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Welcome by the Administrative Dean, School of Business

Welcome to the School of Business at Concordia University Irvine and the challenges ahead and around you. Whether this is your first step or a continuing step in your education you will find opportunities to either develop or expand your knowledge, experiences and network relationships.

Your time at Concordia will develop or refine skills in our Economics or Business (Accounting, Business Data Analytics, Finance, International Business, Management, Marketing or Sport Management) programs. You will also benefit from Concordia's commitment to providing you an environment to pursue your own personal mission and ministry goals as well as the necessary tools to become wise, honorable and cultivated citizens.

Staff and faculty members throughout Concordia are active participants in ensuring we help you reach your educational and professional goals. Concordia offers courses developed and delivered by faculty who integrate classroom techniques with best business practices, real world experience as well as a Christian moral, ethical and value perspective of leadership. Many classes supplement assignments with guest speakers, life-like projects and in some cases remote or on-line class work.

Outside the classroom there are a variety of university, department and community events and organizations to provide you the opportunity to apply what you learn in the classroom. Some of these opportunities offer competitive or collaborative environments where you will be able develop teamwork, project management and leadership skills that are crucial in being successful.

I am most excited to share with you that the International Assembly for Collegiate Business Education (IACBE), a global accreditation agency for college and university business programs, has recently granted us its business and economics programs accreditation. This marks the first business accreditation for Concordia University Irvine's School of Business and is valid for the maximum of seven years through July 2023. Notably, Concordia University Irvine's School of Business is the first IACBE member to receive an ancillary specialized accounting accreditation by the IACBE.

The accreditation was based on program outcomes, measurements, and achievement evidence. The 20-month accreditation process, which included program reviews and a campus visit by the IACBE Board of Commissioners, found that the School of Business met or exceeded IACBE principles such as outcomes assessment, strategic planning, curriculum, faculty, scholarly and professional activities, and education innovation.

"The IACBE accreditation underscores our continual pursuit of excellence in business education," said Concordia University Irvine President Kurt Krueger. "It also reflects the high caliber and hard work of our faculty to provide an educational experience that empowers students for exemplary lives of learning, service, and leadership in today's global marketplace."

What does this mean to School of Business students and alumni? Receiving IACBE accreditation validates the quality of our business programs that current students, alumni, and the business community have come to expect and more importantly make your CUI degree worth even more!

Every individual is blessed in different ways by God and brings with them their own unique set of comparative and competitive advantages. We look forward to working with you in developing your unique skills at our unique university – Concordia University Irvine!

George W. Wright, CPA, MBA, MS
Administrative Dean, School of Business

The MISSION of Concordia University Irvine

Concordia University, guided by the Great Commission of Christ Jesus and the Lutheran Confessions, empowers students through the liberal arts and professional studies for lives of learning, service and leadership.

Introduction to the School of Business

The School of Business seeks opportunities to extend the Christian educational mission of the university by serving traditional undergraduate, adult, and international students. The purpose of the school is to provide learning opportunities for undergraduate and adult learners, which allow students to pursue career and personal lifelong learning goals.

The School of Business serves several populations of learners. Traditional undergraduate students may enroll in the business program offering majors and minors in business and economics. Graduate students may enroll in the Masters in Business Administration (MBA) program.

The PURPOSE of the School of Business

The undergraduate Business Division endeavors to develop its students' capacities to explore, conceptualize, explicate and interpret past and present human experience within the context of socio-cultural, political, business and economic life by means of the discipline of Business Administration.

Program Learning Outcomes in the School of Business

Courses, assignments and extracurricular activities intentionally focus on preparing student to demonstrate their competency in the following Program Learning Outcomes:

Business

- PLO1: Explain the major concepts in the functional areas of accounting, marketing, finance and management
- PLO2: Evaluate the legal, social, and economic environments of business
- PLO3: Describe the global environment of business
- PLO4: Describe and explain the ethical obligations and responsibilities of business
- PLO5: Apply decision-support tools to business decision making
- PLO6: Construct and present effective oral and written forms of professional communication
- PLO7: Apply knowledge of business concepts and functions in an integrated manner

Economics

- PLO1: Explain the major theoretical concepts of economics
- PLO2: Evaluate the relationship between legal, social and economic environments
- PLO3: Describe the global economic environment
- PLO4: Describe and explain the ethical obligations and responsibilities of economics
- PLO5: Apply modeling and decision-supporting tools to economic decision making
- PLO6: Construct and present effective oral and written forms of professional communication
- PLO7: Apply knowledge of economic concepts and functions in an integrated manner

The School of Business operates within the university's mission statement of preparing men and women to succeed in the business world. It does so in a distinctive Christian university environment in which business concepts and faculty who are well experienced in both the educational and vocational aspects of the discipline teaches ethical principles. Every student is encouraged to develop and strengthen his or her unique talents and gifts through opportunities in the classroom as well as business activities and organizations.

School of Business Faculty

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History of Concordia University Irvine

The story of Concordia University Irvine dates back to the mid-1950's when a group of Lutherans began planning for a Lutheran college on the West coast. By 1962 the decision was made for the Lutheran Church – Missouri Synod to build a new school. A search for land eventually led to the present site in Irvine and in 1976 the first classes were held. By 1993, the Board of Regents of Christ College Irvine, responding to a decision by the Lutheran Church to incorporate its ten colleges and universities into one system, voted to change the name of the institution to Concordia University Irvine. This Concordia University system, along with 2 seminaries, 80 high schools, and 1,600 elementary schools of the Lutheran Church-Missouri Synod comprises the second largest church related schools system in the United States.

Concordia University Irvine includes the School of Arts and Sciences, the School of Business, the School of Professional Studies, the School of Education, and School of Theology. The School of Business offers: 1) a Master's of Business Administration (MBA), 2) a Bachelor of Arts in Business Administration in the following areas of emphasis: Accounting, Business Data Analytics, Finance, International Business, Management, Marketing and Sport Management, 3) a Bachelor of Arts in Economics, and 4) Minors in Business, Accounting, Economics, Marketing and Sport Management.

Accreditation



Concordia University Irvine is fully accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC), 985 Atlantic Avenue, Suite 100, Alameda, CA 94501, (510) 748-9797. Students and other interested parties may review accreditation documents by making a request to the Office of the Provost.



CUI has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), the leading outcomes-based professional accrediting organization for business programs in student-centered colleges around the world. CUI's School of Business has received accreditation by the IACBE in four program areas: (1) Master of Business Administration; (2) Bachelor of Arts Degree in Business Administration and Emphases: Business Data Analytics, Finance, International Business, Management, Marketing, Sport Management; (3) Bachelor of Arts Degree in Business Administration with an Emphasis: Accounting; (4) Bachelor of Arts Degree in Economics.

IACBE accreditation helps to ensure that your business degree is one of quality. Our programs have undergone a rigorous self-evaluation and on-site evaluation by highly-trained reviewers. In addition, CUI and its academic business unit have demonstrated a commitment to excellence in business education and are involved in a continuous quality improvement process based on the assessment of student learning outcomes. This rigorous accreditation process, which included program reviews and a campus visit by the IACBE Board of Commissioners, found that the School of Business met or exceeded IACBE principles in the categories of: outcomes assessment, strategic planning, curriculum, faculty, scholarly and professional activities, resources, internal and external relationships, international business education, and education innovation. During the accreditation visit the School of Business was commended by the IACBE for its "excellent work in engaging advisory board members in the activities of the school and in selecting highly-committed and involved advisory board members". Advisory boards are critical members of the Concordia business community and are instrumental in strategic planning, career alignment, alumni relations, networking with employers, career preparation, and industry trends. The IACBE accreditation evaluates academic quality in terms of educational outcomes and must be renewed annually. It is valid for a maximum of seven years, through July 2023. **CUI's School of Business recently received specialized IACBE accreditation, becoming the first school in the world to earn the IACBE's specialized accounting accreditation.**

School of Business Programs and Activities

Business Administration Major

The Bachelor of Arts (BA) degree in Business Administration offers seven areas of specialization. These emphases provide specific depth to an overall broad business preparation. Business students will benefit from a diverse set of core courses as well as the specifics of one or more emphases. Many business students are able to incorporate two emphases in the major.

The Bachelor of Arts in Business Administration Major offers **seven emphases**:

- [Accounting](#)
- [Business Data Analytics](#)
- [Finance](#)
- [International Business](#)
- [Management](#)
- [Marketing](#)
- [Sport Management](#)

Additionally the School of Business offers **five Minors**:

- [Accounting](#)
- [Business](#)
- [Economics](#)
- [Marketing](#)
- [Sport Management](#)

Pre-Business Program

The School of Business Pre-Business Program is an undergraduate program designed for students considering a Bachelors of Arts Degree in Business Administration. The intent of the program is to improve the probability of success for those students committed to pursuing this degree as well as offer business program exposure to students considering the business program.

The courses in the pre-business program are all Business Core courses. Students will take these courses first before they enter the emphasis. Upon successful completion of the following courses with an overall GPA of 2.0 and a School of Business GPA of 2.50, the student can apply to the School of Business to be classified as a Business Major:

Required courses:

- ACT 211 Financial Accounting
- BUS 201 Introduction to Business
- BUS 224 Business Writing and Presentation
- BUS 261 Information Technology
- ECO 201 Macroeconomics, or
- ECO 202 Microeconomics

Student choice courses (select one of the following):

- ACT 212 Managerial Accounting
- BUS 251 Legal Aspects of Business
- FIN 211 Personal Finance
- FIN 331 Finance
- MGT 321 Management
- MKT 341 Marketing

Transfer students can participate in the Pre-Business Program and petition for classes at other accredited institutions be considered for substitution within the guidelines of Concordia University Irvine.

Purpose of the School of Business Student Handbook

This handbook is designed to provide current students as well as prospective freshman or transfer students with a single, extensive overview of the curricular, extracurricular and co-curricular activities that are available to meet student educational goals in the fields of business and economics. This tool aggregates information from many sources, including but not limited to, the CUI General Catalog, Code of Conduct Handbook, etc. These underlying sources are the authoritative sources and maintained frequently and should be accessed at www.cui.edu for the complete and current details.

Most importantly, this handbook should be used to as a starting point to lay out a plan to achieve your academic goals whatever business or economics major, emphasis or minor you select. This culminates with the development of a Grad Plan with the assistance of an Academic Advisor that will help you successfully navigate through the Core, general education, major, emphasis, minor and/or university graduation requirements. Complete understanding of all these requirements at entrance, early selection of a major and optional minor, assertive course scheduling, dedicated effort in the classroom and finding the balance of your personal life with academics will best position you for your next steps of employment or graduate school.

We look forward to your questions and the opportunity to partner with you on this leg of your academic experience.

