

SJSU | LUCAS COLLEGE AND GRADUATE SCHOOL OF BUSINESS



Meg Virick, Ph.D.

Associate Dean, Undergraduate Programs

Agenda

- **Welcome and College Highlights** 10:05-10:25
- **Introducing our Department Chairs** 10:25-10:45
- **Q&A Session and wrap up** 10:45-11:05

Meg Virick, Ph.D.

Associate Dean, Undergraduate Programs

Our Focus

- **Community Building**
- **Cutting edge Curriculum**
- **Career Readiness**

Meg Virick, Ph.D.

Associate Dean, Undergraduate Programs

Undergraduate Update

One degree (BSBA), 13 concentrations

Degrees Conferred in 2019-2020

- 1,527 Degrees Conferred

Entering Fall '20 Class

- 595 Frosh and 1,230 Transfers (Total 1,825)

Current Enrollment

- 5,569 students*

Average FTES: 2019-2020: 3,101



*Data as of August 2020

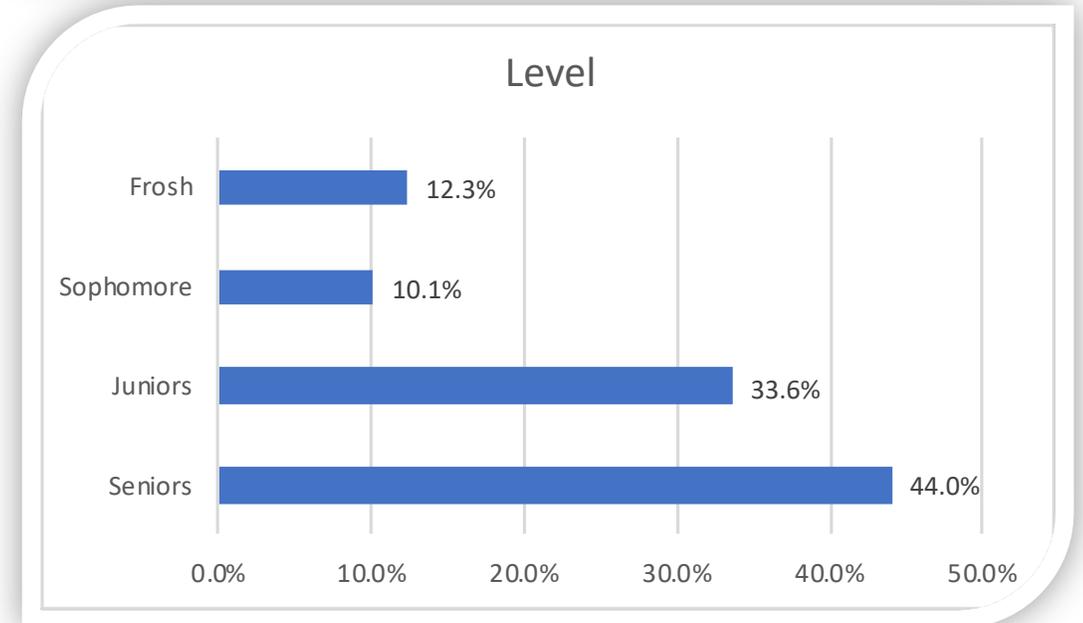
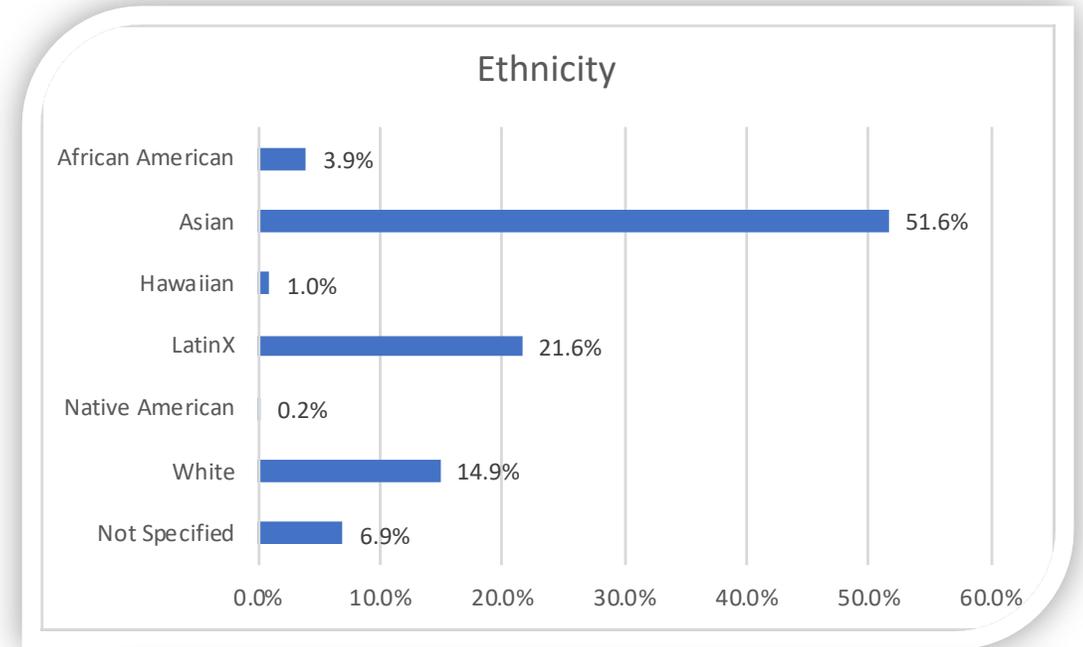
Fall 2020 Semester Undergraduate Classes

