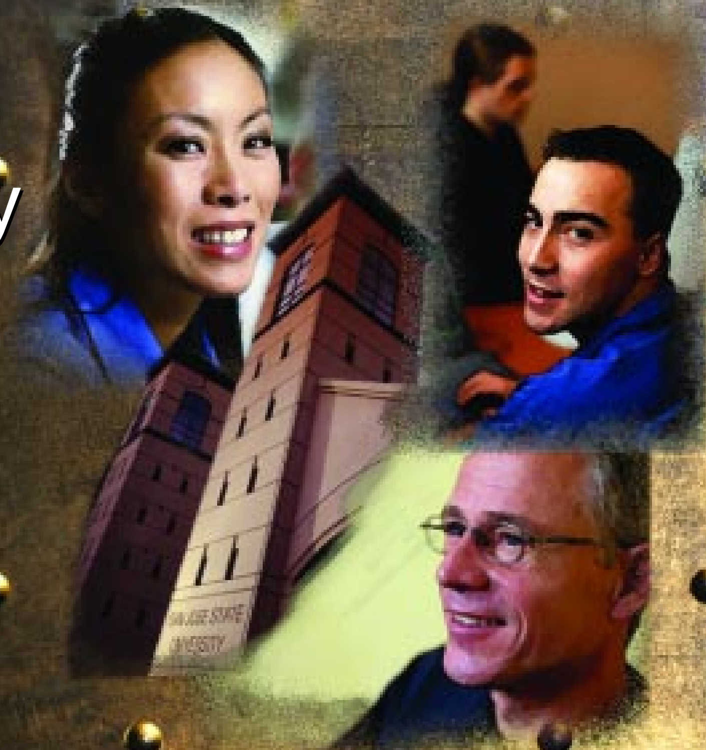
College of
Business
San José State University

