

RECRUITING GUIDE

CSUF

Career Center

STUDENT AFFAIRS AND
STRATEGIC ENROLLMENT
MANAGEMENT

COLLEGE OF BUSINESS & ECONOMICS

at California State University, Fullerton

Fostering **Brilliance**

The College of Business and Economics (CBE) at California State University, Fullerton prepares career-ready business talent through rigorous, applied learning and strong connections to Southern California's business community. With a large, diverse student population and programs spanning core business disciplines, CBE emphasizes professional development, real-world projects, and experiential learning that help students graduate ready to contribute on day one.

How to recruit CBE students

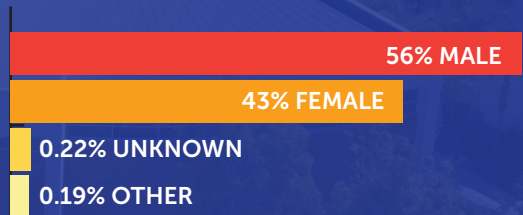
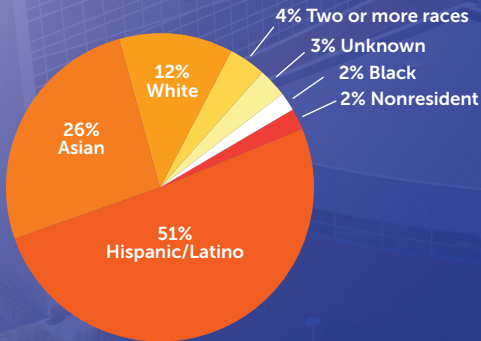
- Post jobs and internships through Titan Connection and Handshake
- Meet students in person (and sometimes virtually) through campus-wide and college-affiliated events like career fairs
- Host an information session or employer workshop: Build your brand on campus by hosting an information session or employer workshop
- Participate in on-campus interviews (OCI)
- Engage with student organizations and professional clubs

learn more at bit.ly/csuf-recruit

DEMOGRAPHICS

11,300 students
10,603 undergraduates
697 graduates

33%
first generation*
*first in their family to
go to college



DEGREE PROGRAMS & MAJORS

Master's

- Accountancy MS
- Accounting and Finance MS
- Business Administration MBA
- Economics MA
- Information Systems MS
- Information Technology MS
- Taxation MS

Bachelor's

- Business Administration BA
 - Accounting and Business Analytics
 - Accounting
 - Business Analytics
 - Business and Economics Analytics
 - Business Economics
 - Decision Sciences
 - Entertainment and Tourism Management
 - Entertainment and Hospitality Management
 - Entrepreneurship
 - Finance
 - General Management
 - Human Resource Management
 - Information Systems
 - Joint concentration in Marketing and Information Systems
 - Legal Studies
 - Marketing
 - Operations and Supply Chain Management
 - Real Estate
- Risk Management and Insurance
- Economics BA
- International Business BA
- Chinese
- Global Trade
- Intercultural Management



SKILL-BUILDING PROGRAMS

Business Honors Program

The Business Honors Program at CSUF offers the best opportunities for high achieving business undergraduates through exclusive recruitment, professional development opportunities and a built-in networking base.

TITANIAM

TITANIAM is a Marketing program initiative that connects students with real-world, hands-on learning opportunities to build marketing skills. Through applied projects and professional engagement, TITANIAM helps students develop portfolios and practical experience aligned with industry needs.

Titan Capital Management (TCM)

TCM provides hands-on experience in security analysis and stock and bond portfolio management. TCM focuses on leadership, teamwork, and oral and written communication skills to build a solid financial foundation and deliver strong risk-adjusted returns for client portfolios.

Personal Financial Planning

The Professional Certificate in Personal Financial Planning Program prepares students to become professional, competent, and ethical personal financial planners.

Women's Leadership

The Women's Leadership Program offers direct leadership training relevant to the unique challenges women face in the workplace, and includes paid one-on-one coaching sessions, providing participants with a highly desirable competitive edge on their résumés when applying for jobs.

CENTERS FOR EXCELLENCE

CBE Centers of Excellence address a variety of needs and issues in the community, provide an array of services to local business and government sectors, and provide academic and practical learning environments for our students.



Center for Corporate Reporting
and Governance



Decision Research Center



Center for Economic Education



Gianneschi Center



Center for Entertainment and
Hospitality Management



Giles-O'Malley Center for
Leadership



Center for Family Business



The Sales Leadership Center



Center for Information Technology
and Business Analytics



School of Risk Management and
Insurance



Center for Real Estate



Small Business Development
Center



Conrey Center for
Entrepreneurship



Woods Center for Economic
Analysis and Forecasting

Learn more about Center for Excellence at business.fullerton.edu/about/centers

IMPACT

Top **2% globally** with AACSB dual accreditation in business and accounting

"At Cal State Fullerton, I've had great opportunities to network with a lot of people who have big career goals like me, and it's nice to have those connections for the future," - Devin Gruenthal '27

#3 best online non-MBA business graduate program in California

U.S. News & World Report (2025)

"Cal State Fullerton has prepared me to achieve my academic and career goals. We're not just learning about different theories and concepts. We're learning how to apply what we've learned to real-world issues that we're going to face in the industry."

Nava Camacho, '25

In 2024, CBE broke ground on **Landmark Hall**, a state-of-the-art leadership hub that will support mentoring, training, and leadership development

"Cal State Fullerton has provided me with endless, enriching opportunities that have allowed me to shape my story and find myself at my own pace."

Coelle Ofalla-Hernando, '26

Learn more at business.fullerton.edu

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