- **Instructional Faculty:** 154
Students: 5,569
- 94 classes, 351 sections, over 16,000 seats across all sections
- **Modality:** 100% online



Undergraduate students in LCoB

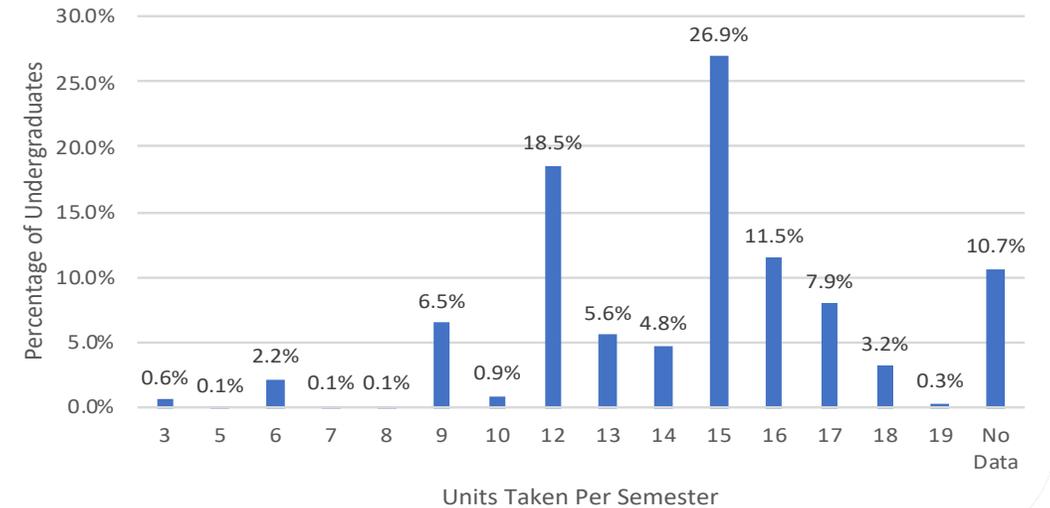
- Gender distribution is 56% male and 44% female.
- Majority of students are Asian (51.6%) followed by LatinX (21.6%)
- Majority are seniors (44%) and juniors (33.6%)



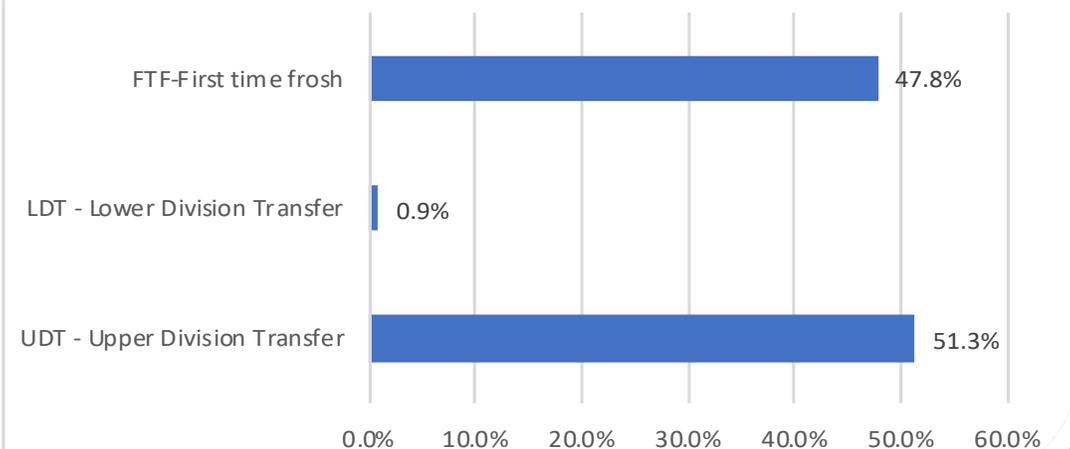


- About half our students currently started as frosh, the rest came as transfers.
- The average unit load has been increasing over the years.
- Most of our students are California residents

