



Fresno State continues to make a deep impact on our community and beyond. From excelling in the classroom and advancing research to positively changing the trajectory of over 25,000 students, we are giving everyone in the larger Central Valley a reason to be proud.



Defining the Valley

\$1 billion in economic activity contributed to the San Joaquin Valley each year



Possibility Meets Intention

Ranked No. 2 nationally in Washington Monthly's 2025 Best Colleges for Your Tuition (and Tax) Dollars



Teaching that Matters

R2 designated institution for high research activity and awarded doctoral degrees

Craig School of Business

A degree from the Craig School of Business opens doors in any professional field, from accounting and finance to corporate management and international business. Offering high-quality, cost-effective education and hands-on business experience, the Craig School educates job-ready graduates who go on to fulfilling careers.

By the Numbers

- Five-time ranked Best Business School (Princeton Review, 2009, 2012, 2019, 2024 and 2025)
- No. 9 in the West for entrepreneurship (Princeton Review, 2023 and 2025)
- No. 5 university for social mobility (Wall Street Journal, 2026)
- No. 5 in improving the economic mobility of students (California Mobility Index, 2025)
- No. 20 for best value (Wall Street Journal, 2026)

Competitive Career Pathways

Craig School graduates are in high demand in many industries and earn competitive salaries. Median salaries for professional jobs in our area include:

- Accountant - \$77,670
- Loan Officer - \$73,140
- Software Developer - \$126,290
- Human Resources Manager - \$135,640
- Marketing Manager - \$130,950

Source: U.S. Bureau of Labor Statistics, Fresno County median annual wage (2024)

Transforming Communities

Both the undergraduate and MBA business programs incorporate community service components into courses in which students work to solve business problems for local nonprofits and small businesses. Some recent projects include:

- **Valley Launchpad Alliance:** A student team created a comprehensive business plan for coordinating entrepreneurial support networks throughout the Fresno area to facilitate economic development in our region.
- **Best Buddies International:** A student team developed a growth strategy and identified potential valuable volunteer, grant funding and corporate partner resources for a nonprofit to better meet their mission of serving people with intellectual and developmental disabilities.
- **The Maddy Institute:** A student team developed a strategic plan to diversify revenue streams, strengthen donor engagement, improve budgeting and improve organizational structure for a nonprofit public policy organization.

These are just a few examples of how the Craig School of Business prepares students to lead and serve their communities.

Find Your Calling

Undergraduate Programs

B.S. in Business Administration

- Accountancy
- Accelerated Bachelor in Business Administration
- Computer Information Systems
- Data Analytics
- Entrepreneurship
- Finance
- Human Resource Management
- International Business
- Logistics and Supply Chain Strategies
- Management
- Marketing
- Real Estate and Urban Land Economics
- Special Option
- Sports Marketing

B.A. in Economics

Graduate Programs

Master of Business Administration (MBA)

Master of Business Administration for Executives (EMBA)

