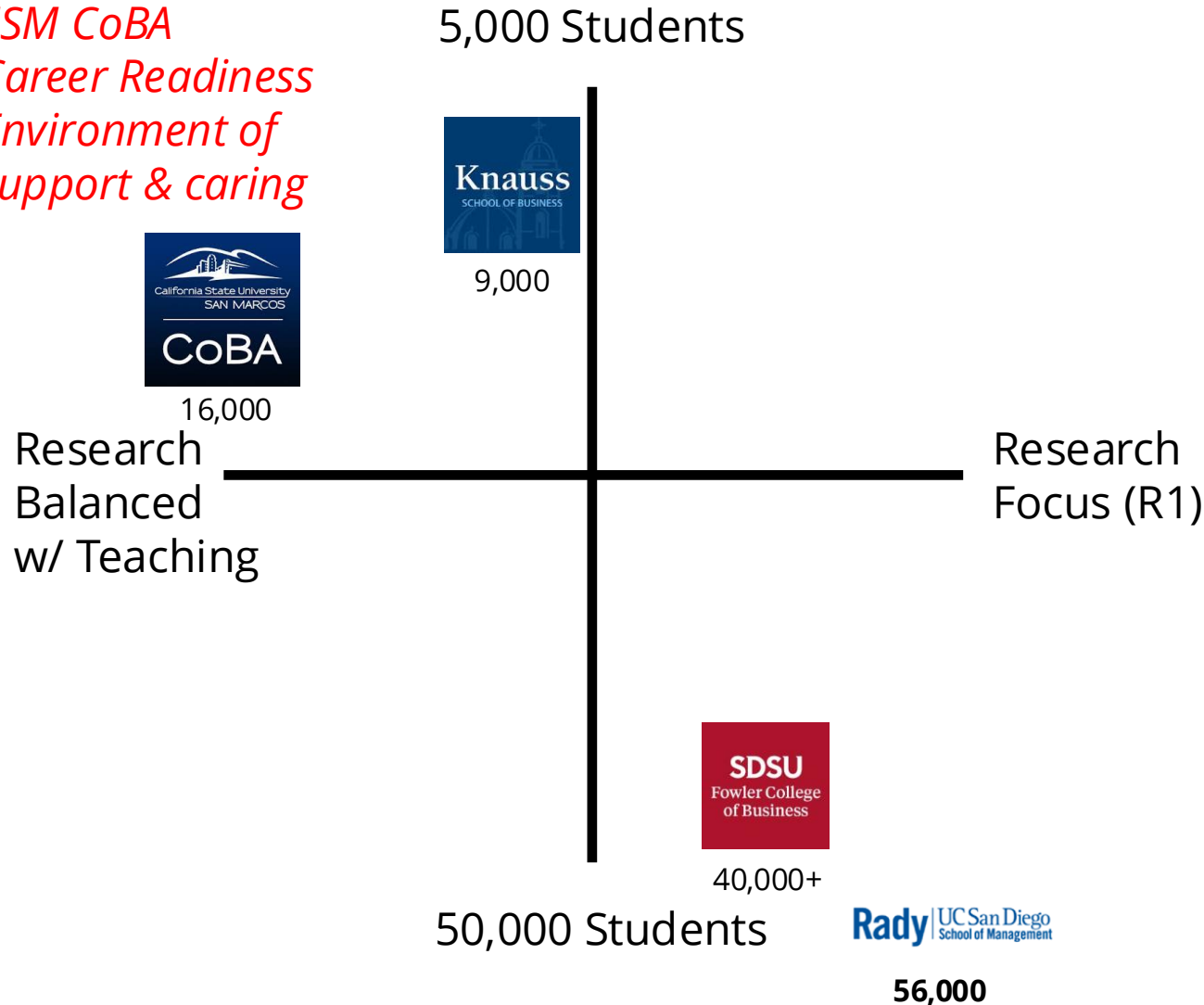
- UCs: Haas School @ **Berkeley**, Anderson @ **UCLA**, Merage @**UCI**, **UCSD**, etc.
- CA – Privates: Marshall @ **USC**, Loyola, Chapman, Pepperdine, etc.
- CSU –**San Louis Obispo**, Fullerton, Long Beach, Northridge, **SDSU**, etc.

...AND **CoBA @ Cal State San Marcos**

How do you choose a business college?

CSUSM CoBA

- Career Readiness
- Environment of support & caring



- Think about the environment of the University you choose.
- Does it fit what you want?