Business Administration Major Requirements

Business Core Courses (33 Units)

Required Courses:

ACT 211	Financial Accounting	3
ACT 212	Managerial Accounting	3
BUS 224	Business Writing and Presentation	1
BUS 251	Legal Environment of Business	3
BUS 261	Information Technology	3
BUS 483	Business Ethics	3
ECO 201 or ECO 202	Macroeconomics Microeconomics	3
FIN 331	Finance	3
MGT 321	Management	3
MKT 341	Marketing	3
Strategy Options:	Select one based on emphasis:	3
	<ul style="list-style-type: none"> • BUS 475 Business Strategy 3 • BDA 475 Business Data Analytics Thesis 3 • INB 475 International Business Strategy 3 • SPMT 475 Sport Management Strategy 3 	
Internship Options:	Select one based on emphasis:	2
	<ul style="list-style-type: none"> • ACT 490A Internship 2 • BDA 490A Internship 2 • BUS 490A Internship 2 • SPMT 490A Internship 2 • FIN 490A Internship 2 • INB 445A Seminar in International Business 2 • MGT 490A Internship 2 • MKT 490A Internship 2 	
Total Core		33

Internships

Completing an internship during your junior or senior year at Concordia University Irvine is an integral part of the learning experience in the business major. Students must take a minimum cumulative total of two (2) units earned in one (1) unit credit hours to satisfy business program graduation requirements, but may be able to take additional internship hours to satisfy general education requirements. The Internship course is designed to:

1. prepare you to find, apply, interview and secure an internship – skills transferable to job hunting,
2. experience, observe and participate in the application of technical skills and theories from business classes to the real world environment,
3. become exposed to actual business processes, environments and practices, and
4. begin to develop a professional network in your area(s) of interest.

There are several sequential key steps in the internship process. This mandatory sequencing is intentional to prepare students to be successful in their pursuit and completion of an internship as well as future employment pursuits. The key steps include:

1. completion of all prerequisites for enrollment in an internship course,
2. pre-approval to register in an internship course,
3. completion of the preparatory classroom assignments,
4. finding possible internship opportunities that meet the course learning outcomes of the internship course,
5. submission of an internship opportunity for consideration and pre-approval,
6. completion of the internship, and
7. submission of required post-internship reports, timecards, recommendations and exit interview.

Students are added to the Internship Newsletter distribution list and can receive a detailed course syllabus by emailing their requests to the Business Internship Program Director at internship@cui.edu.

Concordia University Irvine requires all business students to complete a minimum of two units (90 work hours) of internship credit to graduate. Our goal is to align internship opportunities to the student's academic major or career interests. Internship opportunities vary in length, and compensation. It is vital the students are able to engage in a learning experience that takes them beyond the classroom and into a business setting, that fosters growth in the student's chosen industry.

Concordia enjoys good working relationships with a large number of businesses within the area. Students are also encouraged to seek new partners with which we can work. The Director of Business Relationships will assist students in seeking internship placements.

Accounting Emphasis

Overview

The accounting discipline studies the decision-making process and theories behind creating and explaining financial statements in the United States. Accounting is a language system that facilitates efficient communication between managers about economic aspects of organizations. As business requirements continue to evolve, the need for accurate accounting for these economic changes becomes essential for business to succeed. Accountants are the scorekeepers who will measure, observe and report on the economic aspects of an organization, government or individual.

This emphasis will provide accountants the skills needed to maintain records that become the basis for financial reports. Graduates with an accounting emphasis will be able to describe how the financial structure and strength of the organization has changed over a time-period. This allows managers to evaluate how their strategies and discussions are affecting the economic status and viability of their organization.

Emphasis Goals

Each student will become a socially and professionally responsive individual who is knowledgeable of the concepts and theories of accounting. The student will be able to apply what they learned in an ethical framework to provide leadership and management to the business community.

Emphasis Scope

Selection of this emphasis allows the student to explore the following:

1. Introduction to accounting concepts: The student will understand that accounting is a language system that facilitates efficient communication between managers about economic aspects of organizations.
2. Financial Statement Preparation: The student will be able to create the primary financial statements including the income statement, balance sheet and statement of cash flows.
3. Financial Statement Analysis: The student will be able to read any entity's financial statements and apply appropriate analytical steps to evaluate the entity's financial strengths and weaknesses.
4. Cash versus Accrual Accounting concepts: The student will be able to identify the differences between accrual and cash accounting and be able to compute profit amounts for each.
5. Depreciation Concepts and Calculations: The students will be able to calculate and record depreciation expense using the four commonly known methods.
6. Inventory Valuation and Computations: The student will know how to compute inventory using the LIFO, FIFO and weighted average inventory cost flow assumptions.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/accounting/>

Accounting graduates will be provided with the skills necessary to work in a variety of careers such as:

- | | | |
|-------------------------|-------------------|------------------------------|
| 1. Public Accounting | 5. Auditors | 9. Compliance Officer |
| 2. Corporate Accounting | 6. Budget Analyst | 10. Forensic Accounting |
| 3. Financial Analyst | 7. Asset Manager | 11. International Accounting |
| 4. Tax Preparers | 8. Cost Estimator | 12. Record Keeper |

Bachelors of Arts in Business Administration Accounting Emphasis (21 Units)

Emphasis Courses:

ACT 311	Intermediate Accounting I	3
ACT 312	Intermediate Accounting II	3
ACT 313	Cost Accounting	3
ACT 315	Accounting Information Systems	3
ACT 417	Federal and California State Income Taxes	3
or ACT 418	Corporate Tax Accounting	
ACT 419	Auditing	3
Total		<u>18</u>

Elective Courses:

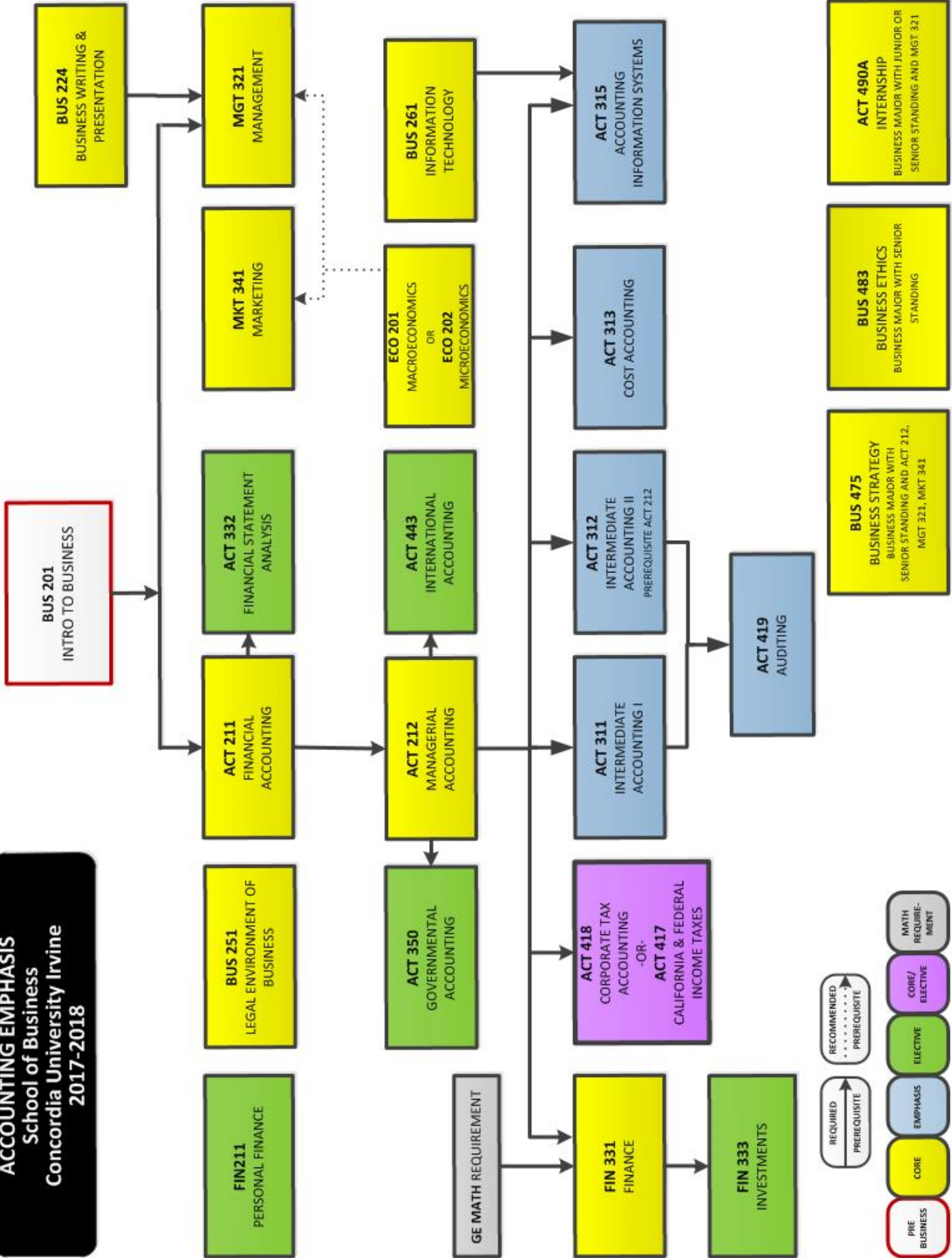
Choose **one** of the following courses:

ACT 417*	Federal and California State Income Taxes	3
or ACT 418*	Corporate Tax Accounting	
<i>(*choose the one not taken as an accounting emphasis course)</i>		
ACT 332	Financial Statement Analysis	3
ACT 350	Governmental Accounting	3
ACT 443	International Accounting	3
Total Elective(s)		<u>3</u>
Total Emphasis		<u><u>21</u></u>

Accounting Emphasis Summary

Business Administration Major - Accounting Emphasis:		
Business Core Courses:		33
Accounting Emphasis Required Courses:		18
Accounting Emphasis Elective Courses:		3
Total		<u><u>54</u></u>

ACCOUNTING EMPHASIS
School of Business
Concordia University Irvine
2017-2018



Business Data Analytics Emphasis

Overview

Concordia's undergraduate business emphasis in data analytics is one of the first of its kind in the country in which students are able to explore the science of big data. Through courses and a capstone experience, students investigate the principles of data representation and management, statistical modeling and analysis, and the application of these concepts to uncover patterns, relationships and trends. Big data is about the transformation of data, from traditionally unconnected sources, into powerful and predictive information that allows businesses to make better decisions and drive optimal results.

Emphasis Goals

Concordia University Irvine's Business Emphasis in Business Data Analytics prepares students to make sense of real-world phenomena and everyday activities by synthesizing and mining big data with the intention of uncovering patterns, relationships and trends. This Emphasis focuses on understanding the methodologies used to analyze and interpret data. Advances in our ability to collect, store, and process different kinds of data from traditionally unconnected sources enables us to answer complex, data-driven questions in ways that have never been possible before. Big data has emerged as the driving force behind critical business decisions.

Emphasis Scope

Selection of this emphasis allows the student to explore the following:

1. Articulate and apply the methodologies used in analyzing data.
2. Utilize qualitative and quantitative analytical skills to model, measure and analyze economic behavior.
3. Effectively communicate, both in writing and orally, the methodologies used in analyzing data, the results, and the business reasons why the results are important.
4. Identify and illustrate ethical considerations in the acquisition and sharing of data.
5. Apply and determine the benefits of Data Analysis.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/business-analytics/>

McKinsey Global Institute reports that in 2018 the U.S. will face a shortage of 190,000 data scientists and 1.5 million analysts who can understand and make decisions using big data. Forbes reports the year-over-year growth in job demand for analysts will be approximately 163%. According to Indeed.com, the average salary for big data professionals is about \$114,000, which is about 98% higher than salaries for all jobs posted nationwide.

