

# From Insight to Impact: Bridging Gaps in CBEs\* Curriculum & Education



Presented by Shriya Arora Mentor: Kirsten Garen











3 GOOD HEALTH AND WELL-BEING

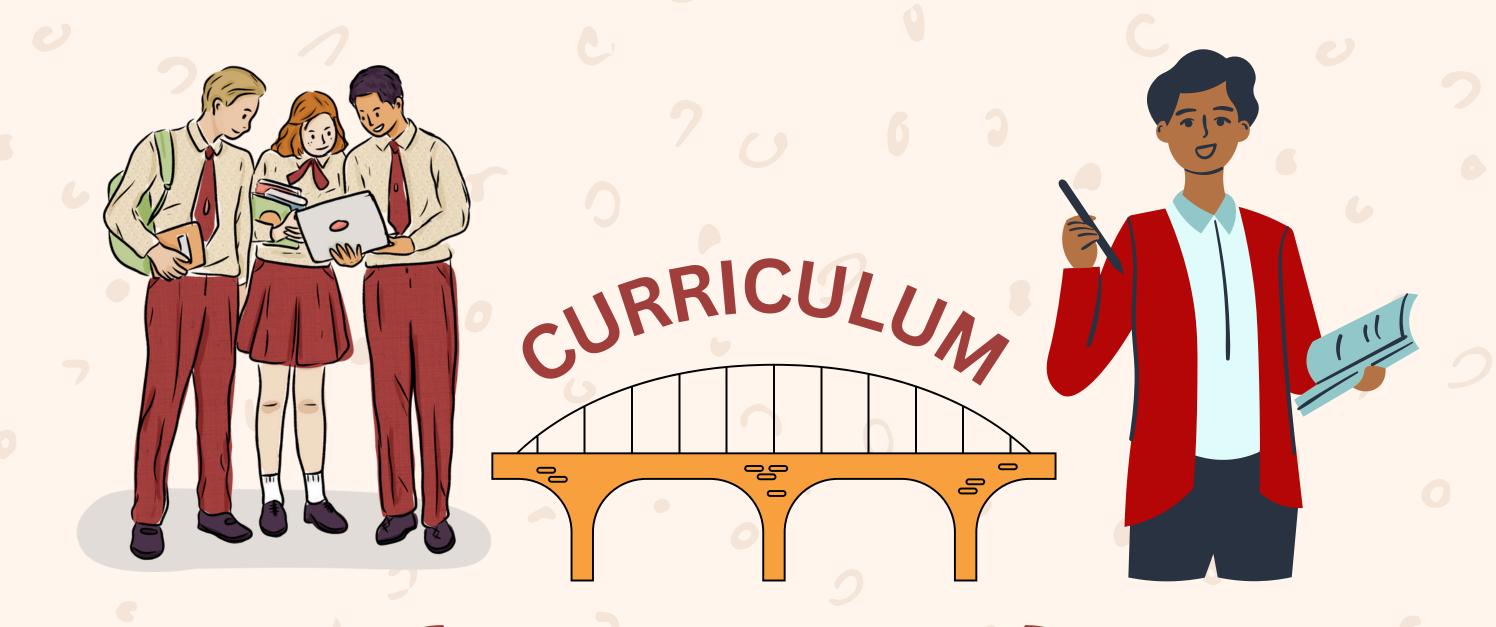


Even UN Sustainabilityy Goals talk about the importance of Quality Education & Student Wellbeing





# Uhat?



Strong Curriculum & Quality Education has to be a bridge between a Student & a Professor





Past 10 yrs alumni

**Student Surveys** 

HODOLO

Faculty Interview

Covering all programs at CBE

AACSB Research

AACSB ACCREDITED

Data Driven Insights



# Research Questions

Out of the 15 questions the goal was to summarise the below questions



What the students expect out of their program?



What the professors expect out of their teaching?



What are the industry requirements?

# Preject Plan

## Women In Leadership Fellowship Project

Mentor

Kirsten Garen

Focussing on UN Goal 3 & 4- Quality Education & Well-Being + CBE Curricult

- 1. Analyse CBE's curriculum: surveys, reports, and faculty interview
- 2. Analyse the past 2 years CBE's reports for AACSB
- 3. Prepare final report with recommendations and an action plan for improvement

#	Task	Target Date	Completeti	Status
1	Project Approval from WIL, Dr. Rao and CBE department	1/5/2024	1/2/2024	complete
2	WIL Documentation: IDP & Mentor's Agreement	1/27/2024	1/26/2024	complete
3	Development of Survey1: CBE Alumni Survey	2/2/2024	2/5/2024	complete
4	Sharing of Survey 1 to alumni through CSUEB alumni team	1/2024 2. 3/5/2	1. 2/1/2024 2.	complete
5	Sharing of Survey 1 to alumni through CBE	2/15/2024	4/22/2024	complete
6	Development of Survey2: CBE Current Student Survey	2/12/2024	4/15/2024	complete
7	Sharing of Survey 2 to students through different media channels and word o	2/15/2024	4/15/2024	complete
8	Faculty Interviews List	2/20/2024	1/26/2024	complete
9	Email to be sent to faculties in CBE	2/20/2024	3/26/2024	complete
10	Interview faculty	4/15/2024	4/10/2024	complete
11	AACSB Report Research	4/20/2024	4/28/2024	complete
12	Final Report & Presentation	4/28/2024		In progress
WIL Planne	Interview ListFaculty Current student survey Interview Questions & Feedback Alumni Survey (+)		: 4	