Number of Units Taken



First time frosh vs Transfer Status



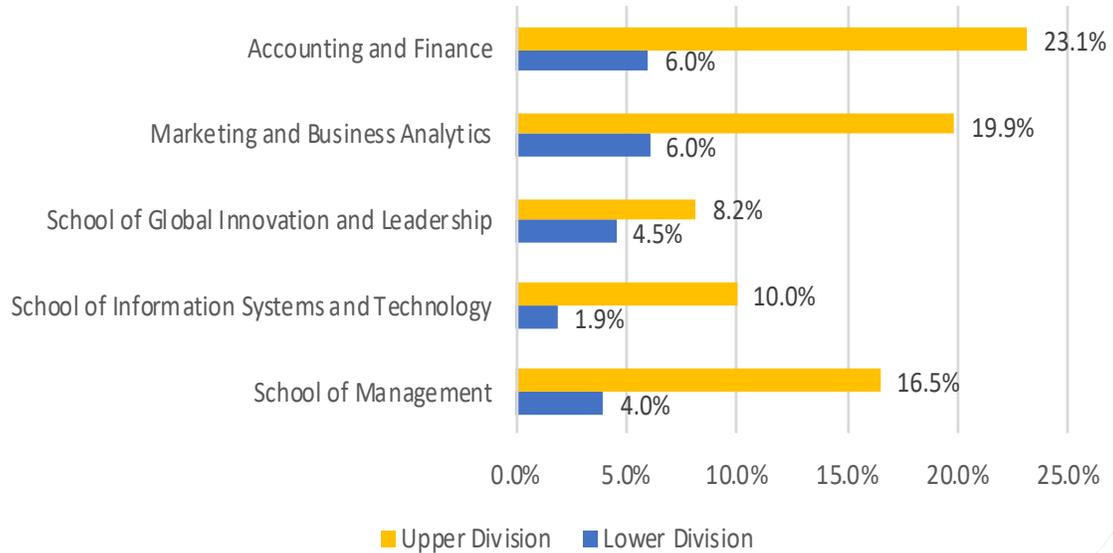
Student Data By Concentration

Hospitality, Tourism and Event Management is expected to become a new concentration starting Fall 2021.

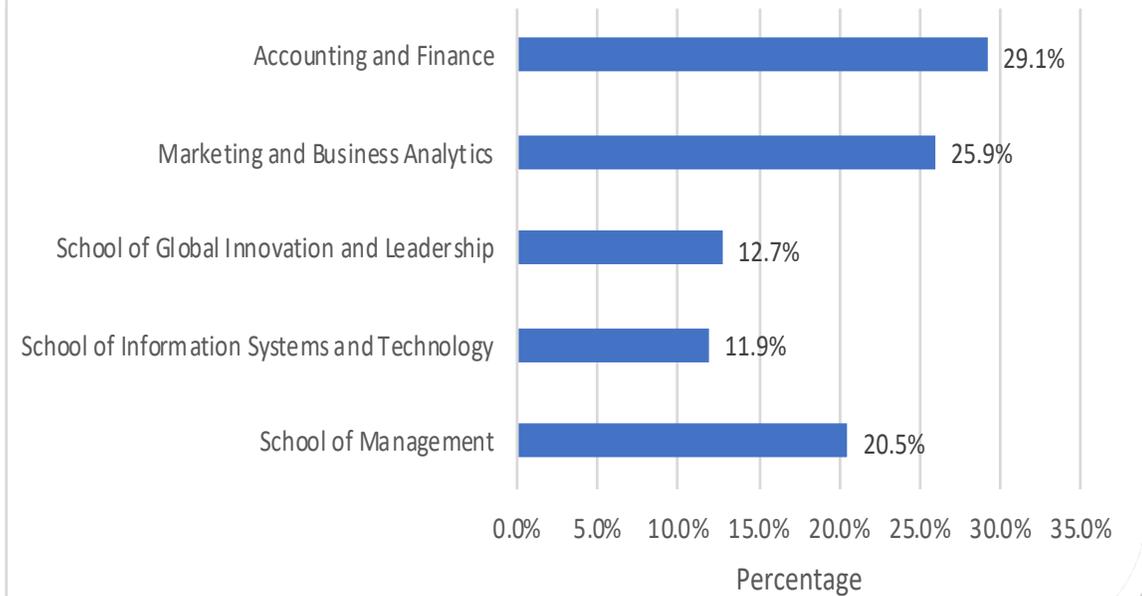
Concentrations	# Students	Percentage
Marketing	902	16.2%
Management	811	14.6%
Accounting	763	13.7%
Management Information Systems	660	11.8%
Finance	635	11.4%
Entrepreneurship	359	6.4%
Human Resource Management	328	5.9%
General Business	297	5.3%
Business Analytics	243	4.4%
International Business	236	4.2%
Corp. Accounting and Finance	119	2.1%
Global Operations Management	111	2.0%
Accounting Information Systems	105	1.9%
TOTAL	5569	

