

## SCHOOL OF BUSINESS & ECONOMICS

CONCORDIA UNIVERSITY IRVINE

**UNDERGRAD STUDENT  
HANDBOOK 2023-2024**





## Your Advantage in a Competitive Industry

**The MBA in Sports Business from Concordia University Irvine** is your competitive advantage. The world of sports is big business — valued in the hundreds of billions of dollars globally and constantly growing. This fast-paced and dynamic industry needs leaders with a solid business foundation and contemporary skill sets to lead their organizations. Our modern curriculum is designed to meet the increasing sophistication of sports-specific issues in professional and college sports businesses today. You will gain practical, well-rounded knowledge as you network with professors and classmates. Our deep bench of Christian faculty bring their academic and professional expertise to help students discover and grow in their callings. Located in the sports mecca of Southern California, and with top sports organizations throughout Los Angeles, Orange County, and San Diego, there is no better place to take the next step in your career.

**At Concordia University Irvine** we offer a wide variety of graduate degree programs, all designed for serious students who want to broaden their knowledge, sharpen their skills, and advance in their professional calling. Concordia’s graduate degree programs provide a foundation for you to grow academically and professionally. Our flexible programs are customizable, offer multiple start dates, and are offered online, on-campus, or a combination of both. Guided by the Great Commission of Christ Jesus and the Lutheran Confessions, Concordia empowers students through the liberal arts and professional studies for lives of learning, service and leadership.



TOTAL UNITS



COMPLETION TIME



YEARLY START DATES



COST PER UNIT



## 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.

The School of Business and Economics 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 ethical principles are combined by faculty and where every student is encouraged to develop and strengthen their unique talents and gifts through opportunities in the classroom, business activities and organizations.

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## Welcome by the Dean, School of Business and Economics

Welcome to the School of Business and Economics 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 be one of expanding your horizons in our Economics, Sport Business or Business Administration (Accounting, Business Data Analytics, Business Economics, Finance, Healthcare Management, International Business, Management and Marketing) programs and related co-curricular opportunities. You will also benefit from Concordia's commitment to providing you a supportive environment to pursue your own personal mission and ministry goals as well as the necessary tools to become a wise, honorable and cultivated world citizen.

Staff and faculty throughout Concordia are active participants in ensuring we help you reach your educational and professional goals. We offer courses developed and delivered by faculty who integrate best business practices and real world experience as well as a Christian moral, ethical and value perspective of leadership into the classroom. Many courses 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 opportunities to apply what you learn in the classroom. Some offer competitive or collaborative environments where you will develop teamwork, project management and leadership skills that will be crucial in your future success. For example, groups of business students and faculty mentors recently visited Japan, Costa Rica and the Philippines to understand the convergence of cultural, business and missional activities.

Our business, economics and accounting programs are accredited by the International Accreditation Council for Collegiate Business Education (IACBE), a global accreditation agency for college and university business programs. Notably, Concordia University Irvine's School of Business and Economics was the first IACBE member to receive an ancillary specialized accounting accreditation.

The IACBE accreditation underscores our continual pursuit of excellence in business education and 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 and Economics 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 Concordia University Irvine degree worth even more!

[This Student Handbook](#) provides a snapshot view of the School of Business and Economics vision, programs, faculty and co-curricular activities but I encourage you to contact us with any questions you have to more fully understand our offerings and how they may impact your life today or tomorrow.

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  
Dean, School of Business and Economics

## Introduction to the School of Business and Economics

The School of Business and Economics seeks opportunities to extend the Christian educational mission of the university by serving traditional undergraduate, adult, and international students. Through providing learning opportunities equipping students to pursue career and personal lifelong learning goals.