- | | | |
|----------------------------|-----------------------|-------------------------|
| 1. Fraud Detection | 5. Traffic Management | 9. Customer Service |
| 2. Applied Statistics | 6. Mortgage Loans | 10. Actuary Science |
| 3. Manufacturing Design | 7. Trust Management | 11. Hotel Management |
| 4. Supply Chain Management | 8. Private Banking | 12. Packaging Analytics |

Bachelors of Arts in Business Administration Business Data Analytics Emphasis (21 Units)

Emphasis Courses:

BDA 337	Intro to Business Data Analytics	3
BDA 338	Big Data Analytics Tools	3
BDA 437	Optimization and Decision Analysis	3
ECO 321	Econometrics	3
MTH 265	Intro to Statistics	3
BDA 436	Data Visualization	3
		<hr/>
Total		18

Elective Courses:

Choose **one** of the following courses:

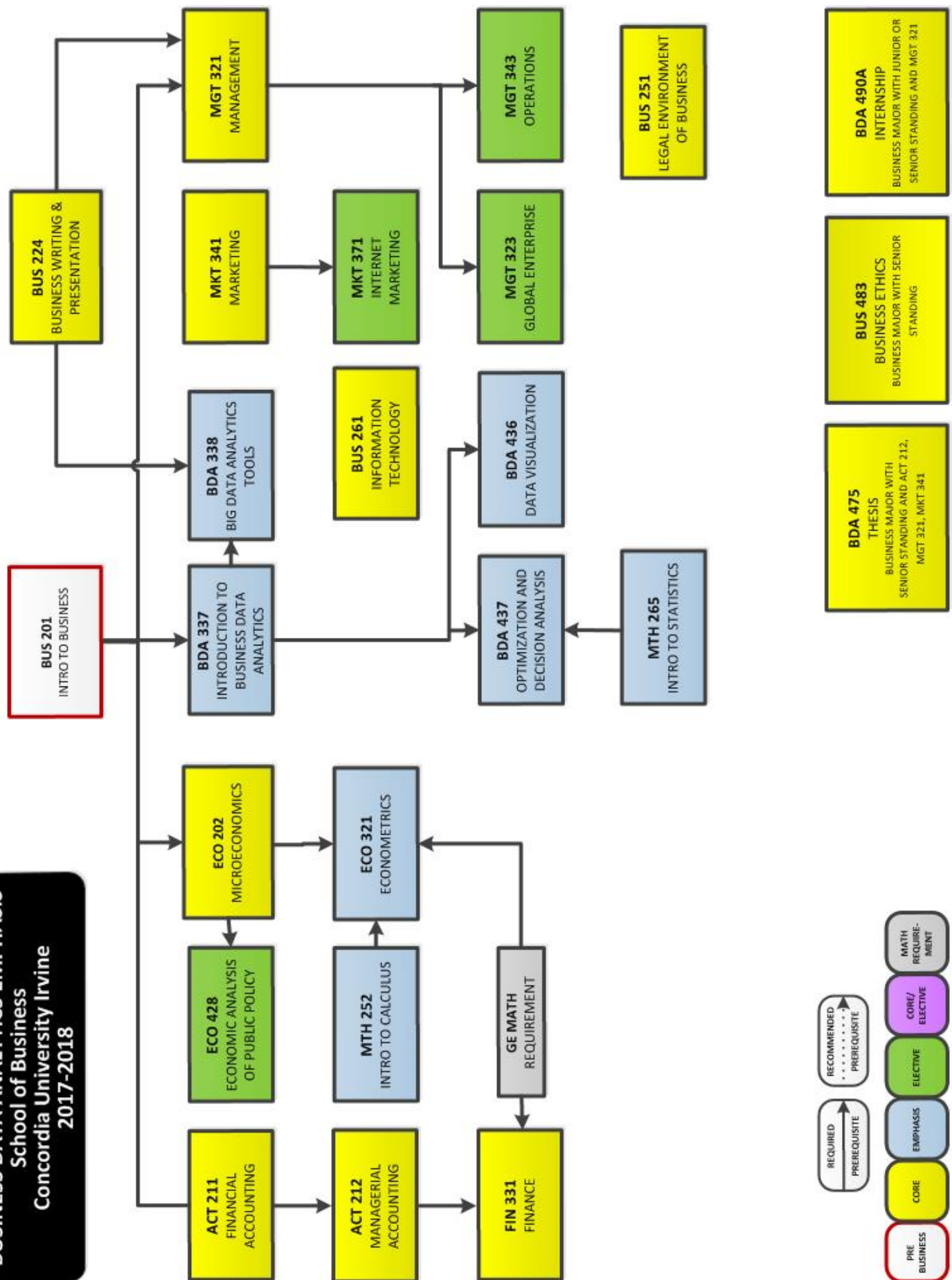
ECO 428	Economic Analysis of Public Policy	3
MGT 323	Global Enterprise	3
MGT 343	Operations	3
MKT 371	Internet Marketing	3
		<hr/>
Total Elective(s)		3
Total Emphasis		<hr/> <hr/>
		21

Business Data Analytics Emphasis Summary

Business Administration Major – Business Data Analytics Emphasis:

Business Core Courses: Select BDA 475	33
Business Data Analytics Emphasis Required Courses:	18
Business Data Analytics Emphasis Elective Courses:	3
Total	<hr/> 54

BUSINESS DATA ANALYTICS EMPHASIS
 School of Business
 Concordia University Irvine
 2017-2018



Finance Emphasis

Overview

The finance discipline studies the acquisition and use of monetary resources for individuals and organizations. Finance considers the rewards of financial ventures in contrast with their risk. It gives financial managers the necessary tools to evaluate alternative financial decisions.

This emphasis will provide the skills you need to make appropriate financial decisions. Graduates with finance knowledge will find they are in demand and their knowledge provides a fast pathway to the top.

Emphasis Goals

Each student will become a socially and professionally responsive individual who is knowledgeable of the concepts and theories of finance. The student will be able to apply what they learned in an ethical framework to provide leadership and management to the business community.

Emphasis Scope

Selection of this emphasis allows the student to explore the following.

1. Introduction to Finance Concepts. The student becomes aware of the basic finance principles and practices. This includes the time value of money concept that is also a cornerstone concept for personal wealth.
2. Financial Statement Analysis. The student will be able to read any entity's financial statements and apply appropriate analytical steps to evaluate the entity's financial strengths and weaknesses.
3. Investments. The student will learn about types of investments and important investment strategies for the management of an entity or individual's investment portfolio.
4. Entrepreneurial Finance. The student will learn to apply financial concepts to new and growing ventures and will examine sources of financing these ventures.
5. Property. The student will become knowledgeable in the principles and practices of real estate acquisition, management and disposal. Practical methods for real estate investment are also learned.
6. Financial Institutions. The student will learn about financial institutions, including pension funds, investment banks, commercial banks, thrifts, private equity markets, and the Federal Reserve/Central Bank systems of the United States.

Students select two additional courses from global enterprise, new ventures or international finance.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/finance/>

Finance professionals are in demand, and the discipline offers varied opportunities such as the following:

- | | |
|-------------------------|-------------------------|
| 1. Corporate Finance | 6. Investment Brokerage |
| 2. Investment Banking | 7. Insurance |
| 3. Financial Planning | 8. Real Estate |
| 4. Portfolio Management | 9. Financial Analysis |
| 5. Commercial Banking | 10. Stock Trader |

Bachelors of Arts in Business Administration Finance Emphasis (21 Units)

Emphasis Courses:

ACT 332	Financial Statement Analysis	3
or FIN 332	Financial Statement Analysis	
FIN 211	Personal Finance	3
FIN 333	Investments	3
ACT 311	Intermediate Accounting I	3
FIN 335	Real Estate Finance	3
Total		<u>15</u>

Elective Courses:

Choose **two** of the following courses:

FIN 445	International Finance	3
	New Ventures and	
MGT 326	Entrepreneurship	3
MGT 323	Global Enterprise	3
ACT 311	Intermediate Accounting I	3

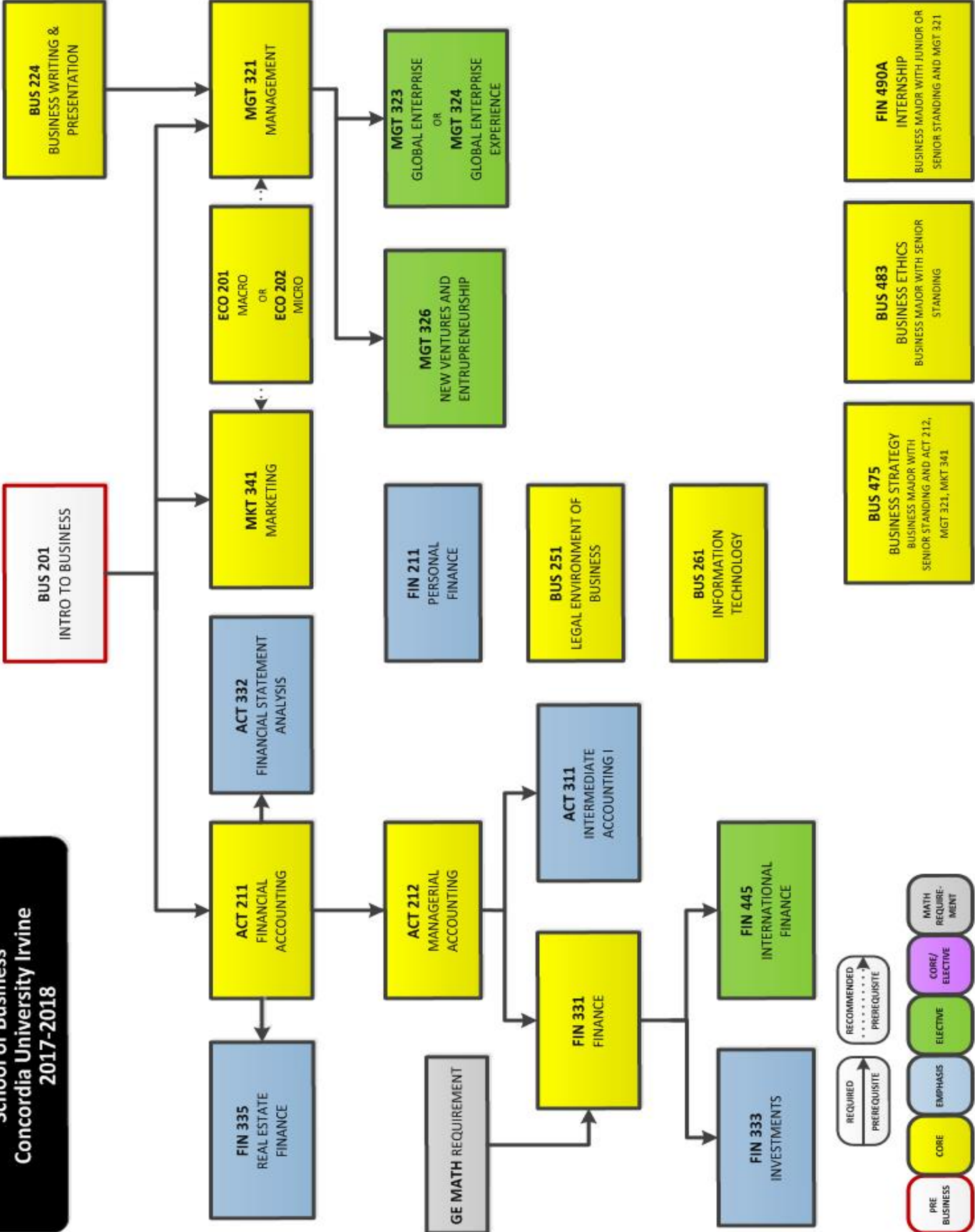
Total Elective(s)	<u>6</u>
Total Emphasis	<u><u>21</u></u>

Finance Emphasis Summary

Business Administration Major - Finance Emphasis:

Business Core Courses:	33
Finance Emphasis Required Courses:	15
Finance Emphasis Elective Courses:	<u>6</u>
Total	<u><u>54</u></u>

FINANCE EMPHASIS
School of Business
Concordia University Irvine
2017-2018



International Business Emphasis

Overview

International trade and globalization are major drivers in business today; the ability of firms to remain competitive and flourish increasingly depends upon their management's ability to understand, navigate, and serve global markets. As noted by the Chief Economist at Morgan Stanley, almost 31% of the world's output of goods and services crosses a national border; this is up 10% from the mid-1990s and double the pre-globalization ratio of the mid-1970s. The trend line will continue. The International Business Emphasis curriculum is designed specifically for those students with broad global horizons that wish to build a career in international business.

