

---

---

# College of Business Administration

The College of Business Administration and the School of Accountancy are accredited by AACSB International—The Association to Advance Collegiate Schools of Business—at both the undergraduate and graduate levels. Several College of Business Administration programs are registered with the Certified Financial Planner Board of Standards. Visit the College of Business Administration Web site at <http://www.sdsu.edu/business>.

## Administration

Dean: Michael R. Cunningham  
Associate Dean for Academic Affairs: Gangaram Singh  
Assistant Dean for Student Affairs: Sandra L. Williams  
Director of Graduate Programs: Nikhil P. Varaiya  
Director of Undergraduate Programs: Kathleen A. Krentler  
Executive Director of Corporate and  
Community Involvement: Chris Graham  
Director of Resource Management: Debra Tomic

## Research Centers and Institutes

### Center for Accounting in the Public Interest Martha Doran, Director

The Center for Accounting in the Public Interest (CAPI) serves the public's need for a restored sense of confidence and trust in how financial issues are handled by business and government. Public perception of institutions is that one cannot trust what is being said or done because of a lack of transparency, completeness, independence, and objectivity. The center is neither an advocate nor an adversary of any specific position, but serves as an honest broker of accountability and provides a platform from which to disseminate analysis and explanations of financial reporting and assumptions.

The center was established in 2006 and received its first grant from the President's Leadership Fund. CAPI is dedicated to serving the public interest in four unique ways:

- CAPI is a not-for-profit center, part of a university community that encourages innovation without the same pressures of pleasing specific clients or interests;
- CAPI includes as its mission the goal of leading forth and transforming students, alums, entrepreneurs,... the community;
- CAPI strives to harness the best aspects of the "ivory tower" by providing learning opportunities and knowledge, facilitating discussions, evaluating "common wisdom"...all of these services without being employed or mandated by some specific entity;
- CAPI provides ideas and educational outreach to support the public interest, not a specific product or point of view, which can foster greater trust and confidence in facilitating dialogue on the challenges of the 21<sup>st</sup> Century.

CAPI's mission is to serve the public interest as an honest broker for the whole truth, by facilitating informed financial dialogues, improving financial literacy, ethical literacy and fraud awareness. The center has sponsored and participated in panel discussions, has plans to host an accountability conference, plans to offer courses and workshops, and provides online resources and communication through the Web site at <http://capi.sdsu.edu>.

### Corporate Governance Institute (CGI) Lori Versteegen Ryan, Director

The Corporate Governance Institute (CGI) is an education and research center dedicated to the study and application of responsible corporate governance principles. Founded in 1998, the mission of the CGI is to enhance the skills of corporate directors, senior executives, and investors by creating and delivering initiatives related to a) director and executive development, b) research, and c) curriculum

innovation. CGI programs focus on identifying and applying "best practices" in all aspects of corporate governance. All CGI initiatives are guided by the principle that corporate leaders hold a primary duty to insure the financial viability of the organizations they manage.

CGI staff can be reached at 619-594-5314, [CGI@SDSU.edu](mailto:CGI@SDSU.edu), or at <http://www.sdsu.edu/CorpGov>.

### Entrepreneurial Management Center (EMC)

Alex F. DeNoble, Executive Director  
Bernhard Schroeder, Director, EMC Programs

The Entrepreneurial Management Center (EMC) serves students and companies that contribute to the emerging growth sector of the regional business community. The mission of the EMC is to develop educational programs and research focused on best practices that promote entrepreneurship and innovation at the individual and organizational levels.

The range of entrepreneurial programs offered includes:

- (1) mentorship and advisory support to help students acquire the tools and skills necessary for new venture creation and development;
- (2) intern programs to provide experiential education for undergraduate and graduate students; and
- (3) organizational consulting and development.

The EMC focuses its program development on all areas of the entrepreneurial process including: investor financing, product innovation, management of technology, managing organizational growth, succession planning, leadership, talent management, branding and positioning, social media marketing, and estate planning.