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

## The Purpose of the School of Business and Economics

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 and Economics

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

### Business

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

### Economics

- PLO1: The ability to explain the major theoretical concepts of economics
- PLO2: The ability to evaluate the relationship between legal, social and economic environments
- PLO3: The ability to describe the global economic environment
- PLO4: The ability to describe and explain the ethical obligations and responsibilities of economics
- PLO5: The ability to apply decision supports tools to economic decision-making
- PLO6: The ability to construct and present effective oral and written forms of professional communication
- PLO7: The ability to apply knowledge of economic concepts and functions in an integrated manner

### Accounting

- PLO1: The ability to explain the technical and functional aspects of financial and tax accounting
- PLO2: The ability to explain the major concepts, theories and practices of managerial accounting
- PLO3: The ability to critique the impact of differences in global accounting treatments
- PLO4: Evaluate the legal, social and economic environment of accounting
- PLO5: Describe and explain the ethical obligations and professional responsibilities of accountants
- PLO6: The ability to construct and present effective oral and written forms of professional communication
- PLO7: Collect and apply accounting data in an integrated manner for decision making

### Sports Business

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

## Concordia University Irvine School of Business, Economics, and Sports Business Full-Time Faculty

### Tammie L. Burkhart

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## History of Concordia University Irvine

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

Concordia University Irvine includes the School of Arts and Sciences, the School of Business and Economics, the School of Professional Studies, the School of Education, and School of Theology. The School of Business and Economics offers: 1) a Master's of Business Administration, 2) a Master's of Business Administration in Sports Business 3) a Bachelor of Arts in Business Administration in the areas of emphasis: Accounting, Business Data Analytics, Finance, Healthcare Management, International Business, Management, and Marketing, 4) a Bachelor of Arts in Economics, 5) A Bachelor of Arts in Sports Business and 6) Minors in Business, Accounting, Finance, Economics, Marketing and Sport Business.

