# Table of Contents

Welcome by the Dean

The MISSION of Concordia University

School of Business Faculty

History of Concordia

Concordia Accreditation

School of Business Programs

Pre-Business Program

Business Core Courses

Internships

Emphasis-Specific Courses

Accounting Emphasis

Business Data Analytics Emphasis

Business Economics Emphasis

Finance Emphasis

Healthcare Management Emphasis

International Business Emphasis

Management Emphasis

Marketing Emphasis

Sport Management Emphasis

Economics Major

Minors

Accounting Minor

Economics Minor

Business Minor

Marketing Minor
Sport Management Minor ........................................................................................................54
Extra-Curricular Activities ..................................................................................................55
Sigma Beta Delta (SBD) ....................................................................................................55
Delta Sigma Pi- Rho Phi Chapter ....................................................................................56
Enactus ...............................................................................................................................57
Society of Actuaries ..........................................................................................................58
Sport Management Club (SMC) .......................................................................................59
International Business Club (IBC) ...................................................................................60
CUI Clubs and Organizations .........................................................................................60
Institute for Strategic Marketing ......................................................................................61
National Association of College and Employers ............................................................62
Quick References and Additional Information ..................................................................63
Masters of Business Administration .................................................................................64
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 University Irvine will develop or refine skills in our Economics or Business (Accounting, Business Data Analytics, Finance, International Business, Management, Marketing or Sport Management) programs and our latest offering - Healthcare Management. 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. This past summer different groups of business students visited Japan and the Philippines to understand the convergence of cultural, business and missionary activities.

Recently the International Accreditation Council 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.
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Administrative Dean, School of Business
MBA, MS Accounting, California State University, Fullerton, CA
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, Healthcare Management (coming soon), 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 Accrediation Council for 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, Healthcare Management (coming soon), 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

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 nine emphases:

- Accounting
- Business Data Analytics
- Business Economics
- Finance
- Healthcare Management
- International Business
- Management
- Marketing
- Sport Management

Minors:
Additionally the School of Business offers five Minors:

- Accounting
- Business
- Economics
- Marketing
- Sport Management
The School of Business Pre-Business Program is an undergraduate program designed for students considering a Bachelor's 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 Management, Marketing, and Information Technology
- BUS 224 Business Writing and Presentation
- BUS 261 Business Analysis Tools and Business Statistics
- 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](http://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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 211</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACT 212</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 224</td>
<td>Business Writing and Presentation</td>
<td>1</td>
</tr>
<tr>
<td>BUS 251</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 261</td>
<td>Business Analysis Tools and Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 483</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 201</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>or ECO 202</td>
<td>Microeconomics</td>
<td></td>
</tr>
<tr>
<td>FIN 331</td>
<td>Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT 321</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 341</td>
<td>Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Strategy Options: Select one based on emphasis: 3
- BUS 475 Business Strategy
- HCM 475 Senior Seminar in Healthcare
- SPMT 475 Sport Management Strategy
- MKT 475 Marketing Strategy
- ECO 485 Economics Major Thesis

Internship Options: Select one based on emphasis: 2
- ACT 490A Internship
- BDA 490A Internship
- BUS 490A Internship
- ECO 490A Internship
- SPMT 490A Internship
- FIN 490A Internship
- INB 445 Seminar in International Business
- MGT 490A Internship
- MKT 490A Internship
- ECO 490A Internship

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 Internships will assist students in seeking internship placements.
Previous Business Internship Providers
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
Bachelors of Arts in Business Administration
Accounting Emphasis (21 Units)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACT 311</td>
<td>Intermediate Accounting I</td>
<td>3</td>
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<tr>
<td>ACT 312</td>
<td>Intermediate Accounting II</td>
<td>3</td>
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<tr>
<td>ACT 313</td>
<td>Cost Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACT 315</td>
<td>Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ACT 417</td>
<td>Federal and California State Income Taxes</td>
<td>3</td>
</tr>
<tr>
<td>or ACT 418</td>
<td>Corporate Tax Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACT 419</td>
<td>Auditing</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
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</tr>
</tbody>
</table>

Choose one of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 417*</td>
<td>Federal and California State Income Taxes</td>
<td>3</td>
</tr>
<tr>
<td>or ACT 418*</td>
<td>Corporate Tax Accounting</td>
<td>3</td>
</tr>
<tr>
<td>(*choose the one not taken as an accounting emphasis course)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACT 332</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ACT 350</td>
<td>GASB Accounting, Reporting and Compliance</td>
<td>3</td>
</tr>
<tr>
<td>ACT 443</td>
<td>International Accounting</td>
<td>3</td>
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<tr>
<td>Total Elective(s)</td>
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<td>3</td>
</tr>
<tr>
<td>Total Emphasis</td>
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<td>21</td>
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</table>