The EMC sponsors and creates a myriad of programs and events at San Diego State University aimed at the campus population:

- Venture Challenge, a top global MBA business plan competition;
- EMC Business Forum for executives of closely-held/family businesses;
- QUALCOMM Social Entrepreneur Intern program;
- Center for the Commercialization of Advanced Technology;
- WebCompass, a undergraduate internship program aiding non-profits;
- L. Robert Payne Distinguished Entrepreneur Lecture Series;
- VentureStart Competition, business plan competition for all SDSU students;
- Lavin Entrepreneurs, an undergraduate cohort mentored by senior executives;
- Entrepreneur Day, yearly campuswide celebration of SDSU entrepreneurs;
- Entrepreneurs for Peace, global entrepreneur effort to stimulate peace.

For further information, contact the EMC in the Gateway Center, Room 1502, 619-594-2781, FAX 619-594-8879, and at <http://www.sdsu.edu/emc>.

### Institute for Inclusiveness and Diversity in Organizations (IIDO)

Lynn M. Shore and Beth G. Chung, Co-Directors

The purpose of the Institute for Inclusiveness and Diversity in Organizations (IIDO) is to support the development of knowledge and competencies needed to manage a more diverse workforce in a global business environment. Diversity is viewed here in broad terms, incorporating age, ethnicity, disability, sexual orientation, culture, and nationality. Both the changing nature of the work force and the global challenges faced by organizations point to the value of researching inclusion and diversity issues. This information deepens the body of knowledge about organizational diversity for management scholars, presents needed information to the business community, provides research opportunities for faculty, and offers educational opportunities for students. Founded in 2006, the IIDO seeks to accomplish these

goals by: (1) conducting survey research that investigates the impact of organizational diversity and globalization, with the goal of improving organizational effectiveness; (2) cultivating mutually beneficial relationships with organizations (private sector, public sector, and nonprofit) that support the goals of optimizing human resource management and development in a diverse and interconnected world; and (3) contributing to the education of students, employees, managers, and executives to prepare them for roles in an increasingly diverse and global world. The IIDO also seeks to create research partnerships among faculty at SDSU and at other universities to enhance the knowledge base on inclusion, and to increase the international reputation and visibility of the College of Business Administration among scholars and the business community. For further information, contact the IIDO at 619-594-4309, [lshore@mail.sdsu.edu](mailto:lshore@mail.sdsu.edu), or at <http://www.sdsu.edu/iido>.

**Center for International Business Education and Research (CIBER)**

**Mark J. Ballam, Managing Director**  
**Gangaram Singh, Faculty Director**  
**Siv Della Maestra, Assistant Director**

San Diego State University's Center for International Business Education and Research (SDSU CIBER) is a national center of excellence funded, in part, by a grant from the U.S. Department of Education. The overall mission of the national CIBER program is to help ensure the United States' long-term international competitiveness by supporting research, education, and outreach activities.

One of 33 centers nationwide, SDSU CIBER was one of the first five established in 1989 and assists in linking the manpower and information needs of U.S. business with the international education, language training and research capacities of universities across the nation. SDSU CIBER serves as a catalyst to further integrate and advance a number of diverse activities relating to international business education and research. Activities of SDSU CIBER include support for faculty research, international business and foreign language curricular initiatives, outreach and development programs for the business community, and training programs for language and business faculty. SDSU CIBER also organizes conferences, workshops, and seminars designed to improve our nation's capacity to compete in the global economy.

SDSU CIBER is located in the College of Business Administration, and collaborates with programs and colleges across the university. For more information, visit <http://www.sdsu.edu/ciber>.