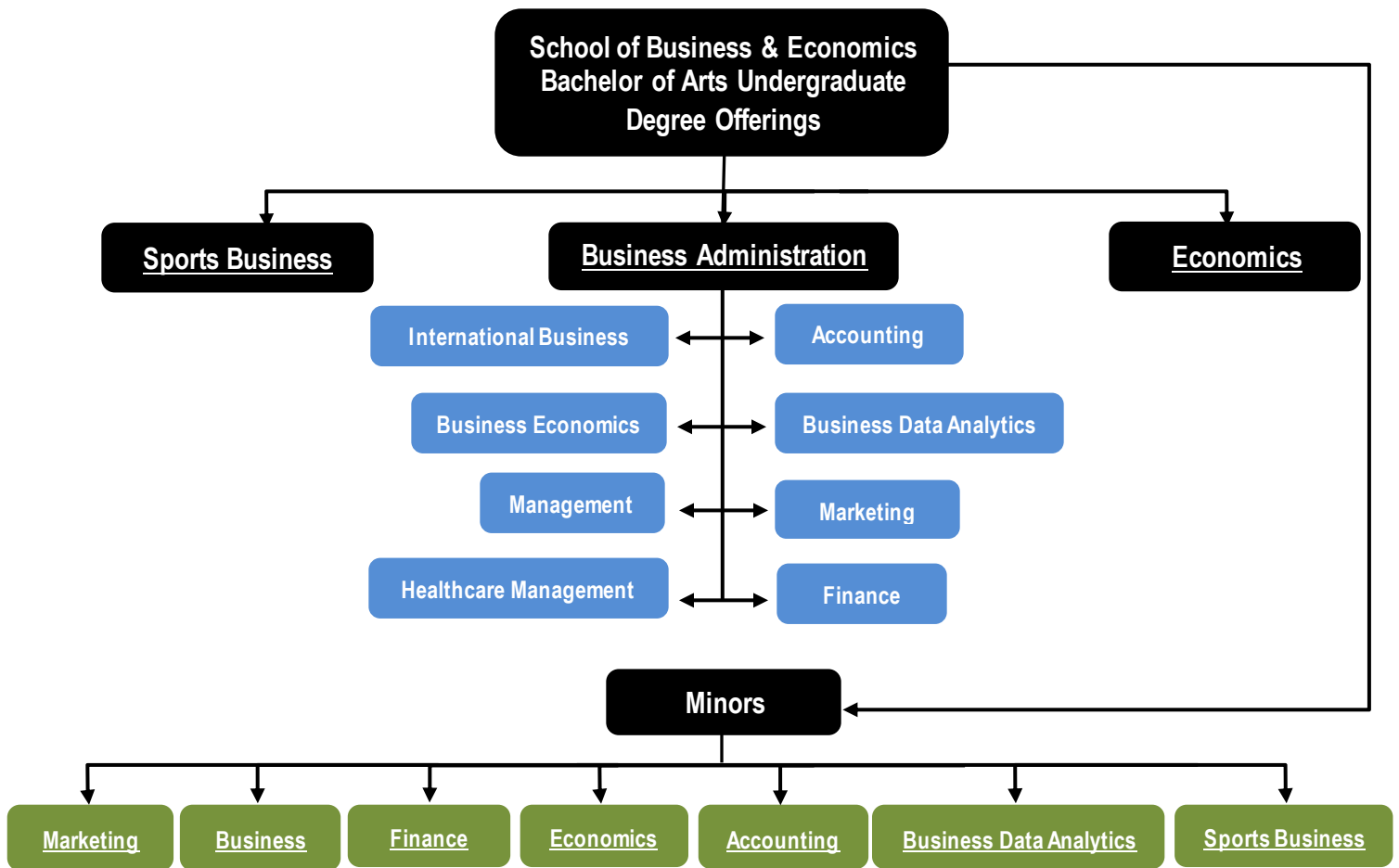
### Accreditation

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.



Concordia University Irvine has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE), the outcomes-based professional accrediting organization for business programs in student-centered colleges around the world. Concordia University Irvine's School of Business and Economics 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, International Business, Management and Marketing (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 self-evaluation and on-site evaluation by highly-trained reviewers. Concordia University Irvine and its 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 and Economics 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 and Economics 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. IACBE evaluates academic quality in terms of educational outcomes and must be renewed annually. It is valid for a maximum of seven years, through July 2030. Concordia university Irvine School of Business and Economics recently received specialized IACBE accreditation, becoming the first school in the world to earn the IACBE's specialized accounting accreditation.



## Bachelor of Arts: Economics

Economics is at the heart of almost all human decision making and choices. From purchasing a home, managing a firm, voting for elected officials, or prioritizing daily activities, humans face trade-offs and make tough decisions to reach their short and long-term goals. The study of economics at the Concordia University Irvine School of Business and Economics will explore and explain the principles, theories, and methods of economics that guide society's pursuit of wellbeing, including a focus on consumers, firms, the environment, markets, and the reliable and informative use of data and statistics.

## Bachelor of Arts: Sports Business

Sports today is a multi-billion dollar industry in the United States with attendance at sporting events and participation in sport activity at an all-time high. Given the economic magnitude and pervasive nature of popular sport in American and International societies, the need has never been greater for professional sports business experts.

## Bachelor of Arts: Business Administration

The Bachelor of Arts (BA) degree in Business Administration offers eight areas of emphasis. 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.

## Business Administration Minors

The School of Business and Economics offers seven Minors available to students from across the university to complement their major or emphasis. See our academic Minors starting on page 51 for more information.

### Pre- Business Program

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

The courses in the pre-business program are all Business Core courses. Students will take these courses first before they enter the emphasis. Upon successful completion of the following courses with an overall GPA of 2.0 and a School of Business and Economics GPA of 2.50, the student can apply to the School of Business and Economics 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 that classes from other regionally accredited institutions be considered for substitution within the guidelines of Concordia University Irvine.

## Purpose of the School of Business and Economics 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 Concordia University Irvine 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 who 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.

