



Business for a Better World

DEAN

COLLEGE OF BUSINESS

OCTOBER 2025



COLLEGE OF BUSINESS
COLORADO STATE UNIVERSITY

COLLEGE OF BUSINESS BY THE NUMBERS

3,283

Undergraduate
Business Majors
(Fall 2025 Census)

42%

Increase in
Undergraduate
Business Majors
Since Fall 2020

90%

Undergraduates
Secure Career or
Academic Offers Within
180 Days of Graduation

7

Graduate
Programs

14

Graduate
Certificates

96%

Master's Students
Secure Career Plans

304

Employees

5

Academic
Departments

35K+

Alumni



POSITION SUMMARY

Colorado State University invites applications and nominations for the Dean of the College of Business. The Dean reports to the Provost and Executive Vice President, serving as the chief academic and spokesperson for the College on curriculum, personnel, and resource advocacy issues. We seek a dynamic, passionate, and caring leader with a strong scholarly record, deep academic values, excellent leadership skills, a proven track record in external relations and development, and a proven ability to manage in a way that can be leveraged to lead a world class College of Business.

At the College of Business, we believe deeply that business has the transformative power to address society's greatest challenges - advancing sustainability and innovation alongside economic prosperity. We seek a Dean who shares our devotion to "**Business for a Better World**;" someone who embraces our mission to transform lives through business education, scholarly research, and community engagement, who will amplify our values, and who will lead the College with passion and purpose so that we continue to shape business as a force for good.

With very strong research productivity across its various disciplines, the College of Business is AACSB-accredited at the undergraduate and graduate levels and serves approximately 3,000 resident undergraduate business majors, 1,350 resident undergraduate business minors, and 200 resident graduate students enrolled in the Evening MBA, Impact MBA, Master of Accountancy, Master of Finance, and Master of Computer Information Systems. Additionally, the College remains a pioneer in online, distance-delivered education that serves approximately 800 distance graduate students enrolled in the Online MBA, Master of Computer Information Systems, and graduate certificate programs.

One of eight colleges at the University, the College of Business has approximately 70 tenured and tenure track faculty and 36 clinical appointment faculty in the Departments of Accounting, Computer Information Systems, Finance & Real Estate, Management, and Marketing. In addition to these academic departments, the College of Business is the home to the **Center for Marketing and Social Impact**, **Everitt Real Estate Center**, and **Institute for Entrepreneurship (I4E)**.

Aspirationally, the College seeks to improve its external visibility and to raise its stature from a strong performing but under-recognized Business school in the areas of fundraising, program recognition, and research stature. Specific targeted outcomes include:

- Transformational fundraising, including development success around a College naming gift, endowed research chairs
- Continued academic and research program recognition
- Strategic growth and infrastructure development (fostering sustainable enrollment growth, addressing space constraints to support program expansion)
- Balanced academic and industry impact (strengthening research reputation and fostering industry partnerships)

APPLY ONLINE AT [JOBS.COLOSTATE.EDU](https://jobs.colostate.edu) ↗

STRATEGIC PLAN 2030: BUSINESS FOR A BETTER WORLD



Mission

We are in the business of transforming lives. Through business education, scholarly research, and community engagement, we make our world a better place.

Vision

Inspire and inform business practices that improve societal well-being and the health of our planet.

// Values

Access

We create inclusive opportunities for education, engagement, and student success

Excellence

We uphold high standards for ourselves, each other, and our community

Impact

We address societal challenges and are committed to improving the world

Community

We uphold CSU's Principles of Community: inclusion, integrity, respect, service, and social justice

Goals & Objectives/Metrics ►►►



Thought Leadership

Pursue excellence in research that improves our understanding of business and its role in advancing sustainability.



Opportunity & Belonging

Provide resources, remove barriers, and foster community to empower all students to succeed.



Transformative Learning

Create collaborative learning experiences that equip students with the values, knowledge, and skills to navigate rapidly evolving markets and address global challenges with sustainable business models and practices.



Success & Affinity

Foster impactful career pathways and create an engaged and purpose-driven alumni community.



Engagement

Utilize our academic resources to collaborate with external stakeholders and drive shared innovation and positive impact.



Financial Foundations

Secure financial and operational stability and strength to sustain programs and fuel the College's strategic priorities.



Thriving Workforce

Inspire a conscientious and well-equipped community of employees dedicated to making a positive impact in the workplace and beyond.



