

INFORMATION ITEM #2

Mission Moment with the Carson College of Business (D. Compeau)

Carson College of Business Mission

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

Strategic Goals

Opportunity

- Our face-to-face undergraduate programs are the first choice for students seeking a business education from a Pacific Northwest university.
- Our online business programs are the first choice for working students seeking an affordable, quality online business education from a Pacific Northwest university.
- We work in partnership with other WSU colleges to provide premier business education to all WSU students who seek and would benefit from such education as a complement to their primary focus.

Insight

- We are recognized by our aspirant peers as a regular contributor of rigorous and influential research to academic disciplines.
- We are recognized by the business and policy communities of the Pacific Northwest as the leading source for business insights based on research and critical thought.

Carson College of Business by the Numbers

Programs

Level	Campuses	Enrollment (Fall 2024)
Undergraduate (BABA and BAHBM)	Pullman, Vancouver, Tri-Cities, Everett, Global	~4500 students, including ~800 on global campus
Master's in Business Administration	Global (in traditional and executive formats)	~600 MBA ~80 EMBA
PhD in Business Administration	Pullman	~40 across 7 disciplines

Program Recognition

Survey of high school students, community college transfer students and parents, conducted annually to assess recognition relative to 10 PNW institutions

- #1 for applications; #2 for interest in attending; #2 for overall rating of program quality

Research

- >1300 intellectual contributions, including ~650 peer-reviewed journal articles from 2018-2023 (top third of our peers)
- School of Hospitality Business Management is recognized as #16 for research globally and #4 in the US by the [Shanghai ranking](#)
- Entrepreneurship research ranked #13 globally by [Texas Christian University](#)

Centers and Institutes

Our seven centers and institutes provide a mix of educational opportunities, research insights and community engagement in key focus areas:

- Center for Entrepreneurship
- International Business Institute
- Granger Cobb Institute for Senior Living
- Center for Professional Sales
- Marriott Hospitality Culinary Innovation Center
- Hoops Institute for Tax Policy
- Center for Behavioral Business Research

Three “Signature” Programs

The Next Carson Coug

Comprehensive revision of our undergraduate curriculum and co-curriculum launched in 2019. TNCC was designed to provide the knowledge, skills and abilities demanded by businesses for recent graduates. The program includes:

- smaller classes (maximum size 70) to permit active learning,
- new courses in teams, ethics, innovation, data analytics as well as a comprehensive business overview class to address gaps identified through our design process,
- a comprehensive co-curricular program (the career amplifier program) that develops professional skills
 - required international learning, with extensive study abroad opportunities (For 2024: 186 undergraduates across 17 countries supported by more than \$125,000 in study abroad scholarships)

Center for Entrepreneurship

- A cornerstone of our goal to provide business education across the university
- Annual Business Plan Competition has featured over 1200 students since 2014 and resulted in 35 ventures launched and over \$7M in funds raised
- Business Growth Mentor Alliance Program (BG-MAP) founded in Vancouver and now extended to Pullman as Carson Business Solutions
 - As part of the entrepreneurship capstone course, seniors work with local client firms to solve real business problems
 - BG MAP and CBS have provided more than 200,000 hours of consulting to 460 small businesses; BG MAP has fueled an estimated \$17M in new revenue in the Vancouver-Portland region

MBA Program

- Fully online model (F2F program closed in 2017)
- Provides flexibility for working professionals seeking career growth
- Recognized as exceptionally supportive for military-affiliated students
- Serves >600 students, a significant expansion from our F2F programs