Interview Questions			
How many years it has been in CSUEB-CBE?	professional leaves	180 III 2000	
Curriculum Updates: How often do you update your course content to reflect current	Every-term, the courses he teach needs	tone project: the pattern was changed based on years of feedback oposals from the students were vague and not identifying the	Foir a new course: 3 iterations- to make the material better based on also students feedback
		con research question.	for ongoing courses: updates as per the current events, the
	updated	n quantitative reasoning & asking the right questions,	1. Untical thinking: economics class is designed in a way to
Skills Development: What strategies do you use in your teaching to develop students'	projects from the in ayo s. they	ges are focussed on the type of PLO	critically active & utilising the tools and analytics. Logical
critical thinking, problem-solving, communication, and digital literacy skills?	use e tools in the ritical of the rition of		argument
Program Assessment: How do you integrate programmatic assessment into your	many is 8 as app. ad included that	one feedback he received was a lot of work load & reduced based on the feedback, based the survey changes are made.	POL & COL were just an afterthought for most of the facultie: There should be some skills & learning objectives the studen
course to measure and improve its efficacy?	feedba does not include textbook, but based	the resolution dates are survey changes are made.	should take away
Real-World Scenarios: Can you provide examples of how your course includes real-	refer 3, he is a practionar so he includes a		,
world scenarios to prepare students for their future careers?	lot of real life examples		refer ques 2
Feedback: What methods do you use to provide timely and meaningful feedback to	online: stay longer, for as	2 Email	blackboard, email, office hours online
students?	for everyone	3. Zoom hours	We as professors have to make sure that we are credible &
Innovation: How do you implement innovative teaching methods and technologies in	Charache te es Busines de	trends and inculcate it in the course, mail and ents aware of the	understand the industry expectations and well alignment with
your course? (Making your course in alignment with the industry expectations)	at Study of All All All All All All All All All Al	new Al technologies.	the industry
Skill Relevance: How does your course ensure that students are equipped with the	the shorty have freedom	Evaluating rest	
skills most desired by today's employers?	to one the merging industry trends to research	half of that a has	
Career Enhancement: Do you believe initiatives/resources like career fairs, networking	2 the s. if students use them well, they can proet	or the second of	L IV
events, alumni engagements or resume workshops help students? How will you rate	people to develop a network. He is		have basic resources which work well for on-campus job not
CBE on such student support? (1-10)	smaller meetings, so that the land my	print tra network,	the actual job market, underutilising the alumni network
ss: How do you measure the success of your students in the job	Assessment		
ty to adapt to changing business environments?	previous and care ones in test		
eing the "very poor" and 10 being the "Extraordinary" he	A MAN MAN MAN MAN MAN MAN MAN MAN MAN MA	Hating: 8/9 (with faculty memebers) on another level it is 1	// IU : woncing with students
as a faculty at CBE-CSUEB	nom, lipper ed 150 people in	(beauracracy) mixed feelings	more fun environment before covid, but also appreciate the
	the corriculum and the freedom to	more erings	more non-enmonment sense como, out also appreciate the
ing the "very poor" and 10 being the "Extraordinary" how	er re and invent. Loves the curriculum and	MSBA- 7	7/10: we have a solid curriculum & innovative programs
of CBE-CSUEB	freedom, over the past 5 years added	BA- 3	we do not evolve as fast as schools which are research base

ATE_SUBMITTED	Industry of	Title	do you find	you think the	extent does	you rate the	effectively	accessible	satisfied	you rate the	participate in	effectivenes	effective was	satisfied are	are you to
3/19/2024 16:03	Public Servic	e Administrativ	3	3	4	4	1	4	4	4 3	No	4	3	4	
3/19/2024 20:10	NA	User Provided	3	2	3	2		2	2	1 1	No	2	1	2	
3/24/2024 20:51	Healthcare, H	Health Equity	3	3	4	3	1	2	3	3 2	No	3		3	
3/30/2024 20:59	Industrials (N	A Director	3	3	3	3 4	1 1	4	4	4 3	No		2	4	
4/9/2024 13:54	Retail, Ecom	Part-time Ret	4	4	4	3	1	4	4	3			3	3	
4/9/2024 14:50	Industrials (N	M Human Resou	4	4	3	3 4		4	4	4				4	
4/16/2024 18:48	Public Service	e Senior Cash H	4	4	4	4	1	4	3		$\Pi$		4	4	
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4/17/2024 7:10	Other	None.	4	4	4				<b>1</b>	4	No	4	4	4	
4/17/2024 7:30	Public Service	e User Provided	3	3	_ 8			1.1	3	3 4	No	2	2	3	
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4/17/2024 13:20	NA	User Provided	2	2 3		3		2	3	3 2	No	2	1	2	
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4/17/2024 20:04	Public Service	e Labor Relation	4			3	1	3	3	3 4	No	3	3	4	
4/18/2024 20:06	Financial Sen	AVP, Portfolio	4	4	4	4		4	4	4 3	No	4	3	4	
4/19/202	cial Sen	VP; Treasury 0	4	3		4		4	3	3 4	No	3	3	3	