Emphasis Goals

The International Business Emphasis is a focused course of study and advisement that enables students to position themselves for a global career – in both the for-profit and not-for-profit worlds. Program goals are to provide students with an international business foundation, cross-cultural skills, intensive overseas study, and a highly marketable real-world perspective.

Emphasis Scope

Global practitioners are well-rounded, well-traveled, and well read. To this end, the program has an intentionally broad cross-disciplinary scope. In addition to courses in international marketing, accounting and finance, students will pursue relevant studies in the sociology of globalization, world history, and non-western civilizations. The International Business Emphasis program includes overseas residential study and cultural immersion at one of CUI's partner institutions. The International Business Emphasis is led by faculty with deep experience in global enterprise

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/global-international-studies/>

Senior practitioners at such majors as PepsiCo, Pfizer, Credit Suisse, and UPS regularly comment on the significant shortage of "global trade literate," culturally sensitive managers. Those with such skills are in high demand, and firms are concerned that such talent is not being developed in sufficient numbers. The IBE provides students with career opportunities in:

- | | |
|----------------------------------|--|
| 1. Global Account Management | 1. International Brand Management |
| 2. International Marketing/Sales | 2. International Advertising |
| 3. International Banking | 3. Foreign Service (US State Department) |
| 4. World Missions | 4. Non-governmental Organizations (NGOs) |
| 5. MNC Country Management | 5. International Trade |

Units Abroad

The International Business emphasis requires a minimum of 6 units and a maximum of 12 units to be taken internationally from: 1) the International Business emphasis required courses; 2) the International Business emphasis elective courses; and/or 3) the following courses in the Business core: FIN 331, MGT 321, or MKT 341. Prior approval of the overseas institution(s) and the student's course selection is required.

Bachelors of Arts in Business Administration International Business Emphasis (21 Units)

Emphasis Courses:

ACT 443	International Accounting (IFRS)	3
ECO 221	History of Economic Thought	3
FIN 445	International Finance	3
MKT 445	International Marketing	3
SOC 365	Sociology of Globalization	3
Total		<u>15</u>

Elective Courses:

Choose one of the following courses:

HST 301	Eastern Civilization	3
HST 338	Modern European History	3
HST 371	Islamic Civilization	3

Choose one of the following courses:

ANT 210	Cultural Anthropology	3
COM 324	Intercultural Communication	3
HST 416	Contemporary Global Issues	3
REL 321	World Religions	3
POL 304	International Relations	3
Total Elective(s)		<u>6</u>
Total Emphasis		<u><u>21</u></u>

International Business Emphasis Summary

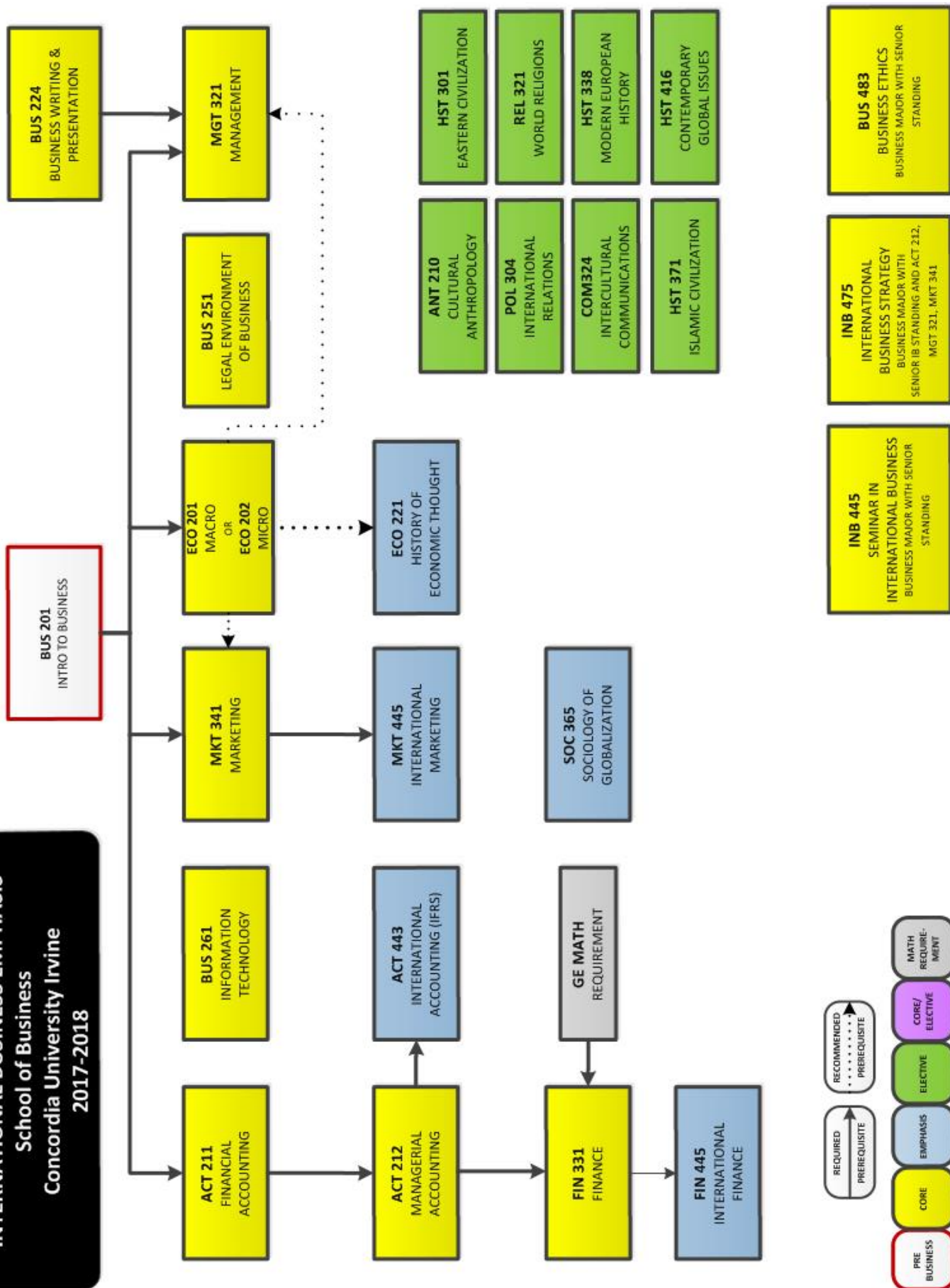
Business Administration Major - International Business Emphasis:		
Business Core Courses: Select INB 475 and INB 445		33
International Business Emphasis Required Courses:		15
International Business Emphasis Elective Courses:		<u>6</u>
Total		<u><u>54</u></u>

INTERNATIONAL BUSINESS EMPHASIS

School of Business

Concordia University Irvine

2017-2018



Management Emphasis

Overview

Can you imagine any construction project, government process or organizational group that is not organized along the lines of management? About 20 percent of all paid positions are in management, and within any industry, managers are usually the highest paid. Knowing how to manage is a powerful attribute!

If you want to evaluate the type of manager you are currently, learn new skills that will make you better and enable you to add value to a company, then getting your degree in business administration with a management emphasis is your road to success.

Emphasis Goals

Entry-level positions—those usually obtained upon graduation—do not include management requirements. Therefore, it is most likely that students will have to work a while before graduating to a management position. The goals of the management emphasis take notice of this time lag.

Upon successful completion of the management emphasis, the student will:

1. Understand many of the legal implications of a business. A good manager must understand the legal foundations of the business as well as determining legal processes. The student learns how to achieve ends in a legal and ethical way.
2. Understand all facets of business by creating (for classroom discussion) a startup business. The student must include operations, marketing and finance/accounting while at the same time be cognizant of human relations the customer and company strategy.
3. Be aware of numerous statutes in the area of human resources-- hiring, firing and general relationships with employees and deal with people honestly and fairly.
4. Understand the importance of a niche for the business that relates to knowing the customer, suppliers and other stakeholders.
5. Develop skills during the internship period to start some of the management functions of planning, organizing, leading and controlling.

Emphasis Scope

The core of the business program develops knowledge along a broad scope of business activities including accounting, finance and strategy. The management emphasis adds courses that will help develop skills in all areas of business.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/management/>

- | | | |
|---------------------|---------------------|------------------------|
| 1. Recruiting | 5. Corporate Sales | 9. Commerical Banking |
| 2. Consulting | 6. Loss Control | 10. Branch Manager |
| 3. Employment Law | 7. Customer Service | 11. Team Leader |
| 4. Line Supervision | 8. Brokerage/Sales | 12. Consulting Officer |

Bachelors of Arts in Business Administration Management Emphasis (21 Units)

Emphasis Courses:

MGT 323	Global Enterprise	3	
MGT 326	New Ventures and Entrepreneurship	3	
MGT 327	Organizational Behavior/Communications	3	
MGT 343	Operations	3	
MGT 441	Project Management	3	
		Total	15

Elective Courses:

Choose **two** of the following courses:

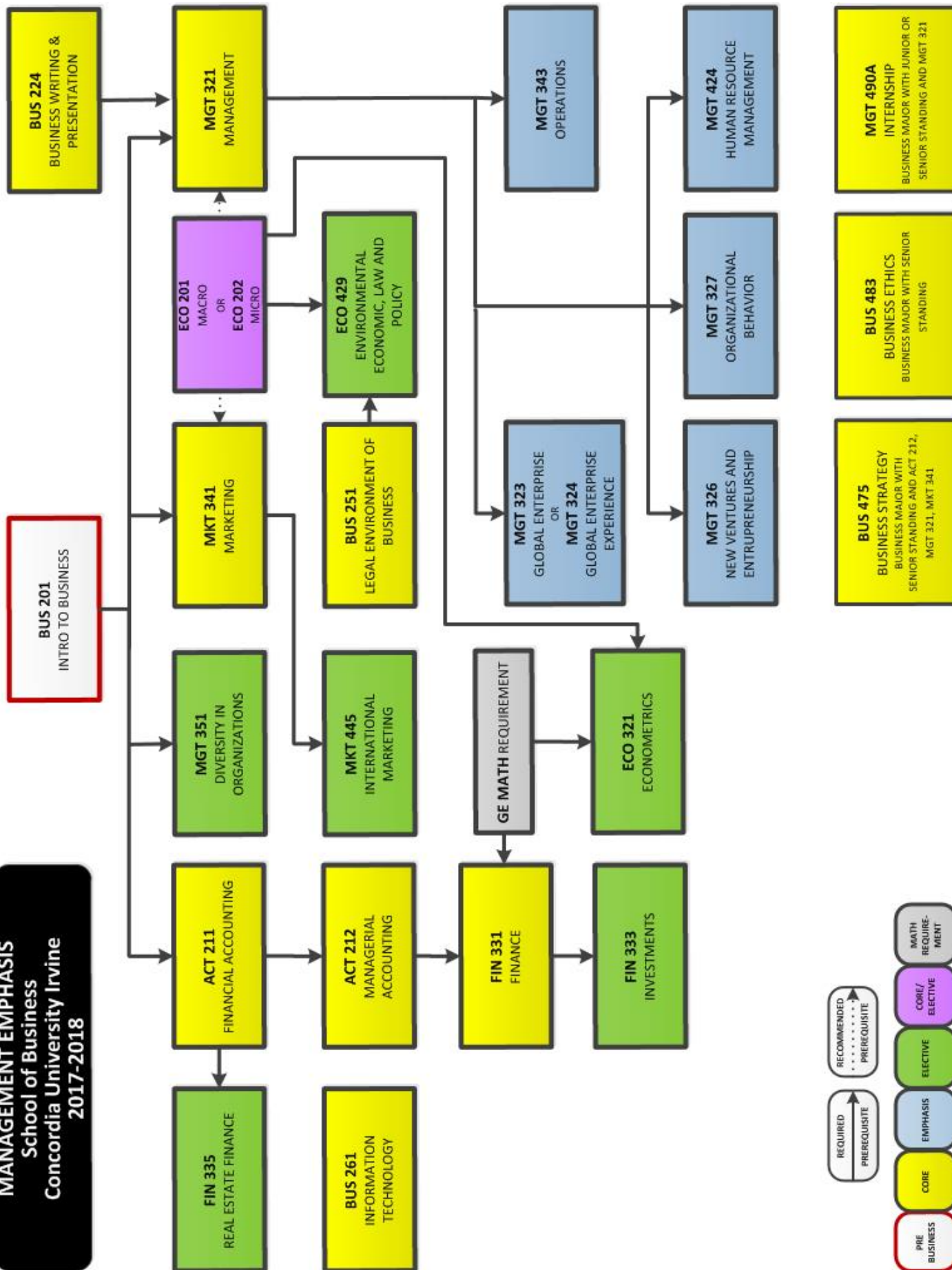
ECO 201*	Macroeconomics	3	
or ECO 202*	Microeconomics	3	
(*choose the one not taken as a core class)			
ECO 321	Econometrics	3	
ECO 429	Environmental Economics, Law and Policy	3	
FIN 333	Investments	3	
FIN 335	Real Estate Finance	3	
MGT 351	Diversity in Organizations	3	
MKT 445	International Marketing	3	
MGT 442	Planning and Negotiation	3	
MGT 424	HR Management	3	
FIN 332	Financial Statement Analysis	3	
FIN 445	International Finance	3	
BDA 337	Business Data Analytics	3	
		Total Elective(s)	6
		Total Emphasis	21

Management Emphasis Summary

Business Administration Major - Management Emphasis:

Business Core Courses:	33
Management Emphasis Required:	15
Management Emphasis Elective:	6
Total	54

MANAGEMENT EMPHASIS
School of Business
Concordia University Irvine
2017-2018



Marketing Emphasis

Overview

Marketing is critically important in business today. Customers are the lifeblood of any organization. Companies must understand the marketplace and buyer needs and wants if they want to grow and compete effectively. Marketers constantly monitor customers and competitors to find a better way to design and deploy the firm's core competences to serve customers at a profit.

The two major functions of marketing are to acquire and retain customers. Marketers attract customers by identifying potential needs, developing products and services they want, creating awareness and communicating benefits. Marketers retain customers by ensuring they get great values, outstanding service and innovative products.

The marketing program at Concordia University seeks to understand both consumers and business customers. Emerging global markets and exploding technological advancements have increased the worldwide competition. This provides exciting business challenges that Concordia's marketing curriculum seeks to address. The program is monitored by changes in industry and updated to ensure students will be competitive in the marketplace.

Emphasis Goals

Concordia's marketing emphasis curriculum focuses on real world business applications, providing us a competitive advantage and differentiates us from other schools. Students are able to apply and understand current marketing theory to business situations because of project-oriented courses.

Marketing has always crossed functional and departmental boundaries and integrated various academic disciplines. Marketing methods consist of contributions from many of the social sciences—psychology, sociology, anthropology and economics. Marketing research incorporates statistics and analysis. Advertising incorporates the disciplines of communication and art.

Emphasis Scope

A marketing emphasis will expose you to creative classes, marketing basics, advanced programs, business management, customer relations, sales and communications. You may also specialize in areas such as, international marketing, e-commerce or research. At Concordia, the marketing program emphasizes the following:

1. Marketing Operations: This includes the overall understanding of marketing and how to execute marketing functions in order to attract customers.
2. Marketing Strategy: This category prepares students to understand how an organization positions itself against its competition in the market place.
3. Relationship Marketing: Students will learn to be aggressive in building relationships with consumers, customers, distributors, partners and even competitors in order to have success in the competitive market place.
4. Market Research: Students are involved in the process of design, development and analysis of information to make intelligent business decisions.
5. Emerging Technologies: Students learn how to identify and use innovative technologies to enhance the marketing process.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/marketing/>
The demand for marketing professionals continues to grow as today's organizations place greater emphasis on effective marketing as a means of achieving their goals.

- | | | |
|-----------------------------|-----------------------------|---------------------------------|
| 1. Advertising | 4. International Marketing | 7. Product Development |
| 2. Brand/Product Management | 5. Logistics & Distribution | 8. Public Relations |
| 3. Industrial Marketing | 6. Market Research | 9. Retailing & Sales Management |

Bachelors of Arts in Business Administration Marketing Emphasis (21 Units)

Emphasis Courses:

MKT 353	Professional Selling	3
MKT 371	Digital Marketing	3
MKT 442	Marketing Research	3
MKT 445	International Marketing	3
MKT 475	Market Strategy	3
Total		<u>15</u>

Elective Courses:

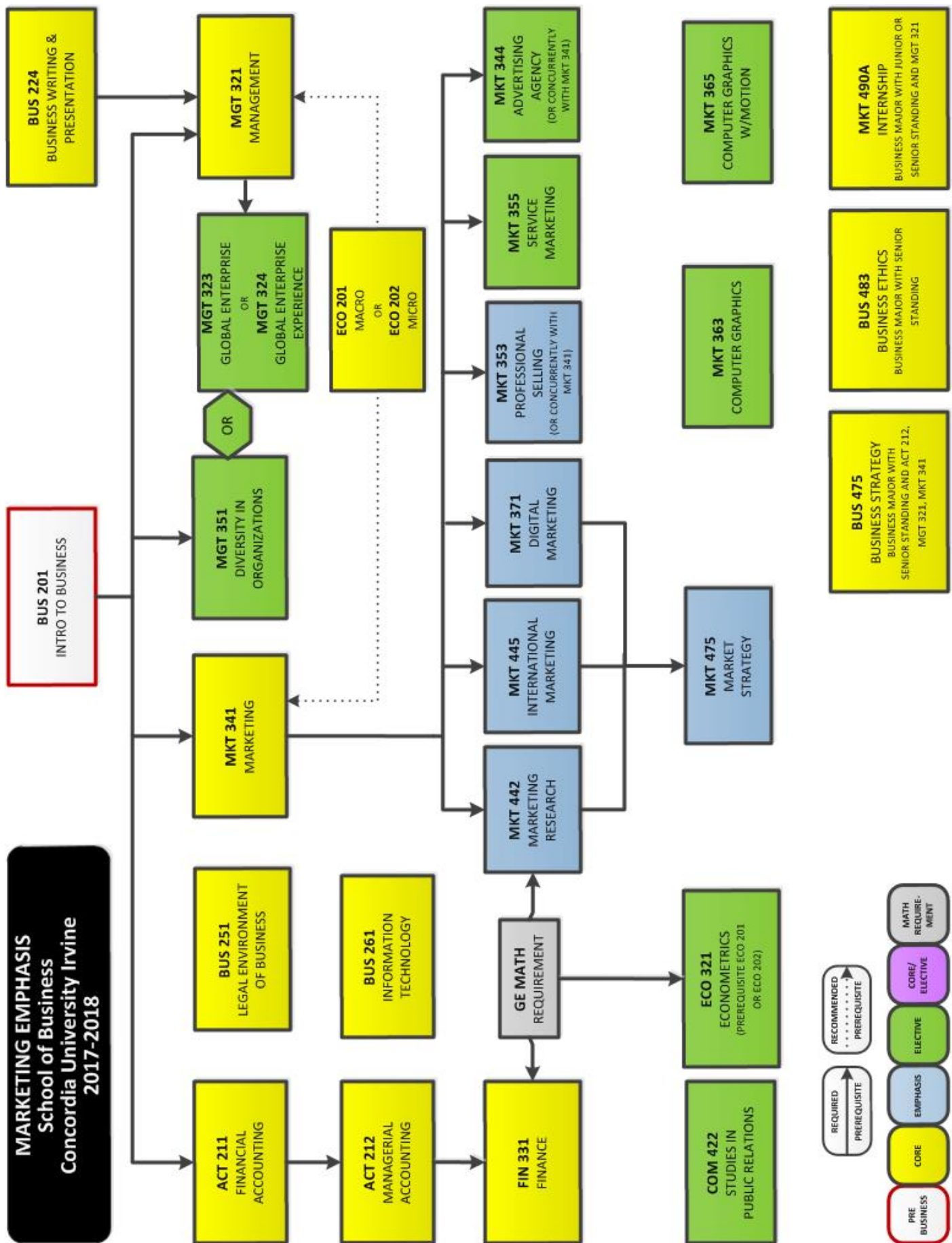
Choose **two** of the following courses:

COM 422	Studies in Public Relations	3
ECO 321	Econometrics	3
MGT 323	Global Enterprise	3
or MGT 351	Diversity in Organizations	
MKT 344	The Advertising Agency	3
MKT 355	Service Marketing	3
MKT 363	Computer Graphics	3
MKT 365	Computer Graphics w/Motion	3
Total Elective(s)		<u>6</u>
Total Emphasis		<u><u>21</u></u>

Marketing Emphasis Summary

Business Administration Major - Marketing Emphasis:

Business Core Courses:	33
Marketing Emphasis Required:	15
Marketing Emphasis Elective:	6
Total	<u><u>54</u></u>



Sport Management Emphasis

Overview

The undergraduate emphasis in sport management is primarily a professional program designed to prepare students to serve in management positions in all segments of the sport industry. Today's sport industry needs trained professionals to meet the challenging pace of changes in economics and lifestyle that will define the growth patterns in tomorrow's marketplace. With the expansion of both recreational and spectator sports — and society's increasing concern over healthful lifestyles — athletic administration and fitness management are both growing more complex. As a result, successful organizations in the sports industry are increasingly looking for tomorrow's leaders to have specialized training.