Accounting Emphasis Summary

Business Administration Major - Accounting Emphasis:

Business Core Courses: 33
Accounting Emphasis Required Courses: 18
Accounting Emphasis Elective Courses: 3
Total 54
ACCOUNTING EMPHASIS
School of Business
Concordia University Irvine
2019-2020

FIN 211
PERSONAL FINANCE

BUS 251
LEGAL ENVIRONMENT OF BUSINESS

ACT 211
FINANCIAL ACCOUNTING

ACT 332
FINANCIAL STATEMENT ANALYSIS

MKT 341
MARKETING

MGT 321
MANAGEMENT

BUS 201
INTRO TO BUSINESS

FIN 331
FINANCE

ACT 350
GAAP ACCOUNTING, REPORTING AND COMPLIANCE

ACT 212
MANAGERIAL ACCOUNTING

ACT 443
INTERNATIONAL ACCOUNTING

ECO 201
MACROECONOMICS
OR
ECO 202
MICROECONOMICS

BUS 261
BUSINESS ANALYSIS TOOLS AND BUSINESS STATISTICS

FIN 333
INVESTMENTS

ACT 418
CORPORATE TAX ACCOUNTING - OR -
ACT 417
CALIFORNIA & FEDERAL INCOME TAXES

ACT 311
INTERMEDIATE ACCOUNTING I

ACT 312
INTERMEDIATE ACCOUNTING II
PREREQUISITE: ACT 212

ACT 313
COST ACCOUNTING

ACT 315
ACCOUNTING INFORMATION SYSTEMS

ACT 419
AUDITING

BUS 475
BUSINESS STRATEGY
BUSINESS MAJOR WITH SENIOR STANDING AND FIN 333, MGT 321, MKT 341

BUS 483
BUSINESS ETHICS
BUSINESS MAJOR WITH SENIOR STANDING

ACT 490A
INTERNSHIP
BUSINESS MAJOR WITH JUNIOR OR SENIOR STANDING AND MGT 321

PRE BUSINESS

CORE ECONOMIC

EMPHASIS ELECTIVE

ELECTIVE OPTION:

MATH REQUIREMENT

RECOMMENDED FOR PREREQUISITE

REQUIRED PREREQUISITE
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.

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 Introduction to Statistics 3
- BDA 436 Data Visualization 3

Total  18

**Elective Courses:**

Choose one of the following courses:

- ECO 428 Intermediate Macroeconomics and Public Policy 3
- MGT 323 Global Enterprise 3
- MGT 343 Operations 3
- MKT 371 Digital Marketing 3

Total Elective(s)  3
Total Emphasis  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  54
Overview
Business economics is the study of the financial issues and challenges faced by corporations. Business economics is a field in economics that deals with issues such as business organization, management, expansion and strategy. Studies might include how and why corporations expand, the impact of entrepreneurs, the interactions between corporations and the role of governments in regulation. In sum, the Business Administration Bachelor with a Business Economics emphasis 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 business operations and the pursuit of maximizing value.

Emphasis Goals
The program connects the major concepts of business administration with a demonstrated understanding of economic principals, methods, and models. Its dual goal is to provide students with the ability to question, access and evaluate the strengths and weaknesses of any economic concept or proposal through critical thinking, in the context of accepted methods in business administration and firm operations.

Emphasis Scope
Selection of this emphasis allows the student to explore the following.
1. Articulate the major concepts in accounting, marketing, finance and management.
2. Identify, illustrate and apply business economic principals as used in the global environment of business.
3. Utilize empirical methods to analytically model, measure and predict economic and business behavior.
4. Effectively communicate economic thought and principals to peers, associates and supervisors.
5. Describe and explain the ethical obligations and responsibilities of business and economics.
6. Identify and illustrate philosophic and moral precepts that define socio-cultural behavior.
7. Apply decision-support tools to economic and business decision making

Career Paths For more information visit: [http://whatcanidowiththismajor.com/major/economics/](http://whatcanidowiththismajor.com/major/economics/)

Payscale.com reported that in 2019, a baccalaureate degree in business economics generates an early career salary averaging $54,000 and mid-career salaries averaging $102,000. Further, in 2017 Payscale.com reported graduates with an economics degree can boast of an employment rate of 97%:

1. Financial Analyst
2. Project Manager, IT
3. Staff Accountant
4. Business Analyst, IT
5. Credit Analyst
6. Data Analyst
7. Economist
8. Sales Director
9. Underwriter
10. Management Consultant
11. Financial Controller
12. Administrative Assistant
13. Research Analyst
14. Security Analyst
15. Retail Store Manager
16. Financial Advisor
17. Marketing Manager
18. Senior Accountant
20. Financial Analyst, Corporate
21. Consultant, Business Process
22. Project Manager, Construction
23. General Operations Manager
24. Marketing Research Analyst
25. Branch Manager, Banking
26. Outside Sales Manager
27. Securities Trader
Bachelors of Arts in Business Administration
Business Economics Emphasis (21 Units)

**Emphasis Courses:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 201</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>or ECO 202</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 221</td>
<td>History of Economic Thought</td>
<td>3</td>
</tr>
<tr>
<td>MTH 252</td>
<td>Introduction to Calculus</td>
<td>3</td>
</tr>
<tr>
<td>ECO 321</td>
<td>Econometrics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 421</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 428</td>
<td>Intermediate Macroeconomics/ Public Policy</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>18</td>
</tr>
</tbody>
</table>

**Elective Courses:**

Choose **one** of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 323</td>
<td>Money and Financial Markets</td>
<td>3</td>
</tr>
<tr>
<td>ECO 340</td>
<td>Economics of Sin</td>
<td>3</td>
</tr>
<tr>
<td>ECO 429</td>
<td>Environmental Economics, Law &amp; Policy</td>
<td>3</td>
</tr>
<tr>
<td>FIN 445</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>BDA 337</td>
<td>Introduction to Business Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Elective(s)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Emphasis</td>
<td>21</td>
</tr>
</tbody>
</table>

**Business Economics Emphasis Summary**

Business Administration Major – Business Economics Emphasis:

- Business Core Courses: Selected ECO 485  
  33
- Business Economics Emphasis Required Courses:  
  18
- Business Economics Emphasis Elective Courses:  
  3

Total 54
Overview
The financial emphasis trains students about the sources and use of capital – in other words how to acquire, multiply, protect, and effectively deploy money and wealth. This skillset is valuable across all industries, in every company, globally. Students in this program cultivate analytical skills to evaluate and develop solutions for financial challenges faced by firms and society, strengthen their interpersonal and team skills, and consider how wealth can further God’s Kingdom. The finance discipline helps students evaluate options and make high-stakes decisions personally, professionally, and organizationally. Students will learn about disruptive “fintech” innovations – such as blockchain, digital currencies, and robo-advisors – and how to apply these to the transformation of lending markets, investment management, payment systems, and the real estate industry. Graduates with finance knowledge will find they are in demand and their knowledge provides a fast pathway to having influence and gaining senior professional positions.

Emphasis Goals
Each student will become a socially and professionally responsive individual, knowledgeable about the concepts and theories of finance. Students 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. This includes learning how to value and trade stocks, bonds, hybrid securities, and how to use derivatives to manage risk.
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.
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.

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. Financial Analyst
2. Investment Banking
3. Mergers & Acquisitions
4. Portfolio Management
5. Commercial Loan Office

6. Personal Financial Advisor
7. Insurance Underwriter
8. Real Estate Investing & Financing
9. Financial Manager
10. Stock Trader
Bachelors of Arts in Business Administration
Finance Emphasis (21 Units)

**Emphasis Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 332`</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ECO 323</td>
<td>Money and Financial Markets</td>
<td>3</td>
</tr>
<tr>
<td>FIN 335</td>
<td>Real Estate Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 333</td>
<td>Investments</td>
<td>3</td>
</tr>
<tr>
<td>FIN 431</td>
<td>Intermediate Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 445</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

**Elective Courses:**

Choose **one** of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 311</td>
<td>Intermediate Accounting</td>
<td>3</td>
</tr>
<tr>
<td>FIN 411</td>
<td>Professional Financial Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 311</td>
<td>Intermediate Accounting</td>
<td>3</td>
</tr>
<tr>
<td>FIN 411</td>
<td>Professional Financial Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Elective(s)** 3

**Total Emphasis** 21

**Finance Emphasis Summary**

Business Administration Major - Finance Emphasis:

Business Core Courses: 33
Finance Emphasis Required Courses: 18
Finance Emphasis Elective Courses: 3

**Total** 54
Overview
Today’s healthcare environment is extremely dynamic as it evolves toward collaborative solutions. The healthcare industry is experiencing changes in government regulations, resulting in a never-before-seen healthcare delivery landscape that requires a unique skill set. A focus on community-based health care has emerged, playing a crucial role in the quality, cost, and access of care.