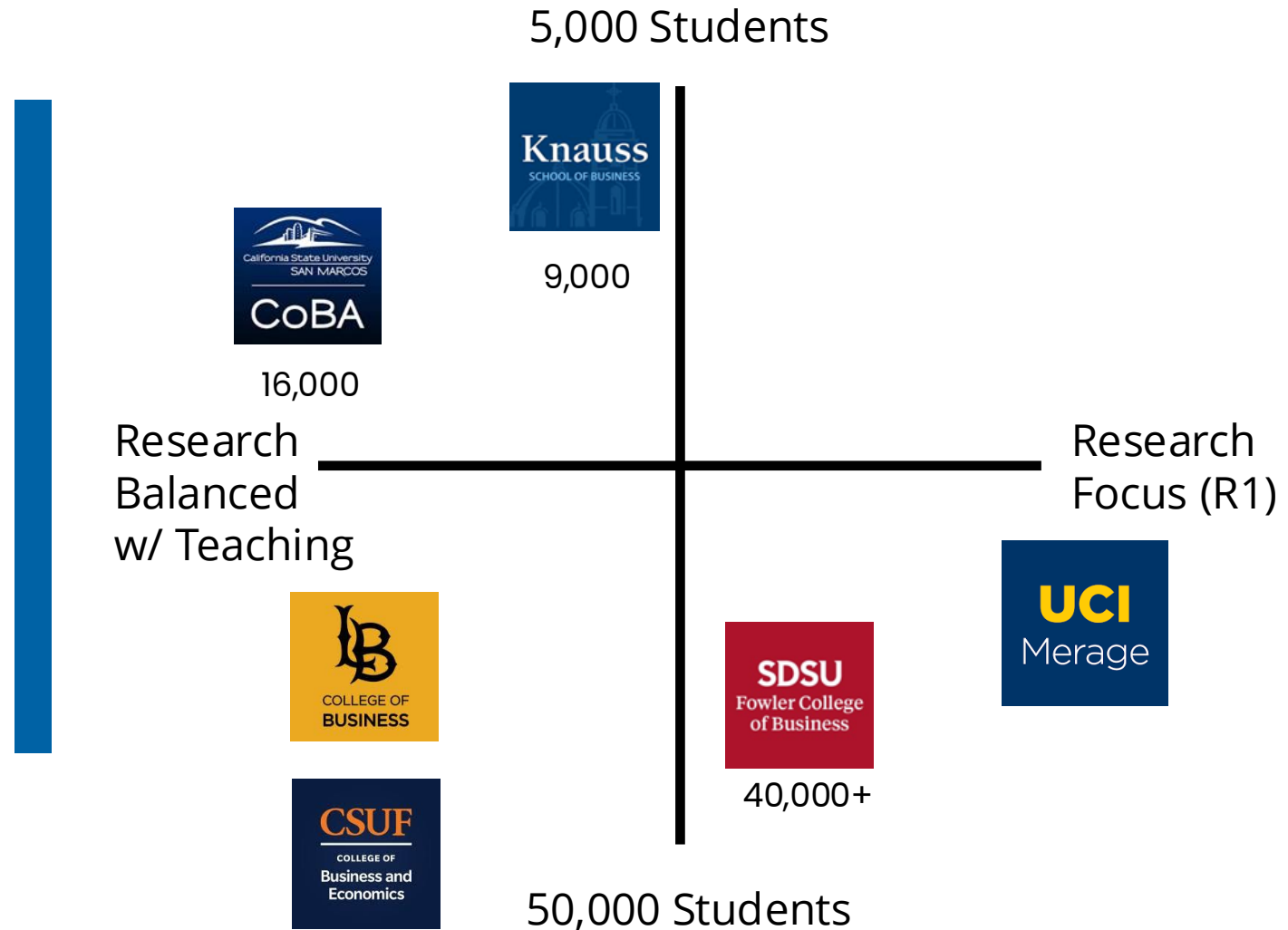


Top 6% of all Global Business Schools
All SD business schools are AACSB
accredited including CoBA

We Are Unique Across the Region



OUR STRENGTH REGIONAL HIGHER ED



CoBA Students Succeed

Our Graduates Excel...New Ventures



Erik Groset

CEO, BetFully, Inc. & Co-Founder, Zipbuds

CSU San Marcos

B.S. Business Administration (2007)

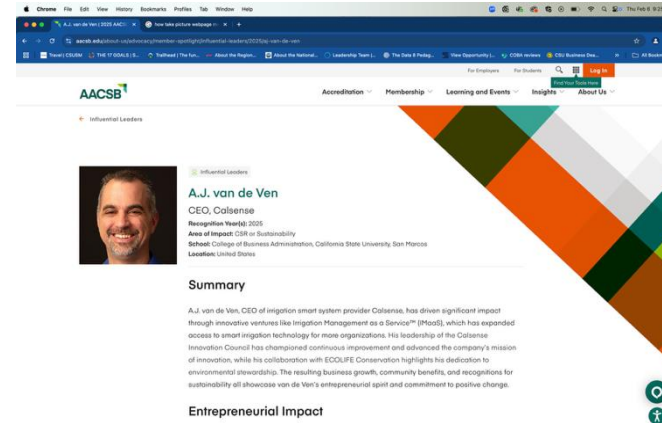
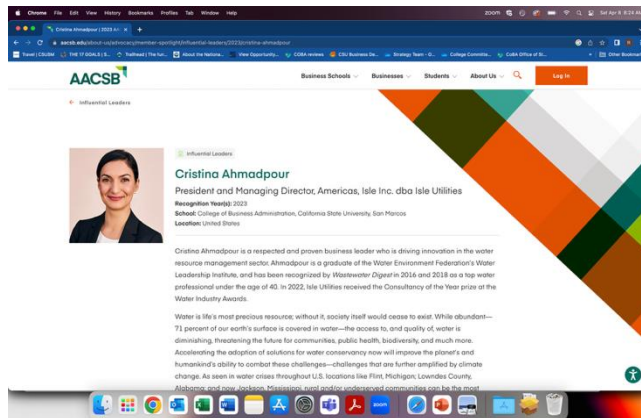
This Latina Founder Raised \$35 Million to Reach Hispanic Audiences. Today, Her Company Is Among the Fastest-Growing in the Country

