

FOR IMMEDIATE RELEASE
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College of Business Named to Best 296 Business Schools List by Princeton Review

California State University, Chico's College of Business is among the best business schools in the country, according to The Princeton Review, a New York-based company known for college and career guidebooks, its test-prep courses and other education services.

Included in the just-published 2009 Edition of the Princeton Review's Annual Best Business Schools, the CSU, Chico College of Business was cited as providing students with "a unique combination of excellent and caring professors, a well-run program, and a great environment that well serves the needs of its part-time and full-time MBA student populations."

The review conducted a three-year survey of students at the best MBA programs in the world accredited by the Association to Advance Collegiate Schools of Business (AACSB) and gathered statistical information on many more in order to give readers the widest possible base of information for selecting the right business school for them. According to Robert Franek, Princeton Review vice president-publishing, "We select schools for this book based on our high regard for their academic programs and offerings, institutional data we collect from the schools, and the candid opinions of students attending them who rate and report on their campus experiences at the schools."

CSU, Chico students surveyed for the book listed convenient location, strong regional reputation and affordable tuition as reasons for choosing the school. According to the Princeton Review, "Students here appreciate the program's emphasis on group projects. They also approve of the curriculum's focus on developing practical skills that make graduates effective, calling the Chico MBA "a great hands-on education system." Professors here "are caring and have both practical and academic knowledge."

College of Business Dean Willie Hopkins said, "I am most gratified that this accolade is the result of an overwhelmingly positive response from our students. Their comments validate the distinctiveness of Chico State's business program and underscore the impact of our unique campus environment, our caring and talented faculty, and the high-quality academic programs that we provide."

Located in Northern California, the CSU, Chico College of Business has been accredited by the AACSB since 1972 and has long been known for cutting-edge ERP instruction. The school manages a mega-hosting center for SAP, the world's largest enterprise software company, and develops curriculum that is used by IT professors throughout the world. Established and emerging programs in entrepreneurship, systems dynamics, values-based leadership and sustainability contribute to the college's national reputation.