Emphasis Goals
Healthcare management emphasis prepares business students to take advantage of the career opportunities that the changing healthcare industry provides in a wide variety of sectors including: hospitals, clinics, long-term care, information technology, nonprofit organizations, public health, mental health, insurance, marketing, finance, and public policy. The emphasis in healthcare management focuses on professional development and advocacy and prepares students for professional positions that enhance the operational efficiency and effectiveness of healthcare and related organizations, while improving the delivery of healthcare services.

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

1. Career opportunities in exploding and complex healthcare management. According to the Bureau of Labor and Statistics, employment of medical and health services managers is expected to grow 20% from 2016 to 2026, faster than the average for all other occupations. Healthcare managers can make a significant impact on the health of individuals in the communities they serve throughout the United States and the world.
2. Students develop a unique skill set that is analytical, forward thinking and immediately applicable to today’s dynamic and evolving healthcare environment.
3. Students are active participants in learning-centered courses, community partnerships, and advocacy for a meaningful and relevant education.
4. The healthcare management emphasis curriculum prepares students how to form, manage and maximize the changes in healthcare laws, policies, service delivery, and technology. With a deep academic foundation, graduates will be ready to move into leadership positions within the healthcare industry.

Career Paths
For more information visit: https://www.rasmussen.edu/degrees/business/blog/what-can-you-do-with-healthcare-management-degree/

Healthcare Management professionals with a business foundation are in demand, and the discipline offers varied opportunities such as the following:

1. Hospital Administrator 6. Pharmaceutical Sales Director
2. Home Health Agency Director 7. Health Insurance Company Executive
4. Medical Device Sales Manager 9. Purchasing Agent/Director
5. Healthcare Marketing Manager 10. Clinical Director
Bachelors of Arts in Business Administration
Healthcare Management Emphasis (21 Units)

**Emphasis Courses:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCM 312</td>
<td>Management of Healthcare Organizations</td>
<td>3</td>
</tr>
<tr>
<td>HCM 414</td>
<td>Legal Aspects of Healthcare</td>
<td>3</td>
</tr>
<tr>
<td>HCM 415</td>
<td>Healthcare Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>HCM 424</td>
<td>Marketing &amp; Strategic Planning for Healthcare Organizations</td>
<td>3</td>
</tr>
<tr>
<td>HCM 425</td>
<td>Financial Management of Healthcare Organizations</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

**Elective Courses:**

Choose **two** of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDA 337</td>
<td>Introduction to Business Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td>HCM 315</td>
<td>Organizational Behavior, Theory, and Design in Healthcare Management</td>
<td>3</td>
</tr>
<tr>
<td>HCM 416</td>
<td>Human Resource Management in Healthcare</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Elective(s)</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

**Total Emphasis**

|          |                                                               |
|----------|                                                               |
|          | **21**                                                         |

**Healthcare Management Emphasis Summary**

Business Administration Major – Healthcare Management Emphasis:

- Business Core Courses: HCM 475  
  33
- Healthcare Management Emphasis Required:  
  15
- Healthcare Management Emphasis Elective:  
  6

**Total**  
54
Bachelors of Arts in Business Administration
International Business Emphasis (21 Units)

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
2. International Marketing/Sales
3. International Banking
4. World Missions
5. MNC Country Management
6. International Brand Management
7. International Advertising
8. Foreign Service (US State Department)
9. Non-governmental Organizations (NGOs)
10. 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:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 443</td>
<td>International Accounting (IFRS)</td>
<td>3</td>
</tr>
<tr>
<td>ECO 221</td>
<td>History of Economic Thought</td>
<td>3</td>
</tr>
<tr>
<td>FIN 445</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKT 445</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SOC 365</td>
<td>Sociology of Globalization</td>
<td>3</td>
</tr>
</tbody>
</table>

Total 15

**Elective Courses:**

Choose one of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>HST 301</td>
<td>Eastern Civilization</td>
<td>3</td>
</tr>
<tr>
<td>HST 338</td>
<td>Modern European History</td>
<td>3</td>
</tr>
<tr>
<td>HST 371</td>
<td>Islamic Civilization</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANT 210</td>
<td>Cultural Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>COM 324</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>HST 416A</td>
<td>Contemporary Global Issues</td>
<td>3</td>
</tr>
<tr>
<td>HIT 416B</td>
<td>Contemporary Global Issues</td>
<td>3</td>
</tr>
<tr>
<td>REL 321</td>
<td>World Religions</td>
<td>3</td>
</tr>
<tr>
<td>POL 304</td>
<td>International Relations</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Elective(s) 6
Total Emphasis 21