For more information, visit: csu.bz/stratplan

ABOUT THE COLLEGE OF BUSINESS

Undergraduate enrollment success

Enrollment in the College's bachelor of science in business administration degree has grown significantly over the past decade: 3,283 students were enrolled as business majors in Fall 2025 up from 2,423 in Fall 2017. To support the College's impressive growth, the University committed to increasing our funding by \$5 million in FY25 and \$5 million in FY26.

Land-grant commitment to access, excellence, sustainability

Colorado State University was [founded through the Morrill Act of 1862](#), which established land-grant institutions across the country with the aim of making higher education accessible to all, not a privileged few. That mission endures today through the University's commitment to excellence and providing access to a world-class education for all with the talent and desire to attend college.

More than 150 years later, the College of Business proudly honors our land-grant mission. It is woven into the College's vision to inspire and inform business practices that improve societal well-being and the health of our planet. By upholding our values of access, excellence, impact and community, our students, faculty and staff are creating a better world. From our faculty's research to our alumni's accomplishments, Biz Rams are seizing opportunities to change their communities for the better in Fort Collins, across Colorado and around the world.



ONLINE PROGRAMS



Distance learning pioneers since 1969

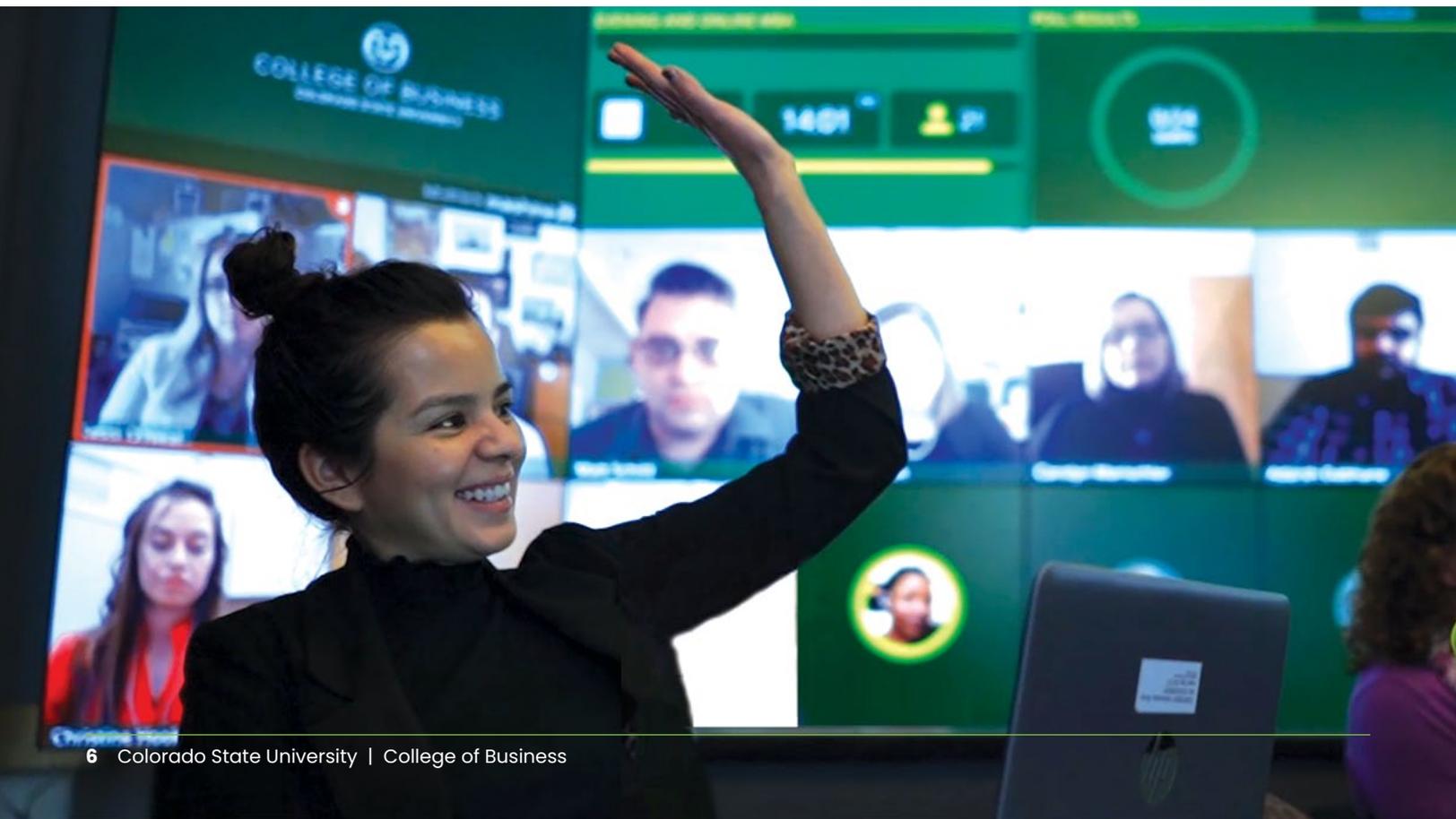
The College first began offering videotaped graduate courses in 1969, years before most Americans even had home video players. Students and faculty embraced the technology, and the College quickly added enough courses to offer a remote MBA.