Emphasis Goals

Concordia University Irvine's Sport Management emphasis provides professional preparation for management and leadership positions with professional sports teams, intercollegiate and intramural athletics and recreation programs at colleges and universities and amateur athletic organizations. Profession preparation is also given for careers in private and public health and fitness clubs, corporate fitness and wellness programs, sports stadium and arenas, and the sports marketing, management and communications firms that service the larger marketplace.

Emphasis Scope

There is unprecedented interest in health, sport and leisure. Sport today is a \$100 billion industry in the U.S. Companies in North America spent \$8.7 billion as sponsors of sporting events in 2000, and those figures continue to rise. Attendance at sporting events and participation in sport activity are at an all-time high. Given the economic magnitude and pervasive nature of popular sport in American society, the need has never been greater for professionally trained sport managers.

The Sport Management program utilizes experience-based curriculum to prepare our students to be leaders in the sport industry. Our small classes offer the instruction that challenge students to apply what they have learned into actual sport settings. The southern California location puts students in best environment to learn from professional sports, college sports, Olympic sport training, health clubs, amateur sports, sport retail markets, sport facility management, golf venues and sport agents in a professional surrounding that offers sport industry interaction. A cutting-edge classroom experience is offered by providing internship placement, guest lectures from the sport industries that speak about their personal experiences and off-campus tours.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/sport-management/>

Sport management positions include a variety of areas. Examples of job responsibilities include:

- | | | |
|-------------------------|-----------------------------------|---------------------------------------|
| 1. Facility Management | 9. Risk Management & Legal Issues | 16. Marketing & Promotions |
| 2. Advertising | 10. Corporate Sales Director | 17 Stadium & Arena Management |
| 3. Sports Information | 11. Campus Intermural Recreation | 18. Ticket Sales & Management |
| 4. Sport Sponsorship | 12. Facilities Coordinator | 19. Sport Team Public Relations |
| 5. Sport Broadcasting | 13. Fitness Club Management | 20. Sporting Goods |
| 6. Financial Operations | 14. Community Sport & Recreation | 21. Professional Athletic Sport Agent |
| 7. Athletic Fundraising | 15. College Athletic Director | 22. Product Licensure |

Bachelors of Arts in Business Administration Sport Management Emphasis (21 Units)

Emphasis Courses:

SPMT 222	Introduction to Sport Management	3
SPMT 323	Sport Marketing & Sponsorship	3
SPMT 326	Org & Management of Sport Facilities & Events	3
SPMT 350	Legal Aspects of Sport	3
SPMT 420	Finance and Economics of Sport	3
SPMT 430	The Profession of Sport Management	3
Total		<u>18</u>

Elective Courses:

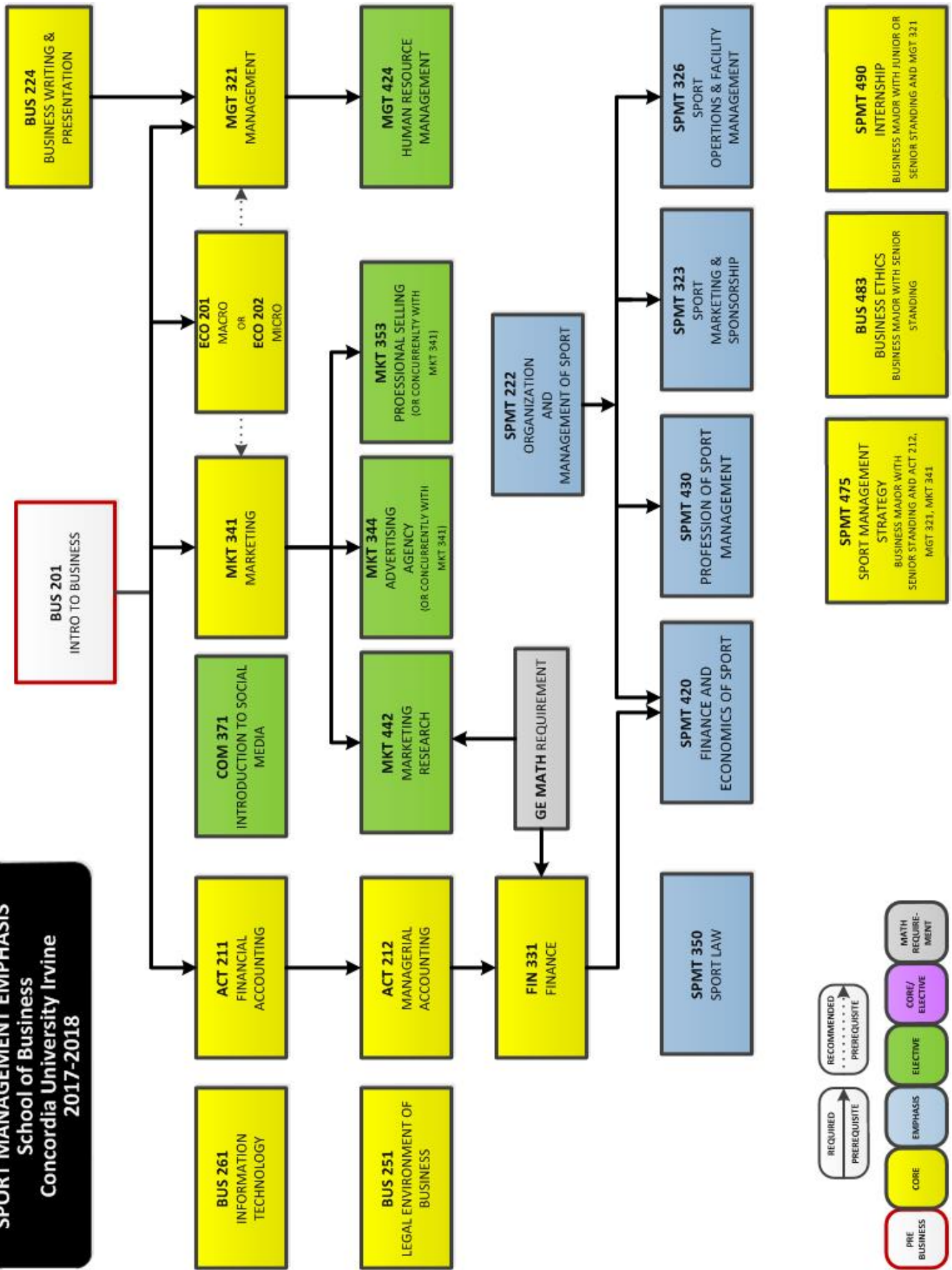
Choose **one** of the following courses:

MKT 344	The Advertising Agency	3
MKT 353	Professional Selling	3
MKT 442	Marketing Research	3
MGT 424	Human Resource Management	3
COM 371	Introduction to Social Media	3
Total Elective(s)		<u>3</u>
Total Emphasis		<u><u>21</u></u>

Sport Management Emphasis Summary

Business Administration Major - Sports Management Emphasis:		
Business Core Courses: Select SPMT 475		33
Sports Management Emphasis Required:		18
Sports Management Emphasis Elective:		<u>3</u>
Total		<u><u>54</u></u>

SPORT MANAGEMENT EMPHASIS
 School of Business
 Concordia University Irvine
 2017-2018



Economics Major

Overview

Economics is the study of expanding human needs and wants in an environment of increasingly elaborate economies, production processes, intricate technologies, more refined skills, and greater trade. Combining this with a world of ever increasing constrained resources, the study of Economics incorporates philosophic and moral precepts that more properly define the wants and desires of individuals, businesses and the global community to better compete and collaborate for the common good. In sum, an Economics major at Concordia University Irvine will prepare the student for decision-making in work and life by incorporating the analytical process of modern economic thought in the pursuit of maximizing value.

Program Goals

The program is more than just learning about economic principals and models. Its goal is to provide students with the ability to question, access and evaluate the strengths and weaknesses of any concept or proposal by examining the validity of the underlying theory, model and assumptions that are used.

Students with an Economics major will be able to:

- Articulate and apply the concepts and theories of financial markets.
- Identify, illustrate and apply Economic principals.
- Utilize qualitative and quantitative analytical skills to model, measure and predict economic behavior.
- Effectively communicate economic thought and principals to peers, associates and supervisors.
- Identify and illustrate philosophic and moral precepts that define socio-cultural behavior.
- Identify and illustrate value espousals that can and should be incorporated in modern economic theory.

Career Paths For more information visit: <http://whatcanidowiththismajor.com/major/economics/>

Payscale.com reports that in 2017, a baccalaureate degree in economics is the 32nd highest paying major with an early career salary averaging \$53,900 and mid-career salaries averaging \$100,000. Further, Payscale.com reports graduates with an economics degree can boast of an employment rate of 97%.

- | | | |
|-------------------------|------------------------------|---------------------------------------|
| 1. Financial Analyst | 10. Management Consultant | 19. Business Analyst, Finance/banking |
| 2. Project Manager, IT | 11. Financial Controller | 21. Financial Analyst, Corporate |
| 3. Staff Accountant | 12. Administrative Assistant | 22. Consultant, Business Process |
| 4. Business Analyst, IT | 13. Research Analyst | 23. Project Manager, Construction |
| 5. Credit Analyst | 14. Security Analyst | 24. General Operations Manager |
| 6. Data Analyst | 15. Retail Store Manager | 25. Marketing Research Analyst |
| 7. Economist | 16. Financial Advisor | 26. Branch Manager, Banking |
| 8. Sales Director | 17. Marketing Manager | 27. Outside Sales Manager |
| 9. Underwriter | 18. Senior Accountant | 28. Securities Trader |

Bachelor of Arts in Economics (49 units)

Major Courses: (40 Units)

