Students at the David Nazarian College of Business and Economics are using their experience and education to help small business owners in the San Fernando Valley that have been impacted by the pandemic.

Through support from the Wells Fargo Foundation, MBA students in the Nazarian College Small Business Consulting Program, have formed teams to address specific challenges caused by temporary closures and other restrictive measures taken by government and public health officials as they struggled to curtail the rapid spread of the novel coronavirus.

“This is an especially critical time for all business but especially small business owners,” said Chandra Subramaniam, dean of the Nazarian College. “Students in our Small Business Consulting Program are able to assist these businesses by providing new perspectives and developing solutions to help them quickly pivot in areas that have been most impacted so that they can be strong and remain successful.”

For over 20 years, top undergraduate and graduate students have been providing consulting services and have served more than 300 small businesses. In addition to the MBA program, top-graduate seniors perform consulting services through FOUND/LA’s Local Business Boost, an initiative of the Ward Foundation that supports entrepreneurs in Los Angeles.

All student teams work with clients to discuss client goals, financial statements and determine the scope of work. Following the initial intake interview, students delve into the challenges identified by the business owner and work to find solutions and provide recommendations. At the conclusion of the partnership, clients are presented with a comprehensive report that includes research, data analysis and strategic goals and recommendations in real-time. In turn, students get an integrative learning experience that also builds economic prosperity and societal well-being in the community.

"Our students are gaining real-world experience while giving back to the community, which aligns with the ethos and mission of the college,” explained Subramaniam. “It is very much a mutually beneficial relationship.”

Due to the campus closure and transition to online learning, student teams are working with clients virtually and will continue to do so as long as necessary. Although face-to-face meetings are preferable, both clients and consultants have quickly adapted to virtual meetings, which has not impeded the quality of service and progress.

PART-TIME, FLEXIBLE MBA
Mid-career professionals improve management and leadership skills, enjoy professional advancement and have more fulfilling careers when they earn an MBA in the part-time evening program at California State University, Northridge’s AACSB-accredited David Nazarian College of Business and Economics.

Students develop business acumen in finance, strategy, operations, economics, human resources and entrepreneurship. Better decision-making results from training in data literacy, analytical reasoning and critical thinking.

The program cultivates communication and teamwork skills, along with a commitment to ethical, legal and social responsibility – all within the context of global and multicultural awareness.

Graduates describe their highly qualified professors as a highlight of the program, noting their ability to combine academics with real-life applications. Faculty, who are hand-picked for excellent teaching, research and business credentials, facilitate active learning by integrating and applying rigorous academic and theoretical training to practical situations. Professors leverage students’ business experience, lead them in client-based projects and run business simulations, and engage them in client-based projects. Small class sizes allow each student to engage fully in this process.

Nazarian MBA students are a diverse group of intelligent and accomplished professionals from the San Fernando Valley, Los Angeles County and Ventura County regions. Recently ranked No. 6 among the “most transformative colleges” in the nation, by Money Magazine and ranked by The Wall Street Journal as among the top three universities nationwide for diversity, few MBA programs can equal CSUN’s in graduating MBAs prepared to work and lead in a diverse and global business environment.

Housed on a beautiful 365-acre campus, CSUN is the fourth-largest university in California. Its 340,000 alumni include prominent business leaders, such as the man for whom the business college was named, David Nazarian. The university is home to the award-winning Yorba and Soraya Nazarian Center for the Performing Arts and the LEED Gold-certified Student Recreation Center. CSUN is a place where students rise and take their region with them.

Learn more at csun.edu/mba.

For more information on the MBA program, visit csun.edu/nazarianconsult.

For more information on the Nazarian College Small Business Consulting Program, visit csun.edu/mbaconsult.

For more information on the MBA program, visit csun.edu/mba.

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The part-time, evening MBA program at CSUN’s David Nazarian College of Business and Economics improves management and leadership skills so that mid-career professionals can advance in their careers, switch careers or become entrepreneurs.

CSUN’s Nazarian College offers a high-quality MBA program with an excellent reputation at an outstanding value.

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