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# Interview Questions

- and improve its emicacy
- Real-World Scenarios: Can you provide examples of how your course includes real-world scenarios to prepare students for their future careers?
- 6 Feedback: What methods do you use to provide timely and meaningful feedback to students?
- Innovation: How do you implement innovative teaching methods and technologies in your course?
- (Making your course in alignment with the industry expectations)
- Skill Relevance: How does your course ensure that students are equipped with the skills most desired
- Career Enhancement: Do you believe initiatives/resources like career fairs, networking events, alumni engagements or resume workshops help students? How will you rate CBE on such student support?
- Career Preparedness: How do you measure the success of your students in the job market and their 10 ability to adapt to changing business environments?
- On a scale of 1-10, one being the "very poor" and 10 being the "Extraordinary" how do you rate your 11 experience as a faculty at CBE-CSUEB
- On a scale of 1-10, one being the "very poor" and 10 being the "Extraordinary" how do you rate the curriculum of CBE-CSUEB

1-on-1 Faculty
Interviews: Questions
were framed based on
extensive research and
KPIs set by AACSB



### College of Business & Economics Alumni Student Survey- CSUEB

California State University, East Bay

#### Purpose

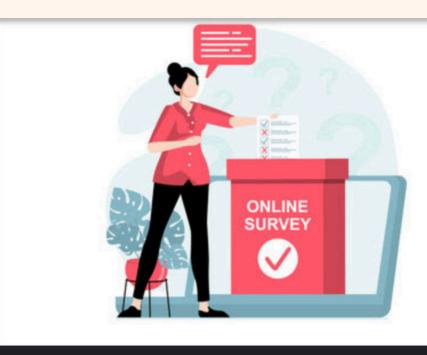
This survey aims to understand how well the curriculum of the College of Business & Economics (CBE) aligns with current industry requirements and student expectations. Your feedback is invaluable in helping us enhance our programs to better serve future students.

#### Estimated Completion Time: 5 minutes

Confidentiality: Responses will be kept confidential and used only for educational improvement purposes.

Note: This survey is a part of Women In Leadership Fellowship Project by Shriya Arora an graduate student.

Current Student Survey Past 10 yrs CBE Alumni Survey



# Request for your feedback on CBE-CSUEB Curriculum Enhancement

aan Misianna .

This survey aims to understand how well the curriculum of the College of Business & Economics (CBE) aligns with current industry requirements and student expectations.

Responses will be kept confidential and used only for educational improvement purposes.

Take the Survey

Your feedback is invaluable in helping us enhance our programs to better serve future students.

Thank you for your time, trust, and collaboration.

Best regards,

College of Business and Economics
Cal State University East Bay

Note: This survey is a part of Women In Leadership Fellowship Project by Shriya Arora, a graduate student.

Special thanks to CBE & University Advancement
Team for there support in alumni survey



# **Career Support**

# Curriculum Relevance







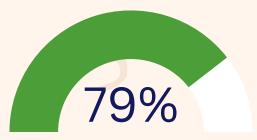


**Professors** 





**CBE Alumni** 





### **Students**

- 1. Enhanced Real-world Relevance
- 2. Advanced Technology & Tools
- 3. Career Preparation and Networking Opportunities
- 4. Curriculum Flexibility & Elective Options
- 5. Vigilance Towards Cheating during Exam
- 6. Administrative Support



### **Professors**

- 1. More Interdisciplinary Integration
- 2. Continuous Professional Development
- 3. Enhanced Industry Collaboration
- 4. Research & Innovation Support
- 5. Less Bureaucracy



### **CBE Alumni**

- 1. Industry-Relevant Experience
- 2. Expanded Course Offerings and Diversity
- 3. Career Preparation and Networking Opportunities
- 4. Updated Content and Real-World Skills



# Impact



Created enthusiasm for Re-evaluation of Curriculum at CBE



Created Collaboration between Professor & Students



Consideration of closer alignment with Industry



Formation of Curriculum Transformation Cell-including both faculty & students



Formation of a student council at CBE

Stanford University						
Stanford Center for Teaching and Learning			Sea	rch this site	Q	
	Teaching Support   🗸	Student Learning Programs	Teaching Commons	s Events	Contact CTL   🗸	

**Curriculum Transformation Institute & Seed Grants**