More than half a century later, the College is still **finding new ways to teach students using video**, moving from videotapes to real-time online streaming – and beyond.

With **the Online MBA's flexibility**, students choose from three modalities. Students who want to take a course in real time can participate using Mosaic, the College's video collaboration technology, or livestream the class. They also have the option to view an on-demand video recording of the class later.

Students enrolled in the Online MBA with Mosaic appear on a 242-sq.-foot. wall of frameless video screens in the classroom, allowing them to participate in class and contribute to discussions. Five remote-controlled video cameras placed throughout the classroom make them feel like they're in the room with the in-person students.

In a video production room equipped at the standard of broadcast television, a team of studio experts remotely control 20 robotic cameras across seven classrooms, creating an engaging online experience for graduate business students across the country.



ACADEMIC PROGRAM HIGHLIGHTS



Impact MBA: people, planet, profit and purpose

The College's award-winning **Impact MBA** empowers students to use business to build a better, more sustainable world. The program goes beyond theory, providing each student with a hands-on, **400-hour summer fellowship** in which they implement and manage sustainability initiatives to create lasting organizational change.



Dual degree programs expand skills, employability

Interdisciplinary programs allow graduate students to learn key business fundamentals while gaining specialized knowledge in another field. Students may enroll in the nation's No. 3 veterinary program in the **DVM/MBA**, acquire advanced finance and sustainability skills in the **MFin/Impact MBA** or become a leader in public health in the **MPH/MBA**.



14 graduate certificates allow professionals to achieve more

The College's **14 graduate certificates** were designed to help professionals build in-demand skills and give them a competitive edge. Each certificate, from corporate finance to cybersecurity or sustainable business, can be applied toward one of our top-ranked MBA or master's programs.



Accelerated master's programs fast-track advanced degrees

The Accelerated Master's Program (AMP) gives motivated students a path to a graduate degree. By applying up to nine credits to both a bachelor's and a master's degree, students save time and tuition and seamlessly transition into MBA, MCIS or MAcc programs while preparing to be business leaders.



11 ways to pursue an undergraduate business degree

Students pursuing a Bachelor of Science in Business Administration at the College may choose from 11 concentrations, allowing them to customize their education to meet their academic, professional and personal goals. One of the concentrations, supply chain management, **was recently ranked the No. 12 program of its kind in North America**.



STUDENT EXPERIENCE

Students build, apply their skills through experiential learning

What students learn in the classroom is important, but signature experiences — opportunities to apply their education to real-world issues and engage with industry professionals — shift their perspectives, bolster their resumes and prepare them for exciting, fulfilling careers.

Students help companies develop solutions for pressing global problems, immerse themselves in an industry that interests them or make an impact in their local communities. Signature experiences help students build professional networks before graduation and give them stories to share in future job interviews, allowing them to showcase their full potential and value.

Dedicated career management center connects students with jobs

As Colorado State University's only college with a dedicated Career Management Center, the College of Business is committed to **preparing students for successful, fulfilling careers.**

Students can engage with the Career Management Center by scheduling a career counseling session, attending a career fair, participating in a mentorship program or getting help finding an internship. Equipped with a wide variety of career resources, **55% of undergraduate students hold an internship** while at the College of Business and **90% report receiving a job offer** within 180 days of graduation. The Career Management Center's resources remain available to students after they graduate.

RESEARCH

*College of Business authors and their forthcoming contributions to business literature**

Kelly Martin, "Customer Data Privacy Stewardship"
Journal of Marketing, forthcoming.

Joe Burke, "The Effect of Relative Performance Evaluations on Employee Judgments of and Behavioral Responses to Managerial Monitoring"
The Accounting Review, forthcoming.

Stephanie B. Escudero, "Crowdfunding: A Theory-Centered Review and Roadmap of the Multidisciplinary Literature"
Journal of Management, forthcoming.