Institution of Opportunity



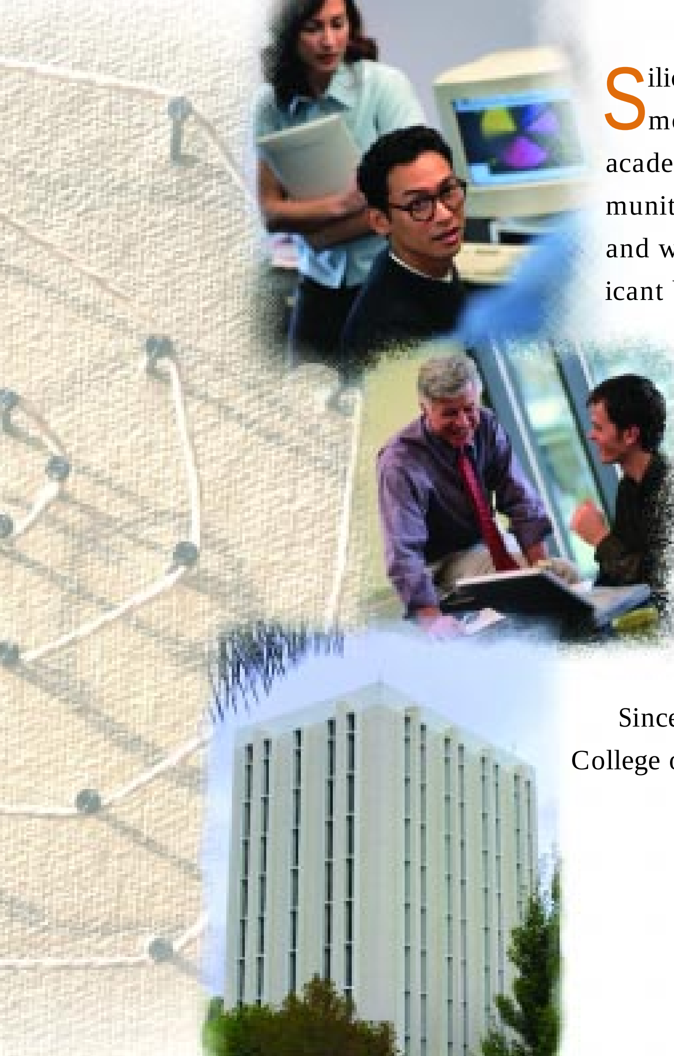
Message from the Dean

I came out of retirement to accept the position of Dean because I was excited about the tremendous opportunities that lay before the College of Business, SJSU. Situated in the heart of Silicon Valley, the school supplies our community with more managers and business professionals than any other college or university in the world. However, we now face critical financial challenges that threaten the realization of our vision and mission.

We have two primary objectives: to provide programs and services to our students that enable them to learn as well or better than they could at any other post-secondary institution, and to provide graduates, programs, research and other services to meet the needs of the communities we serve.

Fulfilling these objectives depends largely on our ability to hire and maintain excellent faculty and staff. This will require financial resources far beyond those that the state will ever provide. Hence, our future success is predicated on our own initiative and the extent to which alumni, friends and the corporate community are willing to provide financial support.

Dr. David W. Conrath
Dean, College of Business



The legacy continues

Silicon Valley is a thriving testimony to the synergy between academia and industry in this community. At every major crossroad, and within the heart of every significant business and technological transition in Silicon Valley, you will find innovators, educators and graduates working side by side to meet the challenge. We are proud to be a part of that legacy.

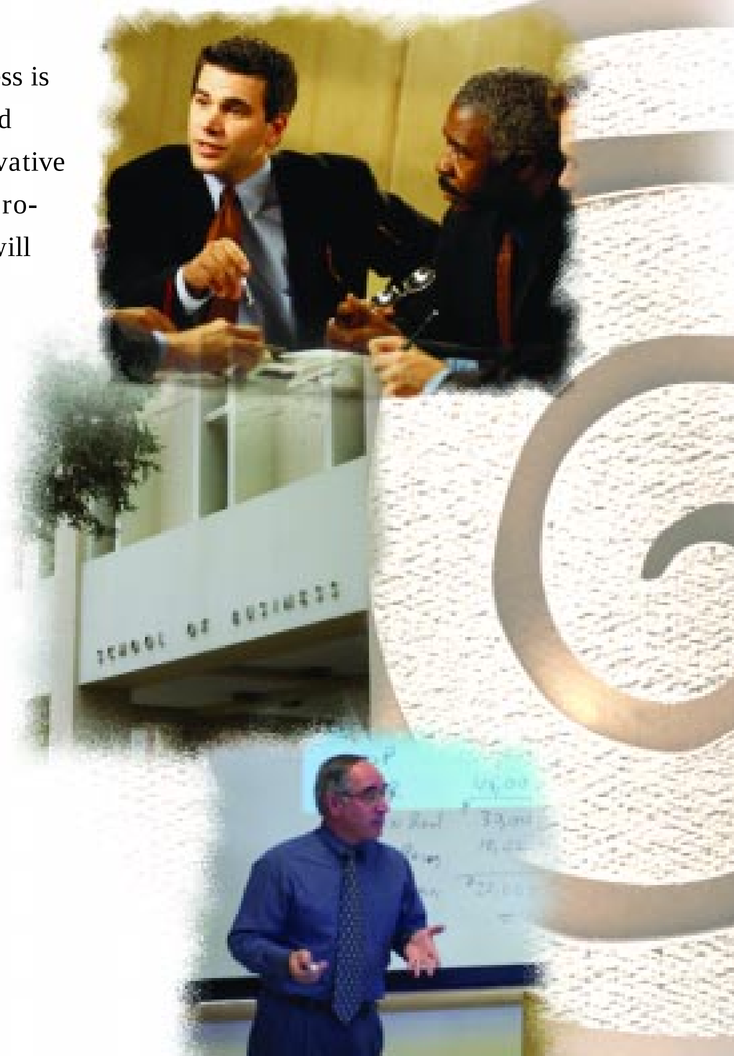
Since its inception in 1928, the College of Business has contributed over 30,000 B.S. and MBA graduates to the Bay Area corporate community. Companies such as Hewlett-Packard Company, Cisco Systems, IBM, and Intel Corporation have consistently chosen College of Business graduates to build their corporate staffs. Many graduates have gone on to lead their own successful enterprises.