**International Business Emphasis Summary**

Business Administration Major - International Business Emphasis:

Business Core Courses: INB 445 33
International Business Emphasis Required Courses: 15
International Business Emphasis Elective Courses: 6

Total 54
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/

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

Emphasis Courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 323</td>
<td>Global Enterprise</td>
<td>3</td>
</tr>
<tr>
<td>MGT 326</td>
<td>New Ventures and Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGT 327</td>
<td>Organizational Behavior/Communications</td>
<td>3</td>
</tr>
<tr>
<td>MGT 343</td>
<td>Operations</td>
<td>3</td>
</tr>
<tr>
<td>MGT 424</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

Elective Courses:

Choose two of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 201*</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>or ECO 202*</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 321</td>
<td>Econometrics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 429</td>
<td>Environmental Economics, Law and Policy</td>
<td>3</td>
</tr>
<tr>
<td>FIN 333</td>
<td>Investments</td>
<td>3</td>
</tr>
<tr>
<td>FIN 335</td>
<td>Real Estate Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT 351</td>
<td>Diversity in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MKT 445</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Elective(s)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Total Emphasis</td>
<td>21</td>
</tr>
</tbody>
</table>

Management Emphasis Summary

Business Administration Major - Management Emphasis:

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

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

### Emphasis Courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 353</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKT 371</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 442</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 445</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BDA 337</td>
<td>Introduction to Business Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

### Elective Courses:

Choose **two** of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 422</td>
<td>Studies in Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>ECO 321</td>
<td>Econometrics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 323</td>
<td>Global Enterprise</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or MGT 351</td>
<td></td>
</tr>
<tr>
<td>MKT 344</td>
<td>The Advertising Agency</td>
<td>3</td>
</tr>
<tr>
<td>MKT 355</td>
<td>Service Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 363</td>
<td>Computer Graphics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 365</td>
<td>Computer Graphics w/Motion</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Elective(s)</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total Emphasis</strong></td>
<td><strong>21</strong></td>
</tr>
</tbody>
</table>

### Marketing Emphasis Summary

Business Administration Major - Marketing Emphasis:
- Business Core Courses: 33
- Marketing Emphasis Required: 15
- Marketing Emphasis Elective: 6
- **Total**: 54
MARKETING EMPHASIS
School of Business
Concordia University Irvine
2019-2020

BUS 201
INTRO TO BUSINESS

BUS 224
BUSINESS WRITING & PRESENTATION

ACT 211
FINANCIAL ACCOUNTING

ACT 212
MANAGERIAL ACCOUNTING

BDA 337
INTRO TO BUSINESS DATA ANALYTICS

FIN 331
FINANCE

MKT 341
MARKETING

MGT 351
DIVERSITY IN ORGANIZATIONS

MGT 323
GLOBAL ENTERPRISE

MGT 321
MANAGEMENT

ECO 201
MACRO OR ECO 202 MICRO

MKT 442
MARKETING RESEARCH

MKT 445
INTERNATIONAL MARKETING

MKT 371
DIGITAL MARKETING

MKT 353
PROFESSIONAL SELLING (OR CONCURRENTLY WITH MKT 341)

MKT 355
SERVICE MARKETING

MKT 344
ADVERTISING AGENCY (OR CONCURRENTLY WITH MKT 341)

MKT 363
COMPUTER GRAPHICS

MKT 365
COMPUTER GRAPHICS W/MOTION

COM 422
STUDIES IN PUBLIC RELATIONS

ECO 321
ECONOMETRICS (PREREQUISITE ECO 201 OR ECO 202)

BUS 251
LEGAL ENVIRONMENT OF BUSINESS

BUS 261
BUSINESS ANALYSIS TOOLS AND BUSINESS STATISTICS

GE MATH REQUIREMENT

MKT 475
MARKET STRATEGY
BUSINESS MAJOR WITH SENIOR STANDING AND FIN 331, MGT 321, MKT 442, & MKT 371

BUS 483
BUSINESS ETHICS
BUSINESS MAJOR WITH SENIOR STANDING

MKT 490A
INTERNSHIP
BUSINESS MAJOR WITH JUNIOR OR SENIOR STANDING AND MGT 321
**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/](http://whatcanidowiththismajor.com/major/sport-management/)