Jonathan Z. Zhang, "Artificial Intelligence Marketing Usage and Firm Performance"
Journal of the Academy of Marketing Science, forthcoming.

Samantha A. Conroy, "On the Folly of Rewarding Your Version of Performance: Signaling and the Double Empathy Problem in Pay-For-Performance Across Neurotypes"
Human Resource Management, forthcoming.

Gideon D. Markman, "From a Portfolio of Journals to a System of Knowledge Production"
Academy of Management Journal, forthcoming.

Elizabeth N. Cowle, "What Happens to Partners Who Issue Adverse Internal Control Opinions?"
Journal of Accounting Research, forthcoming.

Gideon D. Markman, "Time to Face the Music: A Commentary on Lee, Busenbark, Withers, and Zajac's How Music Theory Can Inform Competitive Dynamics"
Academy of Management Review, forthcoming.

Kelly D. Martin, "Tournaments of Destruction: Consumers Battling for Visibility"
Journal of Consumer Research, forthcoming.

Gideon D. Markman, "From a Portfolio of Journals to a System of Knowledge Production"
Academy of Management Review, forthcoming.

Zac Rogers, "Strange Dance Partners: Supply Chain Cyberattacks and Chained Vulnerability"
Journal of Operations Management, forthcoming.

Gideon D. Markman, "Transformational Hybridity: Shape, Shake, and Shift Up for Societal Grand Challenges"
Journal of Management Studies, forthcoming.

Sherry Qiang Fu, "Mediation Testing with Polynomial Regression: A Critical Review of Extant Approaches and a Researcher's Toolkit for the Future"
Journal of Applied Psychology, forthcoming.

Sherry (Qiang) Fu, "That's Not What I Was Promised! Psychological Contracts and Quiet Quitting"
Human Resource Management, forthcoming.

Stephanie B. Escudero, "Passive Consumer to Active Creator: Review of Drivers, Processes, and Outcomes of User Entrepreneurship"
Entrepreneurship Theory and Practice, forthcoming.

Shuai Yan, "Platform customer misconduct: A conceptual framework for research and practice"
Journal of the Academy of Marketing Science, forthcoming.

Kelly Hewett, "A Whole New World: Charting Unexplored Territories in Consumer Behavior Research with Generative Artificial Intelligence"
Journal of the Academy of Marketing Science, forthcoming.

Kelly Hewett, "How Firms Can Steer Social Media Conversations"
Journal of Marketing Research, forthcoming.

Adela Chen, "Quantitative Behavioral IS Research—A Look Back and a Look Forward"
Management Information Systems Quarterly, forthcoming.

Todd Donovan, "The Collective Identity Effect: How Group-Level Identity Influences Individual Behavior"
Journal of Marketing, forthcoming.

Wenrui Zhang, "Local Political Corruption and Financial Reporting Conservatism"
The Accounting Review, forthcoming.

Gaurav Jetley, "Racial Bias in Pain Measurement Frequency in ICUs and its Impact on Early Readmission"
Production and Operations Management, forthcoming.

Mara Waller, "Reducing Bias through Board Decision Making: An Information Processing Model of Board Decision Synergy"
Academy of Management Review, forthcoming.

*This list is limited to Financial Times 50 journals and articles that are not yet in print.

COMMUNITY CONNECTIONS

Institute for Entrepreneurship guides community startups

The **Institute for Entrepreneurship** (I4E) is a hub for innovation, taking a zero-barriers approach to entrepreneurship by offering free programming for CSU students, employees and community members. Although the I4E is housed within the College of Business, it welcomes students of all majors.

Through a series of programs known as the Venture Development Pathway, the I4E gives aspiring entrepreneurs all the tools they need to get their ideas to market. With the support of seasoned mentors and coaches, participants conduct customer discovery and market research, create a business model, analyze their competitive landscape, and prototype products with the goal of launching successful ventures. The result is a tiered approach to pursuing an idea and bringing it to life.



Everitt Real Estate Center: Bringing academic, professional worlds together

The **Everitt Real Estate Center** (EREC), housed in the Department of Finance and Real Estate, serves as a vital bridge between academia and the Northern Colorado real estate industry. Established in 2000 with support from the Mortgage Bankers Association and strengthened by transformational gifts from alumni and community leaders, EREC fosters collaboration that benefits students, faculty, professionals and the wider community.

Through networking, applied research and professional development, the center creates opportunities for students to engage directly with industry while providing practitioners access to innovative ideas and talent. Guided by an advisory board, EREC advances knowledge, supports workforce development and exemplifies the role of business education in driving regional impact.

