



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

Presented by Shriya Arora  
Mentor: Kirsten Garen

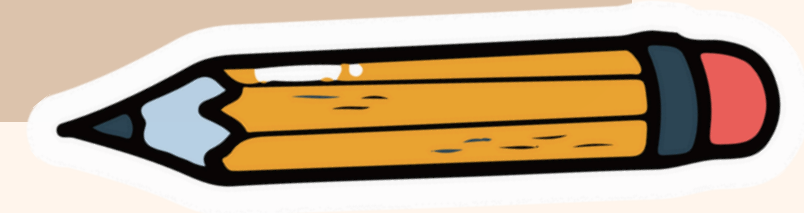


*\*CBE: College of Business & Economics, CSUEB*

# Why?



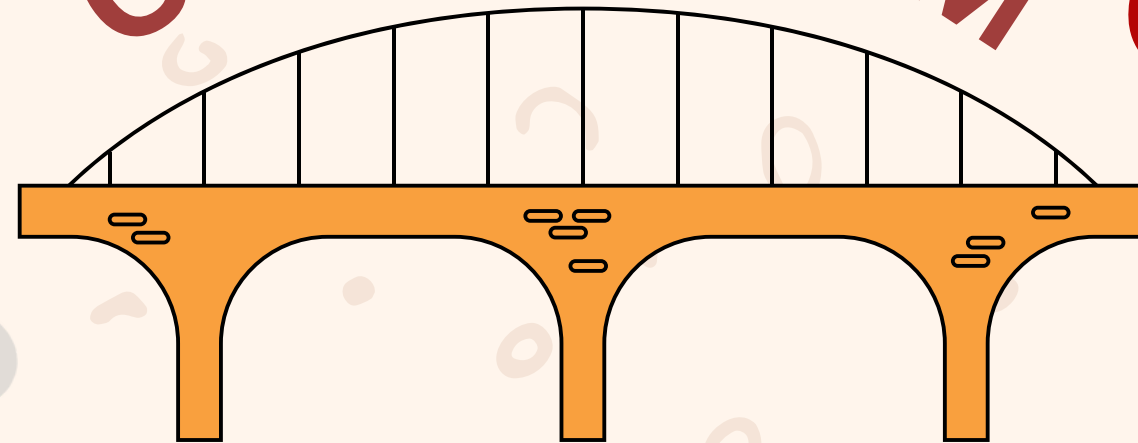
Even UN Sustainability Goals talk about the importance of Quality Education & Student Well-being



# *What?*



## CURRICULUM



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

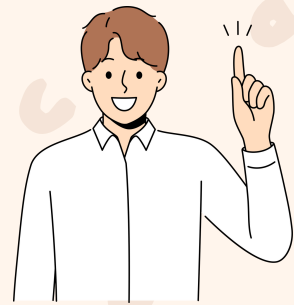
# How?





# 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?

# Project Plan

Women In Leadership Fellowship Project			Focussing on UN Goal 3 & 4- Quality Education & Well-Being + CBE Curriculum		
Mentor			1. Analyse CBE's curriculum: surveys, reports, and faculty interview		
Kirsten Garen			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	Completion	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	1/2/2024 2. 3/5/21.	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	
<div><div>WIL Planner</div><div>Interview ListFaculty</div><div>Current student survey</div><div>Interview Questions &amp; Feedback</div><div>Alumni Survey</div><div>+</div><div>...</div><div>4</div></div>					

STUDENT SURVEY

1

1-ON-1 FACULTY INTERVIEWS

2

ALUMNI SURVEY

3



# Interview Questions

4 and improve its efficacy:

5 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?

7 Innovation: How do you implement innovative teaching methods and technologies in your course? (Making your course in alignment with the industry expectations)

8 Skill Relevance: How does your course ensure that students are equipped with the skills most desired by today's employers?

9 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? (1-10)

10 Career Preparedness: How do you measure the success of your students in the job market and their ability to adapt to changing business environments?