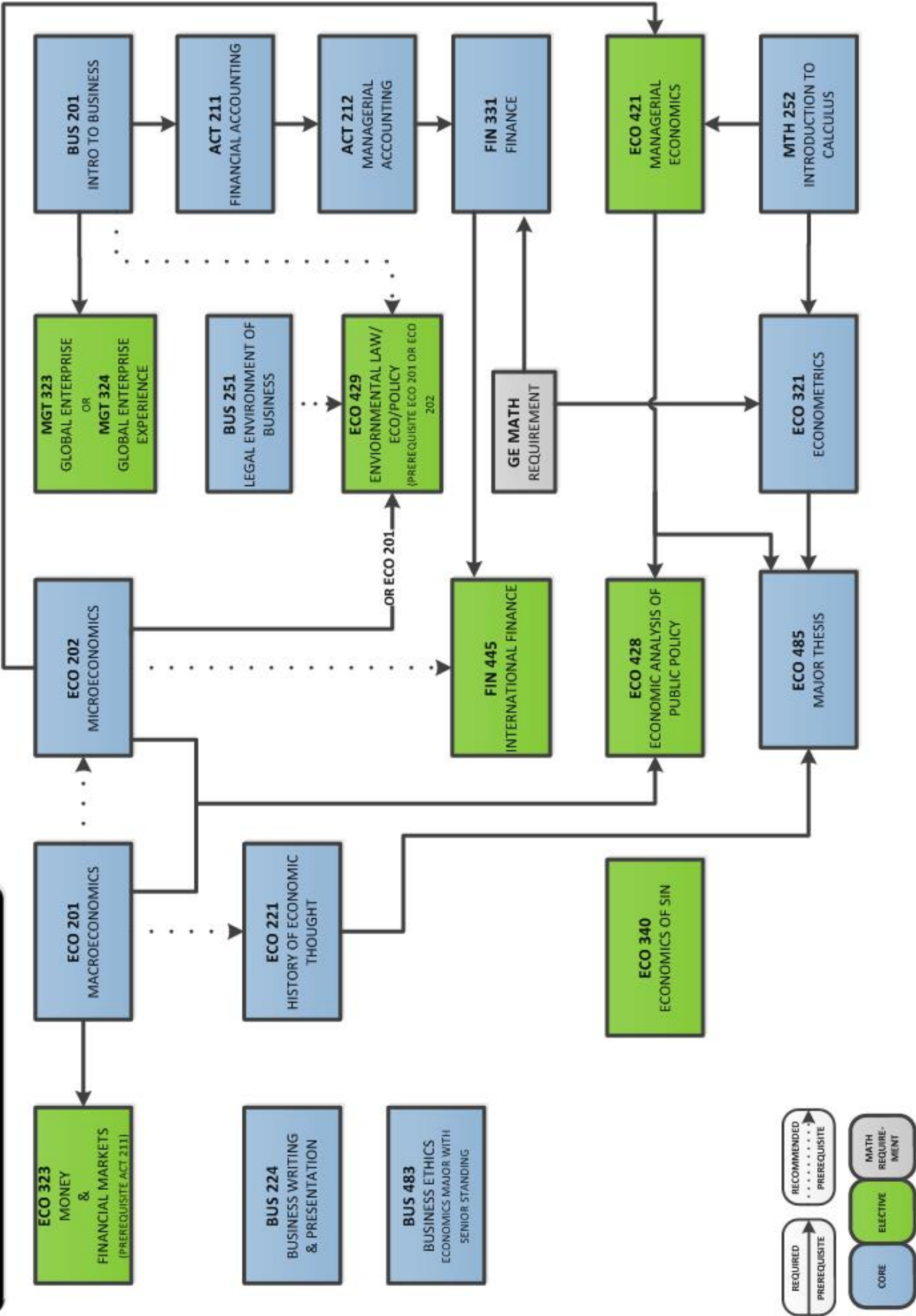
ACT 211	Financial Accounting	3
ACT 212	Managerial Accounting	3
BUS 201	Introduction to Business	3
BUS 224	Business Writing & Presentation	1
BUS 251	Legal Environment of Business	3
BUS 483	Business Ethics	3
ECO 201	Macroeconomics	3
ECO 202	Microeconomics	3
ECO 221	History of Thought	3
ECO 321	Econometrics	3
ECO 485	Major Thesis	3
FIN 331	Finance	3
MTH 252	Introduction to Calculus	3
Total Core		<u>40</u>

Elective Courses:

Choose **three** of the following courses:

ECO 323	Money and Financial Markets	3
ECO 340	Economics of Sin	3
ECO 428	Economics Analysis of Public Policy	3
ECO 429	Environmental Economic Law & Policy	3
FIN 445	International Finance	3
MGT 323	Global Enterprise	3
Total Elective(s)		<u>9</u>
Total Major		<u>49</u>

ECONOMICS MAJOR
School of Business
Concordia University Irvine
2017-2018



Minors

Taking a Minor while in college is an outstanding way to:

- 1) enrich your college experience,
- 2) explore and expand your skills and passion,
- 3) differentiate yourself from others when applying for employment opportunities or graduate school.

While you should focus on successfully completing the requirements for your Bachelor's Degree in Business Administration or Economics, you can also pursue a Minor at the same time. Generally speaking, there is no additional cost nor additional time to complete a Minor with the proper planning developed in conjunction with your Academic Advisor.

A Minor can be from the School of Business in Business (not available to Business majors), Accounting, Economics (not available to Economics majors), Marketing or Sport Management. Additionally, if you are Business or Economics major you can take a Minor in one of the over 40 other Minors (Chemistry, Art, etc.) offered by Concordia University Irvine – see below for the complete list.

For example, a student interested in opening an Art Gallery might simultaneously pursue a Bachelors of Arts in Art and a Business Minor or Bachelor of Arts in Business Administration with a Minor in Art. In addition to being internally satisfying by expanding your horizons and fueling your passions, a Minor also provides evidence to external parties when applying for internships, employment, volunteer positions, entrepreneur roles and graduate school. A Minor is a differentiator and conversation starter on your resume or application demonstrating your effort, passion and diversity of knowledge

The following is a partial list of minors available at Concordia University. A complete list is available in the [2017-2018 General Catalog](#).

- | | | |
|--|---|---|
| ➤ Accounting | ➤ Communication | ➤ Philosophy |
| ➤ American Studies | ➤ Creative Writing | ➤ Physical Education |
| ➤ Anthropology | ➤ Economics | ➤ Political Thought |
| ➤ Art | ➤ English | ➤ Pre-Physical Therapy |
| ➤ Behavioral Sciences | ➤ Exercise Science | ➤ Psychology |
| ➤ Biblical Languages | ➤ Global Cultural Studies | ➤ Sociology |
| ➤ Biblical Studies | ➤ Graphic Design | ➤ Spanish |
| ➤ Biology | ➤ History | ➤ Sport Management |
| ➤ Business | ➤ Law and Politics | ➤ Theatre |
| ➤ Chemistry | ➤ Marketing | ➤ Theatre Design and Technical Production |
| ➤ Children's Ministry | ➤ Mathematics | ➤ Worship Arts Leadership |
| ➤ Christian Education Leadership | ➤ Missiology | ➤ Youth Ministry |
| ➤ Classical Languages | ➤ Music | |
| ➤ Coaching | ➤ Musical Theatre | |

Accounting Minor: (18 Units)

Required Courses:

ACT 211	Financial Accounting	3
ACT 212	Managerial Accounting	3
ACT 311	Intermediate Accounting I	3
ACT 312	Intermediate Accounting II	3
Total		12

Elective Courses:

Choose one of the following courses:

ACT 313	Cost Accounting	3
ACT 315	Accounting Information Systems	3
ACT 417	Federal and California State Income Taxes	3
ACT 419	Auditing	3

Choose one of the following courses:

BUS 201	Introduction to Management/Marketing/IT	3
BUS 251	Legal Environment of Business	3
COM 344	Theory and Practice of Interviewing	3
FIN 331	Finance	3
MGT 321	Management	3
MGT 323	Global Enterprise	3
MGT 326	New Ventures and Entrepreneurship	3
MGT 424	Human Resource Management	3
MKT 341	Marketing	3
MKT 442	Marketing Research	3
Total Elective(s)		6
Total Minor		18

Economics Minor: (18 Units)

Required Courses:

ECO 201	Macroeconomics	3
ECO 202	Microeconomics	3
ECO 221	History of Economic Thought	3
Total		<u>9</u>

Elective Courses:

Choose **three** of the following courses:

ECO 321	Econometrics	3
ECO 323	Money and Financial Markets	3
ECO 421	Managerial Economics	3
ECO 428	Economic Analysis and Public Policy	3
ECO 429	Environmental Economic Law/Policy	3
Total Elective(s)		<u>9</u>
Total Minor		<u><u>18</u></u>

Business Minor: (18 Units)

Required Courses:

ACT 211	Financial Accounting	3
BUS 201	Introduction to Management/Marketing/IT	3
MGT 321	Management	3
Total		<u>9</u>

Elective Courses:

Choose **three** of the following courses:

ACT 212	Managerial Accounting	3
ACT 315	Accounting Information Systems	3
BUS 251	Legal Environment of Business	3
COM 344	Theory and Practice of Interviewing	3
FIN 331	Finance	3
MGT 323	Global Enterprise	3
MGT 326	New Ventures and Entrepreneurship	3
MKT 341	Marketing	3
Total Elective(s)		<u>9</u>
Total Minor		<u><u>18</u></u>

Marketing Minor: (18 Units)

Required Courses:

MKT 341	Marketing	3
MKT 371	Digital Marketing	3
MKT 353	Professional Selling	3
MKT 442	Market Research	3
Total		<u>12</u>

Elective Courses:

Choose **two** of the following courses:

ACT 211	Financial Accounting	3
BUS 201	Introduction to Business	3
BUS 251	Legal Environment of Business	3
MKT 355	Service Marketing	3
MKT 363	Computer Graphics	3
MKT 365	Computer Graphics w/Motion	3
MKT 344	The Advertising Agency	3
MKT 445	International Marketing	3
Total Elective(s)		<u>6</u>
Total Minor		<u><u>18</u></u>

Sport Management Minor: (18 Units)

Required Courses:

SPMT 222	Introduction to Sport Management	3
SPMT 323	Sport Marketing & Sponsorship	3
SPMT 326	Sport Operations & Facility Management	3
SPMT 420	Finance and Economics of Sport	3
Total		<u>12</u>

Elective Courses:

Choose **two** of the following courses:

MGT 321	Management	3
SPMT 350	Legal Aspects of Sport	3
SPMT 430	The Profession of Sport Management	3
SPMT 490A	Sport Management Internship	3
Total Elective(s)		<u>6</u>
Total Minor		<u><u>18</u></u>



The purpose of [Sigma Beta Delta](#) is to encourage and recognize scholarship and achievement among students of business, management, and administration. By having regional accreditation, Concordia University will nominate students for membership based on their scholastic excellence. Employers will recognize your academic achievements by your membership.

Originally established in 1994 as a national organization, Sigma Beta Delta is now an International Honor Society for Business, Management, and Administration. To become a member of the Society, a student must rank in the upper 20 percent of their class. For a business student, becoming a member of the Sigma Beta Delta chapter is the highest recognition your faculty can recommend. Students gain membership by invitation only through yearly nominations. This opportunity enables you to become one of the select few who earn lifetime recognition within Sigma Beta Delta. Two of the key benefits are:

Lifetime recognition for Outstanding Academic Achievements:

Sigma Beta Delta membership provides recognition for a lifetime. The Society's recognition of honoring scholastic excellence in business makes it appropriate to include Sigma Beta Delta membership on one's resume. Employers throughout the country will be able to make a distinction of your academic achievements.

Networking Opportunities:

Sigma Beta Delta campus chapters can assist in advancing the career opportunities of its members. As members graduate and assume important positions in the business community, they provide excellent sources of help and guidance for future employment. The chance for Sigma Beta Delta student and alumni members to network with business professionals places them a step ahead of the employment competition.

Inductees will be recognized and presented with honors. Membership in Sigma Beta Delta should be the goal of every student of business in a baccalaureate or master's degree program at a school with a Sigma Beta Delta chapter.



Delta Sigma Pi

*America's Foremost Professional
Business Fraternity*

Rho Phi Chapter at Concordia University Irvine

Purpose and History

[Delta Sigma Pi](#) is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

Delta Sigma Pi was founded in 1907 at New York University School of Commerce, Accounts and Finance by Harold Valentine Jacobs, Alexander Frank Makay, Alfred Moysello and Henry Albert Tienken. Today, Delta Sigma Pi has over 300 collegiate and alumni chapters and over 226,000 members around the world.