**International Institute for the Commercialization of Biomedical Innovation (IICBI)**

**Gangaram Singh, Interim Director**

The International Institute for the Commercialization of Biomedical Innovation (IICBI) seeks to bring the world's biomedical innovations to the marketplace. The goal of the IICBI is to work with leading universities to expedite biomedical concepts into development; and then move them forward into the marketplace. The IICBI works with national as well as international universities to develop and bring new medical devices, apparatuses, pharmaceuticals, and treatments to the marketplace. It is partnered with other universities to identify and in-license technologies. Students, faculty, and key life science business leaders work together to develop: (1) a business plan; (2) an IP strategy; (3) a patent for a disclosure, regulatory plan; (4) a competitive strategy for the technology; and (5) identify and pursue commercial partners to develop and market the end product. The mission of the IICBI is to provide the expertise and infrastructures to support the development and commercialization of biomedical innovation from universities across the globe that currently lack the ability to bridge the gap between concept generation and product launch.

**Center for the Study of Personal Financial Planning (CSPFP)**

**Thomas Warschauer, Director**

The center encourages research in individual and family finance to further the ability of financial counselors and planners to provide advice that aids in achieving their financial objectives.

The theoretical base of decision-making criteria for personal financial decisions is weak and sometimes non-existent. In many cases, individuals, families, and their financial planners and advisers make important decisions that have little or no theoretical foundation. The finance discipline – as taught at the university-level – has grown around corporate decision-making, not decisions of the household. The development of an emerging financial planning profession has made this lack of theoretical basis evident. The center is founded on the belief that there is a significant need for scholars to share their ideas and mutually develop their research thoughts, for financial reporters to bring the practical application of this work to the attention of professionals and the public, and for students engaged in the study of financial planning to be aware of the latest findings of researchers engaged in this field.

The center is involved in the development of a national web-based research database and a national graduate student financial planning competition. The financial planning web-based bibliography is aimed at three groups of users: journalists, researchers, and students. Summaries of recent research in financial planning concepts is available for journalists to help disseminate research findings to the popular press. Researchers can find background articles listed by financial planning topical areas. Faculty can determine state of the art research on various topics by sharing research interests and/or discussion drafts. And nationally, students can access research to aid in their academic understanding of financial planning issues.

The center can be reached at 619-594-4040 or [tom.warschauer@sdsu.edu](mailto:tom.warschauer@sdsu.edu).

**Corky McMillin Center for Real Estate**

**Michael Lea, Director**

The Corky McMillin Center for Real Estate was established in 2009 with a donation from the McMillin family who own one of San Diego's most successful real estate and development companies. The mission of the center is to improve the educational experience for real estate students at SDSU, foster academic research in real estate, and to act as a resource for real estate professionals, government, and industry organizations.

The center supports the real estate program through a variety of enrichment activities that supplement the curriculum and bring students in contact with professionals and potential employers. The center hosts an array of real estate related events each year, aimed at promoting networking amongst professionals and students, and informing the community of various real estate issues. The center also sponsors a SDSU team in a local Real Estate Case Study Competition for undergraduate students.

The director of the center is a principal spokesperson for SDSU on real estate issues. For more information, contact Gloria Negrete at [gnegrete@mail.sdsu.edu](mailto:gnegrete@mail.sdsu.edu).

**Real Estate and Land Use Institute (RELUI)**

**Andrew Q. Do, Director**

Established in 1983, the Real Estate and Land Use Institute (RELUI) is the first system-wide research-oriented institute of its kind in the 23-campus California State University system. The San Diego regional office of RELUI is located in the College of Business Administration.

CSU-RELUI's mission is to promote education and research in real estate and land use-related areas. In support of this mission, the RELUI seeks to support, coordinate, and manage systemwide and intercampus research activities, to maintain liaisons with government and private agencies with an interest in public policy, and to provide scholarships and grants to qualified SDSU students.

At San Diego State University, the RELUI regional director is appointed by the campus president to serve as a member of the CSU Advisory Board of the California Real Estate Endowment Fund. For more information, contact Dr. Andrew Do at 619-594-5324, [andrew.do@sdsu.edu](mailto:andrew.do@sdsu.edu)