Canela Media landed on the Inc. 5000 list earlier this year thanks to the grit and vision of CEO Isabel Rafferty Zavala.

BY XIMENA N. BELTRAN QUAN KIU @XIMENANBQK

OCT 15, 2024

2023 & 2025 AACSB Influential Leaders



Our Graduates Excel @ companies, grad school, and the Peace Corps



Jacob Ramer · 1st

Associate Cost and Schedule Control Analyst at Northrop Grumman | Navy Veteran

Escondido, California, United States · [Contact info](#)

500+ connections

Gabriela Raygoza Quintero, Stephen Vandereb, MBA, and 145 other mutual connections

[Message](#) [More](#)



Northrop Grumman

California State University San Marcos

About

My journey from military service to pursuing a degree in supply chain management at CSUSM has been a testament to resilience. After a year of uncertainty following community college, I enlisted in the Navy, seeking direction and purpose. Balancing military duties while pursuing higher education posed its challenges, with multiple deployments often disrupting semesters and requiring leaves of absence. It was during my last deployment in the UAE ...see more

Featured

Post



Honored to have received the Luanne Bas Executive in Residence Award for Student Excellence!

Thank you to my coaches [Erika McDavid Perri](#), [Susan DeMelo](#), and [Carleen Kreider](#) for...



Paula Esparza · 1st

Product Management Intern @ LPL Financial | Management Information Systems Major

San Diego, California, United States · [Contact info](#)

500+ connections

Gabriela Raygoza Quintero, Ed Klosterman, and 51 other mutual connections

[Message](#) [More](#)



LPL Financial

California State University San Marcos



John Julian (JJ) Pilapil · 1st

Performance Analyst at Meketa Investment Group

Escondido, California, United States · [Contact info](#)

500+ connections

Miguel A. de Jesus, Ashley Gamez, and 85 other mutual connections

[Message](#) [More](#)



Meketa Investment Group

CSUSM College of Business



Elijah Mattfeld · 1st

Global Business Management Graduate from Cal State San Marcos | Sales Associate

Los Angeles Metropolitan Area · [Contact info](#)

303 connections

Gabriela Raygoza Quintero, Ashley Gamez, and 67 other mutual connections

[Message](#) [More](#)



Denny Pest Control

California State University San Marcos



Hailey Kramer · 1st

Incoming Student for Fall 2025, Master of Science in Finance, Georgetown University, Washington, DC

San Diego, California, United States · [Contact info](#)

500+ connections

Gabriela Raygoza Quintero, Ashley Franjic, and 109 other mutual connections

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Georgetown University McDonough School of...

CSUSM & CoBA Alumni and Success in Seattle



Sarah Johnson ✓ She/Her · 2nd

Data-Driven Performance Marketer in Seattle, WA
Seattle, Washington, United States · [Contact info](#)

500+ connections



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 Etsy

 California State University
San Marcos





Debbie Alexander ✓ She/Her · 2nd

Sr. Technical Product Manager, Gen-AI
Seattle, Washington, United States · [Contact info](#)

500+ connections



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 Amazon

 California State University
San Marcos



Scott Silveira ✓ He/Him · 2nd

Strategic Operations | Program Management | Corporate Communications
Greater Seattle Area · [Contact info](#)

500+ connections



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 Nordstrom

 California State University
San Marcos





MaKenna Dearborn ✓ · 2nd

Content Developer at Amazon
Seattle, Washington, United States · [Contact info](#)

500+ connections



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 Amazon

 National University

Reminder...We are unique

Career Readiness and Launch

- *A specialty... hands-on, built into curriculum*



17 vs. 56,000: We Are The Right Size University

- *You won't get lost in the crowd*

Our Ph.D. Tenure Track Faculty Teach Undergraduate Students

- *Our students do not get lost in the research*

Extensive Partnership With Community: Teach and Advise

- *Every student works directly with an executive in residence*

Top 1% Socioeconomic Impact in San Diego & The Nation

- *We make a difference for you and your family*