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

2. Advertising 10. Corporate Sales Director 17 Stadium & Arena Management
### Emphasis Courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPMT 222</td>
<td>Introduction to Sport Management</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 323</td>
<td>Sport Marketing &amp; Sponsorship</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 326</td>
<td>Sport Operations &amp; Facility Management</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 350</td>
<td>Sport Law</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 420</td>
<td>Finance and Economics of Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 430</td>
<td>The Profession of Sport Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
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### Elective Courses:

Choose **one** of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>MKT 344</td>
<td>The Advertising Agency</td>
<td>3</td>
</tr>
<tr>
<td>MKT 353</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKT 442</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MGT 424</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>COM 371</td>
<td>Introduction to Social Media</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Elective(s)</strong></td>
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</tr>
<tr>
<td></td>
<td><strong>Total Emphasis</strong></td>
<td><strong>21</strong></td>
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</tbody>
</table>

### Sport Management Emphasis Summary

Business Administration Major - Sports Management Emphasis:

- Business Core Courses: Select SPMT 475  
- Sports Management Emphasis Required:  
- Sports Management Emphasis Elective:  
- **Total**: 54 units
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
2. Project Manager, IT
3. Staff Accountant
4. Business Analyst, IT
5. Credit Analyst
6. Data Analyst
7. Economist
8. Sales Director
9. Underwriter
10. Management Consultant
11. Financial Controller
12. Administrative Assistant
13. Research Analyst
14. Security Analyst
15. Retail Store Manager
16. Financial Advisor
17. Marketing Manager
18. Senior Accountant
20. Financial Analyst, Corporate
21. Consultant, Business Process
22. Project Manager, Construction
23. General Operations Manager
24. Marketing Research Analyst
25. Branch Manager, Banking
26. Outside Sales Manager
27. Securities Trader
Bachelor of Arts in Economics (51 units)

Major Courses: (42 Units)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ACT 211</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 201</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 483</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 201</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 202</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 221</td>
<td>History of Economic Thought</td>
<td>3</td>
</tr>
<tr>
<td>MTH 265</td>
<td>Introduction to Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MTH 252</td>
<td>Introduction to Calculus</td>
<td>3</td>
</tr>
<tr>
<td>ECO 321</td>
<td>Econometrics</td>
<td>3</td>
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<tr>
<td>FIN 331</td>
<td>Finance</td>
<td>3</td>
</tr>
<tr>
<td>BDA 337</td>
<td>Introduction to Business Data</td>
<td>3</td>
</tr>
<tr>
<td>ECO 421</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 428</td>
<td>Intermediate Macroeconomics and Public Policy</td>
<td>3</td>
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<tr>
<td>ECO 485</td>
<td>Major Thesis</td>
<td>3</td>
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</table>

Total Core 42

Elective Courses:

Choose three of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 323</td>
<td>Money and Financial Markets</td>
<td>3</td>
</tr>
<tr>
<td>ECO 340</td>
<td>Economics of Sin</td>
<td>3</td>
</tr>
<tr>
<td>BDA 338</td>
<td>Big Data Analytical Tools</td>
<td>3</td>
</tr>
<tr>
<td>ECO 429</td>
<td>Environmental Economic Law &amp; Policy</td>
<td>3</td>
</tr>
<tr>
<td>FIN 445</td>
<td>International Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Electives 9

Total Major 51
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 2019-2020 General Catalog.

- Accounting
- American Studies
- Anthropology
- Around the World
- Art
- Behavioral Sciences
- Biblical Languages
- Biblical Studies
- Biology
- Business
- Chemistry
- Children’s Ministry
- Christian Education Leadership
- Classical Languages
- Coaching
- Communication
- Creative Writing
- Economics
- English
- Exercise Science
- Global Cultural Studies
- Graphic Design
- History
- Law and Politics
- Marketing
- Mathematics
- Missiology
- Music
- Musical Theatre
- Philosophy
- Physical Education
- Political Thought
- Pre-Physical Therapy
- Psychology
- Sociology
- Spanish
- Sport Management
- Theatre
- Theatre Design and Technical Production
- Worship Arts Leadership
- Youth Ministry
### Accounting Minor: (18 Units)

#### Required Courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ACT 211</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACT 212</td>
<td>Managerial Accounting</td>
<td>3</td>
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<tr>
<td>ACT 311</td>
<td>Intermediate Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACT 312</td>
<td>Intermediate Accounting II</td>
<td>3</td>
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</table>