Student Data by Department

Percentage of Students Enrolled by Department and Degree Advancement



Percentage of Students Enrolled by Department



Business Administration Graduation Rates

UDT who graduate within 2 years	Fall 2010 33%	Fall 2017 47%**
UDT who graduate within 4 years	Fall 2010 89%	Fall 2015 84%

**We exceeded the GI2025 target of 45% for 2-year graduation of our fall 2017 entering UDTs, but were 1% short for the 4 year with the batch of Fall 2015 entering UDT*

Graduation Data

Jack Holland Student Success Center



- ❖ Academic Advising
- ❖ Career Resources
- ❖ Tutoring
- ❖ Peer Leaders

Who We Are



Timothy Hill

Director

School of Information
Systems & Technology



Nancy Da Silva

Director

School of Management



Michael Merz

Chair

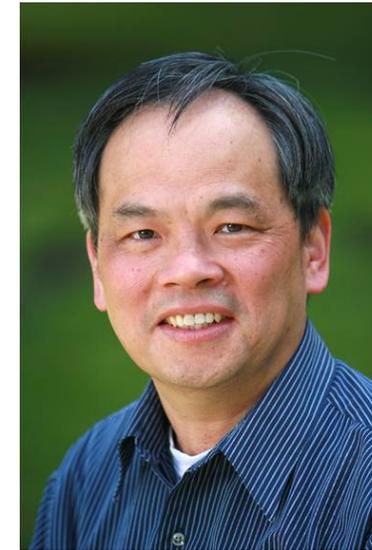
Department of
Marketing & Business
Analytics



Taeho Park

Director

School of Global
Innovation &
Leadership



Tsu-Hong Yen

Chair

Hospitality, Tourism &
Event Management



Elizabeth Grace

Chair

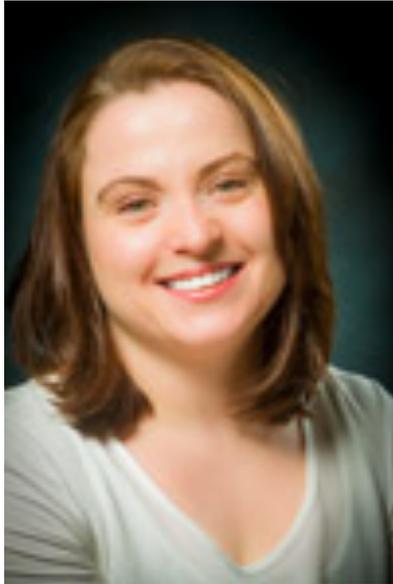
Accounting & Finance
Department



Dr. Timothy Hill

School of Information Systems and Technology

- ❖ **Management Information
Systems**



Dr. Nancy DaSilva

School of Management

- ❖ Management
- ❖ Human Resources
Management



Dr. Michael Merz

Department of Marketing and Business Analytics

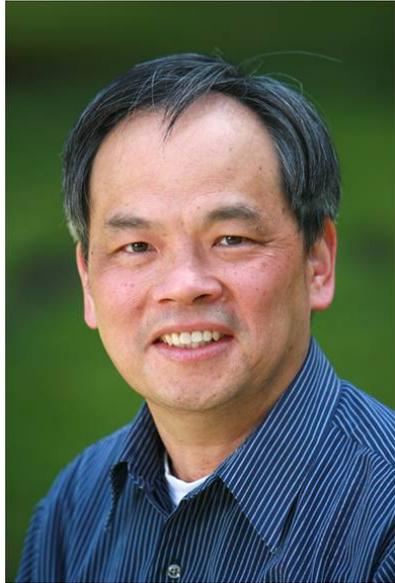
- ❖ Business Analytics
- ❖ Marketing



Dr. Taeho Park

School of Global Innovation and Leadership

- ❖ International Business
- ❖ Entrepreneurship
- ❖ Global Operations Management



Dr. Tsu-Hong Yen

Department of Hospitality, Tourism, and Event Management

- ❖ Hospitality, Tourism, and Event Management



Dr. Elizabeth Grace

Department of Accounting and Finance

- ❖ Accounting
- ❖ Corporate Accounting and Finance
- ❖ Accounting Information Systems
- ❖ Finance

Thank You!

Q&A