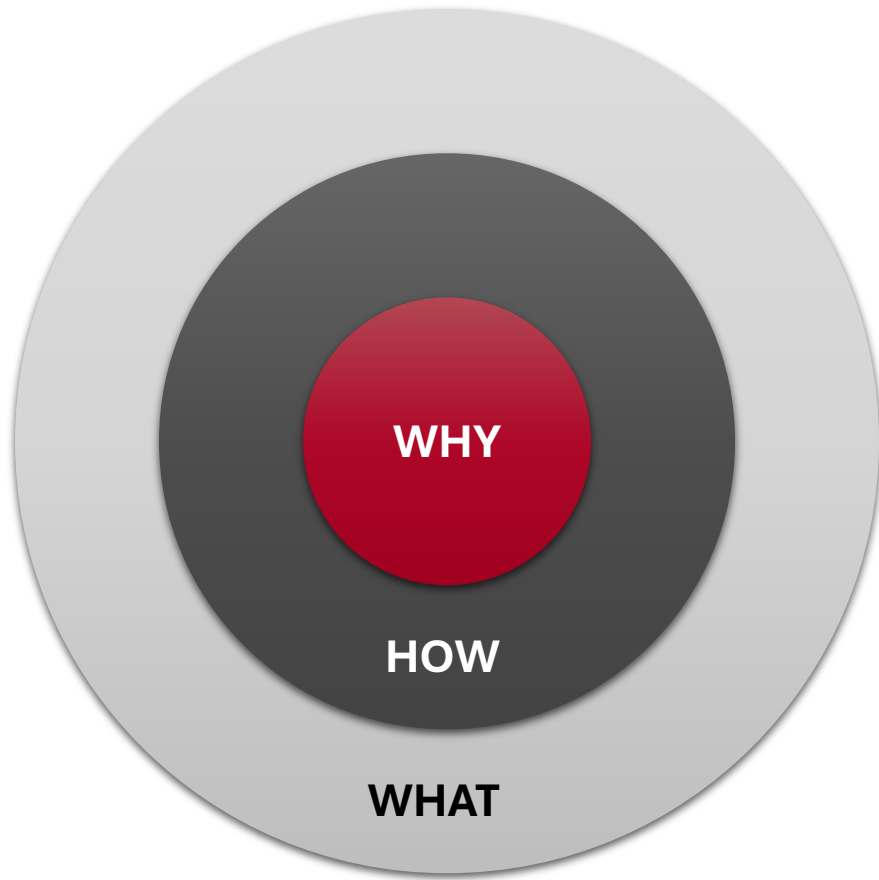


A photograph of the Carson College of Business building, a red brick structure with white-framed windows. A large, dark tree trunk is in the foreground on the left. The college's name is visible on a sign above the entrance.

Carson College of Business

We create insight and opportunity through the study of business and the power of our community, for Washington state and the world.



Why

- We believe that business education transforms lives by fostering intellectual and emotional growth, helping people overcome challenges, build relationships and develop confidence to take on new opportunities.

How

- Programs are differentiated based on active learning, focus on relevance, fostering collaboration and a provision of a supportive environment
- Through our research, our faculty deepen our understanding of the practice of business which drives the relevance of our curriculum. They contribute to knowledge about business practices by pursuing questions focused on long-term insights

What

- Programs and scholarly work focused around our five strategic goals
 - F2F undergraduate programs
 - Online programs
 - Business education across the university
 - Disciplinary research that advances understanding
 - Insights that influence practice

Center for Entrepreneurship

- One of seven centers in CCB
- Locus of entrepreneurial programming within CCB and across the university
 - Business Plan Competition
 - Community Consulting
- 35 ventures launched; \$7M in funding raised
- Ranked in top 50 undergraduate programs by Princeton review



MBA Programs

- Delivered fully online
- Carousel model provides expanded community for students and scale for us
- Rankings (USNWR)
 - #22 in best MBA programs
 - #20 in best programs for veterans



The Next Carson Coug

- Undergraduate program launched in 2019
- Designed in consultation with industry and alumni
- Core focus on active learning
- New classes in teams, ethics, innovation, data analytics; maintained required international experience
- Mandatory co-curricular program (Career Amplifier) to build professional skills
- Crisis and Clarity: What we've Learned since 2019