**Total** 12

#### Elective Courses:

Choose **one** of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ACT 313</td>
<td>Cost Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACT 315</td>
<td>Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ACT 417</td>
<td>Federal and California State Income Taxes</td>
<td>3</td>
</tr>
<tr>
<td>ACT 419</td>
<td>Auditing</td>
<td>3</td>
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</tbody>
</table>

Choose **one** of the following courses:

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<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>BUS 201</td>
<td>Introduction to Management/Marketing/IT</td>
<td>3</td>
</tr>
<tr>
<td>BUS 251</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>COM 344</td>
<td>Theory and Practice of Interviewing</td>
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</tr>
<tr>
<td>MGT 321</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 323</td>
<td>Global Enterprise</td>
<td>3</td>
</tr>
<tr>
<td>MGT 326</td>
<td>New Ventures and Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGT 424</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 341</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 442</td>
<td>Marketing Research</td>
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</tbody>
</table>

**Total Elective(s)** 6

**Total Minor** 18
# Economics Minor: (18 Units)

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 201</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 202</td>
<td>Microeconomics</td>
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<td>ECO 221</td>
<td>History of Economic Thought</td>
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</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>9</strong></td>
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</table>

**Elective Courses:**

Choose **three** of the following courses:

<table>
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<td></td>
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<td></td>
</tr>
<tr>
<td>ECO 428</td>
<td>Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECO 429</td>
<td>Environmental Economic Law/Policy</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Elective(s)</strong></td>
<td><strong>9</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total Minor</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

# Business Minor: (18 Units)

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 211</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 201</td>
<td>Introduction to Management/Marketing/IT</td>
<td>3</td>
</tr>
<tr>
<td>MGT 321</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>9</strong></td>
</tr>
</tbody>
</table>

**Elective Courses:**

Choose **three** of the following courses:

<table>
<thead>
<tr>
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</thead>
<tbody>
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<td>Managerial Accounting</td>
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</tr>
<tr>
<td>ACT 315</td>
<td>Accounting Information Systems</td>
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</tr>
<tr>
<td>BUS 251</td>
<td>Legal Environment of Business</td>
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</tr>
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</tr>
<tr>
<td>MKT 341</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Elective(s)</strong></td>
<td><strong>9</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total Minor</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>
### 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 12

**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) 6

Total Minor 18

### Sport Management Minor: (18 Units)

**Required Courses:**

- SPMT 222 Introduction to Sport Management 3
- SPMT 323 Sport Marketing & Sponsorship 3
- SPMT 326 Sport Operations and Facilities Management 3
- SPMT 420 Finance and Economics of Sports 3

Total 12

**Elective Courses:**

Choose **two** of the following courses:

- MGT 321 Management 3
- SPMT 350 Sport Law 3
- SPMT 430 The Profession of Sport Management 3
- SPMT 490A Sport Management Internship 3

Total Elective(s) 6

Total Minor 18
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.
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.
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
Concordia University Irvine Sport Management Club – SMC

The Sport Management Club (SMC) at Concordia University is dedicated to further the opportunity students have to be leaders in the Sport Industry outside of the classroom. Members of the SMC will be provided experiences that will involve them in volunteer work in the sport community, attendance at professional sport events, touring major sport facilities, engaging in major college sporting events, and network opportunities with top level sport business executives through on campus SMC symposia.

The sport business world is viewed as a tight and complex network. The goal of the SMC is to provide students opportunities to develop networking skills through first hand experiences in the Southern California sport industry. The SMC is dedicated to offering a variety of sport business experiences that will allow them more opportunities at the end of their undergraduate degree. If you have a passion for sport and want to gain real experience in the wide world of sport business, please join us on an exciting journey in Sport Management as a member of the SMC. The club is open to all students from any major. If you enjoy sport, you may find the SMC an exciting venture at CUI.
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
- Arab Culture Club
- Behavioral Science Club
- Beta Beta Beta Biology Honors Society
- Black Student Union
- COMM-unity
- CUI Bono
- CUI Young Americans for Freedom
- Debate Team
- Delta Sigma Pi (Rho Phi Chapter)
- Enactus
- Forensics
- Global Citizens Club
- Hawaii Club
- Heritage Garden
- International Business Club (IBC)
- Math Club (Pi Mu Epsilon)
- Music Ensembles
- Omicron Delta Kappay
- Nuestra Voz
- Phi Delta Epsilon
- Phi Epsilon Kappa
- Rotaracters
- Sport Management Club
- Student Leadership
- Student Newspaper (Concordia Courier)
- Students Veteran Association
- Student Yearbook (Clearlight)
- Ultimate Frisbee Club
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.
National Association of Colleges and Employers (NACE)

The School of Business is focused on preparing students through academic and co-curricular activities to be “career ready” and meeting or exceeding the competencies and skills desired by employers. The National Association of Colleges and Employers (NACE), through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified eight competencies associated with career readiness. Here is the NACE definition of career readiness:

“Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduate for a successful transition into the workplace.”