LOOKING AHEAD



High school students engage at summer programs

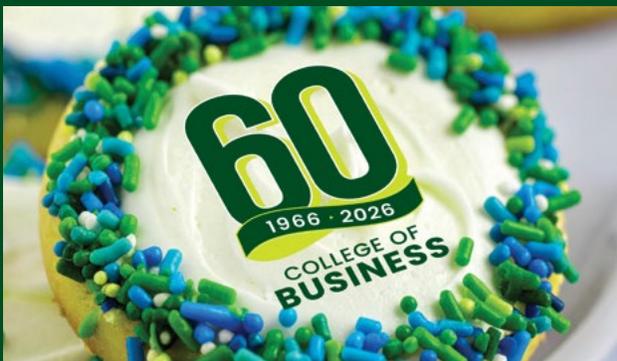
It's never too early for students to start learning how they can use business to make the world a better place.

At several summer programs hosted by the College each year, high school students learn business concepts through engaging tours and lectures. Activities range from building a robot to participating in a case competition or pitching an entrepreneurial concept to a panel of judges. For many, it's their first taste of life on a college campus.

In the land-grant tradition of expanding access to higher education, some of the College's programs for high school students were designed specifically for those who would be the first in their families to attend college.

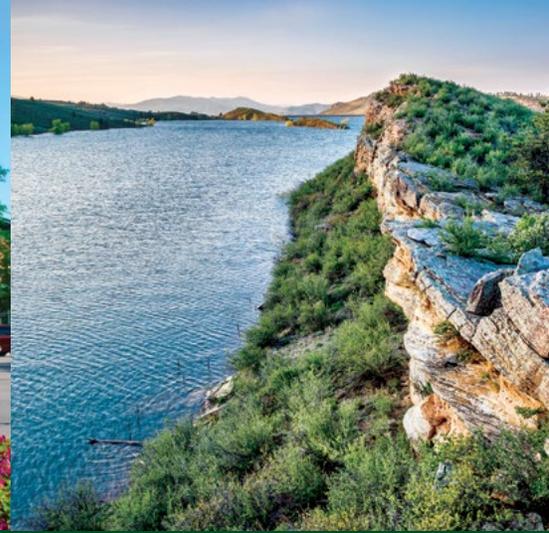
"I've had multiple students tell me that they didn't think college was in their fate, but after attending the summit, they realized they really wanted to go," said David Ferree, a former undergraduate recruitment coordinator at the College who managed the First-Generation Business Summit.

- For 10 days in July, the College welcomed high school students from 15 countries to campus for [our 10-day Global Business Academy](#). The program's curriculum centered on the theme of recreational technology, with a focus on entrepreneurship, design thinking and business modeling.
- At our weeklong [First-Generation Business Summit](#), also in July, 54 high school students attended lectures, visited local businesses, received a behind-the-scenes tour of the Professional Bull Riders Last Cowboy Standing setup and participated in a case competition. To kickstart their academic career, attendees earned one college credit for completing the program.
- Through hands-on projects and expert presentations, our June [IT in Business summer program](#) introduced high school students to artificial intelligence, application development, 3D printing, robotics and virtual reality.



60 years stronger than ever

In 2026, the College will celebrate its 60th anniversary, and plans are underway to energize our alumni, donors, students, staff and faculty for a year of celebrating all we've accomplished and all that is to come. Our new dean will play a significant role in uniting our community around a common goal: setting the College up for success over the next 60 years.



COLORADO STATE UNIVERSITY

Colorado State University is one of the nation's top public research universities and an institution on the rise. In the last decade, CSU has produced record enrollment, all-time highs in student success; record fundraising; groundbreaking research driven by a highly productive faculty; and a campus transformed by a building campaign. Most importantly, CSU offers an unrivaled learning environment, where nine of 10 recent graduates say they would choose CSU again.

CSU has been recognized repeatedly as among the most sustainable higher education institutions in the world. We were the first institution to earn a Platinum rating in the Sustainability, Assessment and Rating System (STARS), and in 2023 we became the first institution to earn four consecutive Platinum ratings.

To learn more about CSU, visit about.colostate.edu.

FORT COLLINS

Fort Collins is consistently ranked as one of the best places to live and work in the country. Located at the northern end of Colorado's economically vibrant and environmentally beautiful Front Range, it boasts major employers including Hewlett-Packard, Woodward, New Belgium Brewing and OtterBox, along with parks and trails galore.

SEARCH CONTACT

Allen Robinson

Dean, Walter Scott, Jr.

College of Engineering

cobdeansearch@colostate.edu

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