Today, the College of Business and the Silicon Valley community face perhaps the most challenging business, technological and political crossroads in our nation's history. Once again, we must join forces to answer the challenge.

Preparing for the future

In 1998, we raised $6 million from individuals, corporations and foundations to completely renovate our classroom and computer laboratory facilities. As a result, we now have “smart” classrooms that enable faculty to provide a real-world educational experience, making our graduate and undergraduate students thoroughly qualified to step into the corporate workplace.

The College of Business is also developing specialized niches of expertise—innovative focal points for courses, programs and research that will underlie our teaching and research. These include entrepreneurship and intrapreneurship, high technology management and global enterprise management.



Generating resources

Fee-Based Graduate Programs—Successful recruitment of students into self-funding (non-state-supported) graduate programs has provided the College with additional revenues since 1983. The latest addition is a full-time, one-year MBA program delivered at our off-campus Rose Orchard Technology Centre classroom facility, which also hosts established fee-based degree programs including the part-time Accelerated MBA, the MBA-MS Engineering dual-degree, and the MS in Taxation (MST). The College has designed and delivered corporate MBA programs for Apple Computer, National Semiconductor, Advanced Micro Devices and both MBA and MBA-MS Engineering programs for Hewlett-Packard Company and Cisco Systems.

We also offer a full-time MS in Accountancy and a distance education MS in Transportation Management.

New Initiatives—The College of Business provides creative ways to bring education and training to its communities, including building member consortiums and ongoing relationships with business incubators.

Additionally, we are establishing a Center for Entrepreneurship Education and a Center for High-Technology Management that will offer short courses, seminars, and other creative opportunities. We plan to expand our foreign university partnerships in order to educate our students first-hand about global business and to enable more students to come to the Silicon Valley. We also plan to add cross-college programs in such areas as biotechnology and new product development.

Realizing our vision

Our most important resource is surely our dedicated, highly qualified faculty of educators and researchers. However, the greatest challenge we face today is attracting and retaining the additional staff necessary to maintain and improve the quality and timeliness of the educational experience we provide. This challenge is compounded by a cost of living in Silicon Valley that is disproportionate to the state funds presently available to us.

As the *Institution of Opportunity*, the College of Business has the capacity and the determination to influence its own destiny. We are doing this in part by asking our partners in the community to assist us in ensuring our continued success. The College of Business needs its alumni and friends to support the school at this critical crossroad. Your investment in the College of Business will yield tremendous dividends through the contributions, prosperity and value our graduates provide our community.

We are fortunate to have an abundance of students. Our most critical constraints to growth are the dwindling pool of Ph.D.s from whom to choose and the lack of funds to attract the best qualified to our campus. The College of Business offers four funding opportunities to expand and maintain our world-class faculty.

- **Named Chairs** allow us to expand our faculty by hiring additional professors in needed areas of expertise.
- **Named Professorships** enable us to enhance the earnings of senior faculty.
- **Teaching Excellence Fund** enables faculty to develop new instructional techniques and materials, and plan the effective use of technology in instruction.
- **Faculty Internships** provide our highly qualified faculty the opportunity to work with local industry on critical projects.

To learn more about how you can help, please call the College of Business Development Officer at 408-924-3410.

"A great deal of the knowledge and ability I've needed to run a successful company I can attribute to what I learned through my education at the College of Business at San José State University."

Ray Zinn, CEO, Micrel Semiconductor

Master of Science in Business, 1968

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