Member Resource Guide

One of the primary benefits of being a Business Alliance Advisory Council (BAAC) member is priority access to the many resources available to you at the College of Business & Public Administration and the University. Various Centers and Institutes at the University provide assistance and problem solving to businesses using the expertise and resources of our outstanding faculty. The individual departments within the College can also address your business issues within each academic discipline to develop custom tailored solutions. The faculty often includes students in this work to provide them with practical application of their studies to real-world issues. By helping to meet the needs of business, the College and its students also benefit, providing a win-win solution for everyone.

The College’s office of Development can assist you in navigating these resources. Please contact Kimberly Shiner at kshiner@csusb.edu/(909) 537-7295 or Evelyn Marquez at emarquez@csusb.edu/(909) 537-5771. When directly contacting any of these centers or faculty members, make sure you tell them you are member of Business Alliance Advisory council (BAAC).

Student Services Center, 1st floor Jack Brown Hall

This center serves all CBPA students to provide recruitment and placement services to area employers and fill those needs with university students and graduates. Business Alliance members are given preferential access to the Center’s services.

Contact: Jessica Chaves at Jessicac@csusb.edu or (909) 537-3881 for more detailed information.

Information Assurance and Security Management Center

This Center focuses on developing cyber security capabilities to support business, government and academia. This interdisciplinary center brings together faculty from related disciplines with government and industry leaders for the purposes of research, curriculum development, training and awareness.

Visit http://iasm.csusb.edu/ for more detailed information.

Contact: Tony Coulson, Director Cyber Security Center at tcoulson@csusb.edu and (909) 537-5768 for more detailed information.

Inland Empire Center for Entrepreneurship (IECE), 2nd floor Jack Brown Hall

IECE meets the needs of small business owners and entrepreneurs by offering specialized assistance programs that provide advisory, mentoring and consulting services, entrepreneurial training programs, and student internship resources that will help them achieve greater levels of success in their business ventures.

Visit http://entre.csusb.edu/ for more detailed information.

Contact: Mike Stull, Director mstull@csusb.edu or (909) 537-3708
Institute of Applied Research & Policy Analysis (IAR), 2nd floor Jack Brown hall

IAR is a full-service consulting and applied research organization. The purpose of the institute is to provide a variety of research and consulting services to business organizations, public agencies, and individuals within the Inland Empire.

Visit [http://iar.csusb.edu/](http://iar.csusb.edu/) for more detailed information.

Contact: Barbara Sirotnik, Director at bsirotni@csusb.edu or (909) 537-5729

Barbara and William Leonard Transportation Center

This Center works to discover and implement transportation solutions for the expanding Inland Empire. The center focuses on research, education, and transfer of the latest technology and methods to public and private users of regional transportation systems.

Visit [http://leonard.csusb.edu/](http://leonard.csusb.edu/) for more detailed information.

Contact: Kimberly Collins, Director at kimberly@csusb.edu or (909) 537-5737

Workforce Training by the College of Extended Learning (CEL)

CEL specializes in designing and conducting on-site training programs focusing on specific, timely topics within a number of broad content areas. Each training program is custom-designed in close conjunction with your organization to ensure that it specifically addresses the issues of concern to your employees.

Visit [http://cel.csusb.edu/workplace_training.html](http://cel.csusb.edu/workplace_training.html) for more detailed information.

Academic Departments:

**Accounting & Finance**
Chair, Taewon Yang  
taewon@csusb.edu  
*Phone: (909) 537-5704*

**Information & Decision Sciences**
Chair, Jake Zhu  
jzhu@csusb.edu  
*Phone: (909) 537-5723*

**Management**
Chair, Mike Stull  
mstull@csusb.edu  
*Phone: 909-537-3731*

**Marketing**
Chair, Victoria Seitz  
vseitz@csusb.edu  
*Phone: (909) 537-5777*

**Public Administration**
Chair, Jonathan Anderson  
jfanders@csusb.edu  
*Phone: (909) 537-5759*
**Internships**

Internships offer students real-world business experience while providing organizations with access to possible future hires. The internship program is a top priority to the Dean and the College. The success of the program depends on a strong partnership between the College and the business community. **Business Alliance members receive priority access to student interns.**

Visit [http://www.cbpa.csusb.edu/student_resources/internships/need_intern.htm](http://www.cbpa.csusb.edu/student_resources/internships/need_intern.htm) for more detailed information.

**Contact:** Jessica Chaves at [Jessicac@csusb.edu](mailto:Jessicac@csusb.edu) or (909) 537-3881 for more detailed information.

**Library**

BAAC members receive complimentary access to the Pfau Library on campus. For all of the services available from the library, see the link below.


**Tickets to Cultural & Sporting Events**

Tickets to certain events are available to BAAC members on a discounted or complimentary basis depending on the event. These include events at these venues on campus:

- Coyote Basketball at Coussoulis Arena and other sporting events ([http://csusbathletics.com/](http://csusbathletics.com/))
- University Theatre ([http://theatre.csusb.edu/](http://theatre.csusb.edu/))

Click the links to view the schedules. For information about ticket availability, please contact the CBPA Development office at emarquez@csusb.edu or (909) 537-5771.