11 On a scale of 1-10, one being the "very poor" and 10 being the "Extraordinary" how do you rate your experience as a faculty at CBE-CSUEB

12 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



## 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

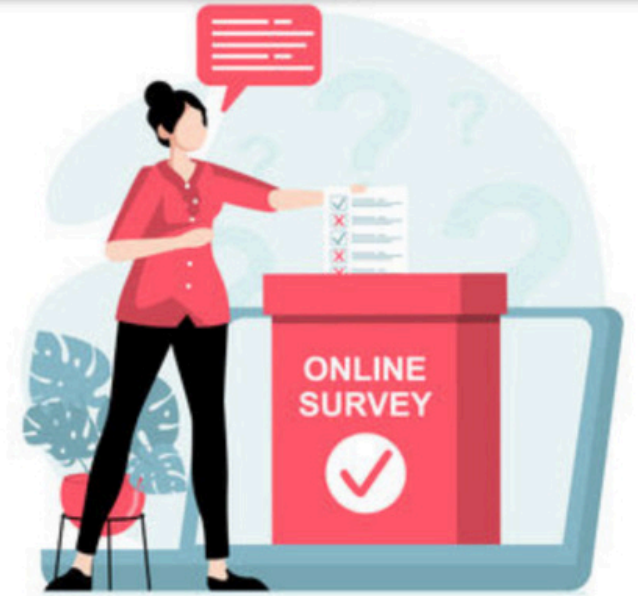
**Confidentiality:** Responses will be kept confidential and used only for educational improvement purposes.

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

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

**Past 10 yrs CBE Alumni Survey**

**Current Student Survey**



**Request for your feedback on CBE-CSUEB Curriculum Enhancement**

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,

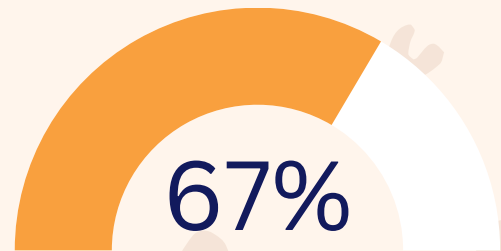
College of Business and Economics  
Cal State University East Bay

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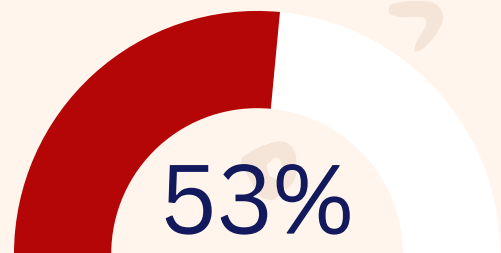
**Special thanks to CBE & University Advancement Team for there support in alumni survey**

# Insights

## Career Support



**Students**

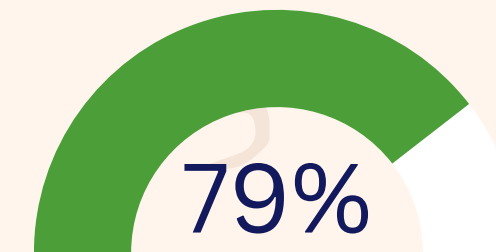
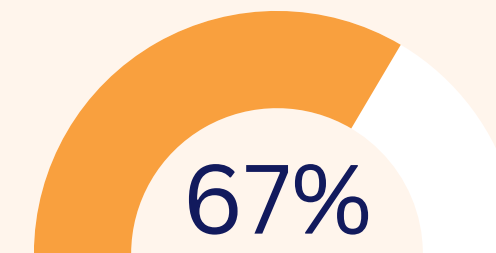
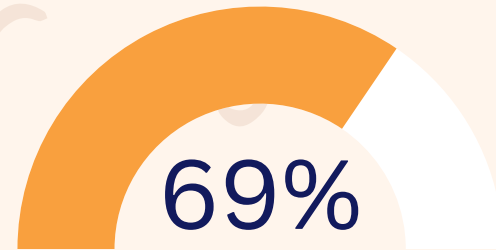


**Professors**



**CBE Alumni**

## Curriculum Relevance



### 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



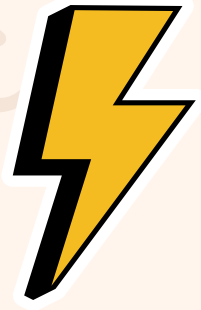
### CBE Alumni

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





# Impact



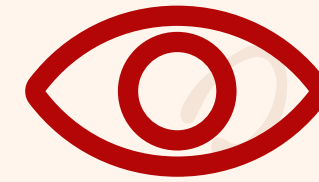
Created enthusiasm for  
Re-evaluation of Curriculum at  
CBE



Created Collaboration  
between Professor & Students



Consideration of closer  
alignment with Industry



# Proposing Future Plans

Formation of Curriculum Transformation  
Cell- including both faculty & students



Formation of a student council at CBE

Stanford University

Stanford

Center for  
Teaching and Learning

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Curriculum Transformation Institute & Seed Grants