**Naming Opportunities – BRIEF DESCRIPTIONS**

**Re-Imagination Courtyard – $1 Million**

The new Re-Imagination Courtyard collaboration space will be a welcoming area that would be used for College and community events. A portion of this gift would be directed toward a programming endowment.

**Center for Business Ethics– $3 Million**

This investment would create a center committed to providing ethical reflection and solutions to important business and social problems, including preventing human trafficking through research, teaching, outreach, and engagement.

**Financial Literacy Center – $1.5 Million**

The Financial Literacy Center would provide online and for-credit financial literacy education and financial counseling services with the goal of improving financial wellness and capability for CSU students and staff.

**Institute for Entrepreneurship – $5 Million**

The Institute for Entrepreneurship serves as a hub for innovation and takes a zero-barriers approach to entrepreneurship by offering free workshops to all Colorado State University students while facilitating connections with business leaders and strategic partners to validate, incubate, and accelerate Universitywide startups.

**Mosaic Classroom Naming in Rockwell West – $500,000**

Mosaic is the next generation of our universal classroom, connecting our online audience alongside on-campus students for a full classroom experience by allowing real-time group discussions and using online engagement tools.

**Career Management Center – $5 Million**

The Career Management Center offers world-class, lifelong career services to our students and alumni. From career-focused workshops and events to individualized career counseling and coaching sessions, the center inspires and empowers engagement in one’s lifelong career journey.

**Professional Development Fund – $250,000**

Housed in the Career Management Center at the College of Business, this fund supports students who lack the financial resources necessary to purchase professional business attire and/or assists with travel/housing needs to allow students to move forward with valuable internship or career opportunities.

**Professional Mentoring Program – $1 Million**

The professional mentoring program provides an opportunity for industry professionals to be paired with students to aid them in their personal and professional development journeys. The program supports state-of- the-art software and a coordinator who drives recruitment and implements events.

**The Beverage Business Institute – $2 Million**

Beverage styles are overflowing, and production across Colorado and the country employs millions of people. An investment in the Beverage Business Institute would expand on the Institute’s ability to design and deliver content focused on business operations, production, and distribution, specifically for professionals in the beverage industry.

**Dean’s Student Leadership Council – $1 Million**   
The student-run Dean’s Student Leadership Council is a liaison between the undergraduate student body and the dean of the College of Business. The group’s students organize events throughout the year that enhance students’ collegiate experience by allowing them to take part in professional development opportunities, build relationships with the College of Business community, and network with donors, alumni, and local business professionals.

**Rock SOLID (Student Ambassador Program) – $250,000**

Rock SOLID Ambassadors promote the College of Business by creating a welcoming environment for prospective students, families, and current and potential donors. An investment would provide ambassadors’ salaries and allow for additional recruiting initiatives, including bringing students from Colorado schools to campus for a day.

**International Service Learning – $8,000/student**

This credit-bearing Education Abroad program allows students to spend two faculty-led immersive weeks in Ecuador or Tanzania working with rescued, abandoned, and/or impoverished young people, learning about language, culture, people, economic systems, tourism, and business as it relates to business in the U.S.

**Rams on Wall Street – $2,000/student**

Funding provides for one student to attend Rams on Wall Street, an annual national conference in New York City that focuses on global finance, economics, investment management, and sustainability.

**Global Business Academy – $2 Million**

The Global Business Academy is a two-week immersive and team-based summer program through which high school students, ages 15-18, learn valuable business concepts around global business and entrepreneurship as well as life skills such as communication, leadership, and teamwork. Naming the Global Business Academy would sustain the program through scholarship support and provide program development and coordination support.

**Impact MBA – $5 Million**

Launching in Fall 2020, the Impact MBA builds off the world-class Global Social and Sustainable Enterprise MBA program. Impact MBA graduates are well-positioned to address the global challenges of the next century including our changing climate, food insecurity, clean water, health care, and human trafficking.

**Employee Recognition Award – $500,000**

Employee Recognition Awards recognize faculty and staff whose performance enhances the success of our students and the college. Awards reinforce practices and activities that produce positive results in line with our College’s strategic plan of gaining greater national visibility and creating Business for a Better World.

**Donor Recognition Wall (in Rockwell West) – $100,000**

A Donor Recognition Wall in Rockwell West honors the individual and corporate contributors to the College of Business. A digital donor wall offers the flexibility to acknowledge donors in real time.

**Center for Marketing and Social Impact – $1 Million**

The mission of the Center is to advance marketing’s societal contributions through research, education, and outreach. Center activities focus on enhancing consumer welfare, informing public policy, and improving overall societal well-being through marketing practices that are economically, socially, and environmentally sustainable.

**Center for Professional Selling - $1.5 Million**

The Center for Professional Selling educates and prepares students for careers and personal success in the field of professional selling. Investment in the Center would provide the physical space needed for training, events, and job fairs in addition to travel to national sales competitions and staffing support.

**Inclusion Case Competition – $100,000/year**

The College of Business seeks to launch a tournament-style, cross-campus Diversity Case Competition where the objectives are to build knowledge and skills for inclusive excellence and leadership in students, empower students belonging to minority populations, and develop a passion for respectful and equitable treatment of women and minorities.

**Accounting Tutoring Lab – $500,000**

The Accounting Tutoring Lab provides accounting tutoring services for students. Funding would provide for base operating expenses, tutors’ salaries, training and development of tutors, and a lab coordinator and faculty supervisor.

**Emergency relief fund - $50,000**

To support, student online MBA, student internship grants for volunteer service in non-profits and summer work programs.

**Technology relief fund -$50,000**

To support virtual classrooms, technology grants, virtual mentoring and laptops.

**Department Summaries**

**Department of Computer Information Systems**

The Department of Computer Information Systems brings people, processes, and technology together. Our 11 faculty members engage in cutting-edge research and teach a broad spectrum of IT courses in analytics, cybersecurity, database, networking, project management, and software development. We also jointly administer a Cybersecurity Center funded by the state of Colorado.

**Department of Finance and Real Estate**

The degrees offered within the Department of Finance and Real Estate are some of the most popular at the College of Business. With academic and extracurricular opportunities that echo the variety in the industry, our undergraduate and graduate students have many options to tailor their time at Colorado State University to best fit their career aspirations.

**Department of Marketing**

The Department of Marketing challenges its students and faculty to make the world a better place by developing solutions to problems people face in business and society. Students focus their studies toward many aspects of marketing, including social media, digital marketing, and marketing data analytics. Our faculty are among the most cited researchers in the field and have received numerous awards.

**Department of Management**

The Department of Management conducts cutting-edge research while also developing and delivering innovative curriculum addressing management theory and practice in various domains including entrepreneurship, human resources, organizational behavior, strategy, and supply chain management. By engaging in these various activities, we seek to deepen existing understanding and generate new knowledge.

**Department of Accounting**

The Department of Accounting develops cutting-edge research and delivers a curriculum that prepares students for various careers in accounting. The department ranks No. 1 in the state for overall research productivity and is highly ranked worldwide for tax research productivity and experimental managerial accounting research productivity. We continue to expand on our educational focus on data analytics as a fundamental aspect of our accounting curriculum, while also maintaining relevant course work to help our students succeed at the highest level in their careers.