Delta Sigma Pi Values

- Professional: For more than 100 years, Delta Sigma Pi has encouraged, supported, and shaped the professional goals and personal aspirations of thousands of members. It is the foremost professional fraternity for men and women pursuing business careers.
- Service: Delta Sigma Pi is dedicated to making a difference, because business has both a unique opportunity and a compelling duty to contribute to the larger community. Frequent involvement in the community instills deep feelings of brotherhood while developing business skills.
- Scholarship: Delta Sigma Pi funds educational programs through the Delta Sigma Pi Leadership Foundation, which provides financial assistance for scholarships, leadership development and training, and personal and professional improvement. Funded by individual and corporate contributions, the Leadership Foundation offers many levels of participation.
- Social: Delta Sigma Pi facilitates social activity among students, the community, and business organizations. The network of members around the world provides a wealth of business resources, professional contacts, continuing education opportunities, and community support to even the newest business graduate.

Installation at Concordia University

The Rho Phi chapter at Concordia University was established on April 21, 2012. The founding chapter had thirty-five students, five honorary Alumni students, and two faculty members.



[Enactus](#) is "an international organization that mobilizes university students around the world to make a difference in their communities while developing the skills to become socially responsible business leaders. Enactus is the largest network of university students in the world, with teams active on 1,600 college and university campuses in 36 countries around the world. Enactus students make a difference in the world by helping others reach their fullest potential. Enactus is a partnership of students, professionals, and educators who work together to teach people about market economics, success skills, entrepreneurship, financial literacy, ethics, and environmental sustainability. In doing so, students have the opportunity to help people around the world while developing skills that are valued in the workplace.

EN•ACT•US

A community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better more sustainable world.

- entrepreneurial—having the perspective to see an opportunity and the talent to create value from that opportunity.
- action—the experience of sustainable impact, activated with integrity.
- us—student, academic and business leaders collaborating to create a better world.

Our Values

Imagination: Every crisis creates opportunity, every struggle offers the chance to rediscover. Everything we do is born from the ability to see potential where others can't.

Partnership: There is no greater force for change than a team of people who are personally invested in each other, and in the lives of the people who their work is intended to serve.

Courage: The willingness to try, fail and learn on the journey toward creating something new is just as critical as the passion to succeed. There is no substitute for being willing to lead—especially when the territory being covered is new and the outcome is uncertain.

Accountability: Every initiative or project we undertake will be judged by the only measure that matters: how effectively we create lasting and meaningful progress in the lives of those we serve.

Determination: Meaningful change is not easy. It requires the ability to overcome seemingly insurmountable obstacles and face often daunting challenges. We have the persistence to do what it takes to achieve the results we seek.

Curiosity: We are passionate about seeking new perspectives and challenging long-standing assumptions because we know effective leadership requires continuous learning.



SOCIETY OF ACTUARIES

Actuarial Science Program

The **Actuarial Science Program** is designed to assist students who have an interest in pursuing a career as an actuary with planning their coursework, arranging internships, and preparing for the Society of Actuaries preliminary examinations (Exam P: *Probability* and Exam FM: *Financial Mathematics*). The Society of Actuaries does not require a specific undergraduate major as a prerequisite for taking exams, but most encourage emphasis in the mathematics, finance and business coursework. Students who enter the Actuarial Science Program at Concordia University will take courses most appropriate for preparing for the first two exams as well as preparing for a career in actuarial science. Additional courses (including some which will be validated by educational experience by the SOA) and a major should be selected based on student interest and career goals.

Program Requirements

1. General Education (54-55 Units)
 - Normally completed during the first two (2) years of attendance.
2. Major Requirements
 - Completion of any approved major, typically a mathematics major with a selection of business and economics courses.
3. Program Requirements
 - Students should select courses from a variety of fields (including finance, economics and mathematics) that will best prepare them for their first Preliminary Examination (Exam P or Exam FM) by the Society of Actuaries toward the end of their sophomore or junior year.
4. Recommended Courses: (Validation by Educational Experience by Society of Actuaries)
 - ECO 201: Microeconomics
 - ECO 202: Macroeconomics
 - FIN 331: Finance



International Business Club (IBC)

"we navigate the world"

The IBC is for students with broad global horizons - those who recognize the joys, challenges, and opportunities of a global career. Bridging cultures is important. Here both domestic and international students come together to enjoy cross-cultural events, share diverse foods, relate their own countries' business traditions, and build lifelong friendships for life and career.

The IBC offers a special welcome to international students and builds a rewarding and supportive *esprit de corps* for all members. IBC activities include a professional speaker series, international movie nights, field trips, and community service activities. Members aspire to meaningful roles in international business, diplomacy, and the non-for-profit NGO sector. With faculty advisement, IBC members are encouraged (and often do) travel and study in countries other than their own – all to become better and more experienced global citizens.

The International Business Club... we navigate the world.

CUI Clubs and Organizations

In addition to the business and economics specific clubs and organizations, a great way to thrive at Concordia University is to get involved in many of the different leadership opportunities the university offers. You can get involved through campus ministry, theatre, athletics, music, clubs, or through many of the other leadership organizations Concordia has to offer. Whether you are returning or a new student, if you have any questions please stop by the Center for Student Leadership and Development and student leaders would be happy to help you get involved. The following is a list of the current [leadership organizations](#):

- [American Chemical Society Student Chapter](#)
- [Athletes in Action](#)
- [Arab Culture Club](#)
- [Behavioral Science Club](#)
- [Biology Club](#)
- [Boy with a Ball Club](#)
- [COMM-unity](#)
- [CUI Young Americans for Freedom](#)
- [CUI Emergency Communications Team](#)
- [Delta Sigma Pi \(Rho Phi Chapter\)](#)
- [Enactus](#)
- [Global Citizens Club](#)
- [Heritage Garden](#)
- [International Business Club \(IBC\)](#)
- [Math Club \(Pi Mu Epsilon\)](#)
- [National Leadership Honors Society](#)
- [Nuestra Voz](#)
- [Phi Delta Epsilon](#)
- [Phi Epsilon Kappa](#)
- [Pursuers of Peace](#)
- [Sound of Mind Poetry Club](#)
- [Ultimate Frisbee Club](#)
- [CUI Bono](#)
- [Student Leadership](#)
- [Student Newspaper \(Concordia Courier\)](#)
- [Debate](#)
- [Student Yearbook \(Clearlight\)](#)
- [Music Ensembles](#)

Institute for Strategic Marketing

Introduction

The *Institute for Strategic Marketing* (ISM) is a business outreach program sponsored by the School of Business at Concordia University Irvine. The Institute provides marketing expertise and strategic assistance to various companies and organizations (clients) through student consulting. Central to this idea is to leverage the creativity and human capital of our very gifted students while providing a valuable service at a reasonable cost/donation to local, regional and national businesses. It's a "win-win" proposition, helping companies grow while providing practical and hand-on experience for our students. Some natural by-products of this activity include the potential for career employment for students as well as the expanded awareness of Concordia University Irvine and its business school. Increased identity and brand awareness will follow.

Once selected, clients are matched with student teams. Each team analyzes the business to identify problem areas. After outlining an approved scope of work, the student team researches the problem areas and develops recommendations for solutions. At the study's conclusion, all suggestions are included in a written report submitted to the client, along with an oral presentation of the findings.

KEY SERVICES

- Market research
- Market strategy
- Social media plans
- Marketing plans
- Advertising campaigns
- Web analysis
- Additional services may be considered

ISM was created in 2011 by Marketing Professor Carolyn Shiery, whose vision is to provide businesses with a much-needed resource—a point of view of a younger target market guided by experienced business faculty—producing results based on data.

For over 20 years Prof. Shiery has worked with businesses of various sizes and industries to develop effective marketing strategies driven by accurate and timely information.



Congratulations Graduate!

What's next?

Here at Concordia University we wish you continued congratulations on your recent graduation. You had ambitions. You worked hard. You achieved. What's next?

In a struggling economy and tough job market, it is more important than ever to make yourself stand out from the crowd. As a recent graduate, you may not yet have the skills and experiences that those senior to you in the workforce have developed.

Let Concordia help. [Concordia's MBA program](#) is focused on skill development for people like you who are early in their career. Our goal is to give you the knowledge and tools that can take *years* to develop.

There are many benefits to Concordia's MBA program

- You don't have to have years of experience to [apply](#)
- Your electives are limitless, and including sales & marketing, environmental sustainability, finance & investments, management & leadership, [and more!](#)
- A GMAT score isn't required; your undergraduate accomplishments speak for themselves
- [Affordable tuition!](#)
- No [application](#) fee for Concordia alumni

So what are you waiting for?

Check us out online at www.cui.edu/mba.

Contact us at [\(949\) 214-3611](tel:9492143611) and get started on what's next.

Quick References and Additional Information

School and Application Information

Concordia University Irvine Website

<http://www.cui.edu/en-us>

Undergraduate Application to CUI

<http://www.cui.edu/admissions/undergraduate/apply.aspx>

2017-2018 General Catalog

http://www.cui.edu/Portals/0/uploadedfiles/StudentLife/Registrar/2017_18%20UG%20catalog%20PDF_sw%20edit%20pg%2080.pdf?ver=2017-05-19-125110-237

School of Business Website

<http://www.cui.edu/academicprograms/business>

Career Options

Accounting

<http://whatcanidowiththismajor.com/major/accounting/>

Business

<http://whatcanidowiththismajor.com/major/business-studies/>

Business Data Analytics

<http://whatcanidowiththismajor.com/major/business-analytics/>

Finance

<http://whatcanidowiththismajor.com/major/finance/>

International Business

<http://whatcanidowiththismajor.com/major/global-international-studies/>

Management

<http://whatcanidowiththismajor.com/major/management/>

Marketing

<http://whatcanidowiththismajor.com/major/marketing/>

Sports Management

<http://whatcanidowiththismajor.com/major/sport-management/>

Economics

<http://whatcanidowiththismajor.com/major/economics/>

Contact Numbers

Undergraduate Admissions: 949-214-3010

Transfer Admissions: 949-214-3016

Intn'l Transfer Admissions: 949-214-3021

School of Business: 949-214-3488

Financial Aid Office: 949-214-3066

Business Programs

Bachelors of Arts in Business Administration

<http://www.cui.edu/academicprograms/undergraduate/majors/business>

B.A. in Business Administration: Accounting Emphasis

<http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Accounting>

B.A. in Business Administration: Business Data Analytics Emphasis

<http://www.cui.edu/academicprograms/undergraduate/majors/business/business-data-analytics>

B.A. in Business Administration: Finance Emphasis

<http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Finance>

B.A. in Business Administration: International Business Emphasis

<http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/International-Business>

B.A. in Business Administration: Management Emphasis

<http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Management>

B.A. in Business Administration: Marketing

<http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Marketing>

B.A. in Business Administration: Sport Management

<http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Sports-Management>

Bachelors of Arts in Economics

<http://www.cui.edu/academicprograms/undergraduate/majors/economics>

Miscellaneous

Enactus

<http://enactus.org>

LCMS

<http://www.lcms.org>

IACBE

<http://iacbe.org>

Sigma Beta Delta

<http://sigmabetadelta.org>

WASC

<http://www.acswasc.org>

Delta Sigma Pi

<http://dsp.org>