Established in 1956, the National Association of Colleges and Employers (NACE) is a professional association that connects over 9,100 college career services professionals; over 3,200 university relations and recruiting professionals.

Students self-assess their career readiness to determine the degree to which the CUI Business Program (emphasis, courses, instructors, internship, co-curricular activities, clubs and organizations, etc.) facilitated student mastery of career readiness. This includes:

- **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.
- **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.
- **Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.
- **Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.
- **Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.
- **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.
- **Career Management:** Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.
- **Global/Intercultural Fluency:** Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.
## Quick References and Additional Information

### School and Application Information

<table>
<thead>
<tr>
<th>Concordia University Irvine Website</th>
<th><a href="http://www.cui.edu/en-us">http://www.cui.edu/en-us</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Application to CUI</td>
<td><a href="http://www.cui.edu/admissions/undergraduate/application.aspx">http://www.cui.edu/admissions/undergraduate/application.aspx</a></td>
</tr>
<tr>
<td>2019-2020 General Catalog</td>
<td><a href="http://catalog.cui.edu/">http://catalog.cui.edu/</a></td>
</tr>
<tr>
<td>School of Business Website</td>
<td><a href="http://www.cui.edu/academicprograms/business">http://www.cui.edu/academicprograms/business</a></td>
</tr>
</tbody>
</table>

### Business Programs

<table>
<thead>
<tr>
<th>Bachelors of Arts in Business Administration</th>
<th><a href="http://www.cui.edu/academicprograms/undergraduate/majors/business">http://www.cui.edu/academicprograms/undergraduate/majors/business</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>B.A. in Business Administration: Accounting Emphasis</td>
<td><a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Accounting">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Accounting</a></td>
</tr>
<tr>
<td>B.A in Business Administration: Business Economics</td>
<td><a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/business/economics">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/business/economics</a></td>
</tr>
<tr>
<td>B.A in Business Administration: Finance Emphasis</td>
<td><a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Finance">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Finance</a></td>
</tr>
<tr>
<td>B.A. in Business Administration: Management Emphasis</td>
<td><a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Management">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Management</a></td>
</tr>
<tr>
<td>B.A. in Business Administration: Marketing</td>
<td><a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Marketing">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Marketing</a></td>
</tr>
<tr>
<td>Bachelors of Arts in Economics</td>
<td><a href="http://www.cui.edu/academicprograms/undergraduate/majors/economics">http://www.cui.edu/academicprograms/undergraduate/majors/economics</a></td>
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### Career Options

- **Accounting**
- **Business**
  - http://whatcanidowiththismajor.com/major/business-studies/ |
- **Business Data Analytics**
  - http://whatcanidowiththismajor.com/major/business-analytics/ |
- **Business Economics**
  - http://whatcanidowiththismajor.com/major/business-economics |
- **Finance**
  - http://whatcanidowiththismajor.com/major/finance/ |
- **Healthcare Management**
- **International Business**
  - http://whatcanidowiththismajor.com/major/global-international-studies/ |
- **Management**
- **Marketing**
  - http://whatcanidowiththismajor.com/major/marketing/ |
- **Sports Management**
- **Economics**
  - http://whatcanidowiththismajor.com/major/economics/ |

### Contact Numbers

- **Undergraduate Admissions:** 949-214-3010
- **Transfer Admissions:** 949-214-3016
- **Int'l Transfer Admissions:** 949-214-3021
- **School of Business:** 949-214-3488
- **Financial Aid Office:** 949-214-3066

### 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 |
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](http://www.cui.edu/mba).
Contact us at (949) 214-3611 and get started on what’s next.
Concordia MBA students design their own career paths.

Melissa Owens, MBA ’13
Store Manager (GM)
Banana Republic, Hawaiian Islands

Go to www.cui.edu/mba to see Melissa’s story.

A Concordia MBA degree can help you get ahead more quickly. Whether you want to advance in your current career or start a new venture, you’ll gain the skills to succeed in any field—even one as rapidly changing as retail fashion. Offering one of the most distinctive MBA programs in California, Concordia University Irvine is here to help develop your gifts and equip you for your career path, wherever it leads.