## Business Core Courses (33 Units) For the 2023-2024 Academic Year

### Required Courses:

|                       |  |           |
|-----------------------|--|-----------|
| ACT 211               | Financial Accounting   | 3         |
| ACT 212               | Managerial Accounting  | 3         |
|                       |  |           |
| BUS 224               | Business Writing and Presentation  | 1         |
| BUS 251               | Legal Environment of Business  | 3         |
| BUS 261               | Business Analysis Tools and Business Statistics  | 3         |
| BUS 483               | Business Ethics  | 3         |
|                       |  |           |
| ECO 201<br>or ECO 202 | Macroeconomics<br>Microeconomics   | 3         |
|                       |  |           |
| FIN 331               | Finance  | 3         |
|                       |  |           |
| MGT 321               | Management   | 3         |
| MKT 341               | Marketing  | 3         |
|                       |  |           |
| Strategy Options:     | <u>Select one based on emphasis:</u>   | <u>3</u>  |
|                       | <ul style="list-style-type: none"> <li>• BDA 475 Business Data Analytics Thesis 3</li> <li>• BUS 475 Business Strategy 3</li> <li>• ECO 485 Economics Major Thesis 3</li> <li>• HCM 475 Senior Seminar in Healthcare 3</li> <li>• INB 475 International Business Strategy 3</li> <li>• MKT 475 Marketing Strategy 3</li> </ul> |           |
|                       |  |           |
| Internship Options:   | <u>Select one based on emphasis:</u>   | <u>2</u>  |
|                       | <ul style="list-style-type: none"> <li>• ACT 490A Professional Development and Internship Emphasis 2</li> <li>• BUS 490A Professional Development and Internship Emphasis 2</li> <li>• INB 445 Seminar: International Business 2</li> </ul>  |           |
| <u>Total Core</u>     |  | <u>33</u> |



## 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 and Sports Business majors. Students must complete two units to satisfy business program graduation requirements. Students may be able to take an additional internship credit hour 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 broken into coursework and fieldwork. 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. enrollment in the internship course,
3. attendance and completion of the preparatory coursework 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 fieldwork portion 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 Kellie Playter ([kellie.playter@cui.edu](mailto:kellie.playter@cui.edu)).

Concordia University Irvine requires all Business and Sports Business students to complete a minimum of two units of internship credit to graduate. The 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 University Irvine 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, Kellie Playter, faculty and the [Office of Career Services](#) will assist students in seeking internship placements.

Previous Business Internship Providers



# Bachelor of Arts in Economics For the 2023-2024 Academic Year

## 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: <https://www.topuniversities.com/student-info/careers-advice/what-can-you-do-economics-degree>

[Payscale.com](https://www.payscale.com) reports that in 2022, a Bachelor of Arts Degree in Economics has an early career salary averaging \$78,000 a year and mid-career salaries averaging \$100,000. Further, Payscale.com reports graduates with an economics degree can boast of an employment rate of 97%.

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

Additional Information about the Concordia University Irvine Bachelor of Arts in Economics at:  
<http://www.cui.edu/academicprograms/undergraduate/majors/economics>

Economics Minor information: <https://www.cui.edu/academicprograms/undergraduate/minors/economics>

## Bachelor of Arts in Economics (51 units) For the 2023-2024 Academic Year

### Major Courses:

|         |  |    |
|---------|--|----|
| ACT 211 | Financial Accounting   | 3  |
| BDA 337 | Introduction to Business Data Analytics                          | 3  |
| BUS 201 | Introduction to Management, Marketing and Information Technology | 3  |
| BUS 261 | Business Analysis Tools and Business Statistics                  | 3  |
| BUS 483 | Business Ethics  | 3  |
| ECO 201 | Macroeconomics   | 3  |
| ECO 202 | Microeconomics   | 3  |
| ECO 221 | History of Economic Thought                                      | 3  |
| ECO 321 | Econometrics   | 3  |
| ECO 421 | Intermediate Microeconomics                                      | 3  |
| ECO 428 | Intermediate Macroeconomics and Public Policy                    | 3  |
| ECO 485 | Economic Major Thesis  | 3  |
| FIN 331 | Finance  | 3  |
| MTH 252 | Introduction to Calculus   | 3  |
|         | Total Core   | 42 |

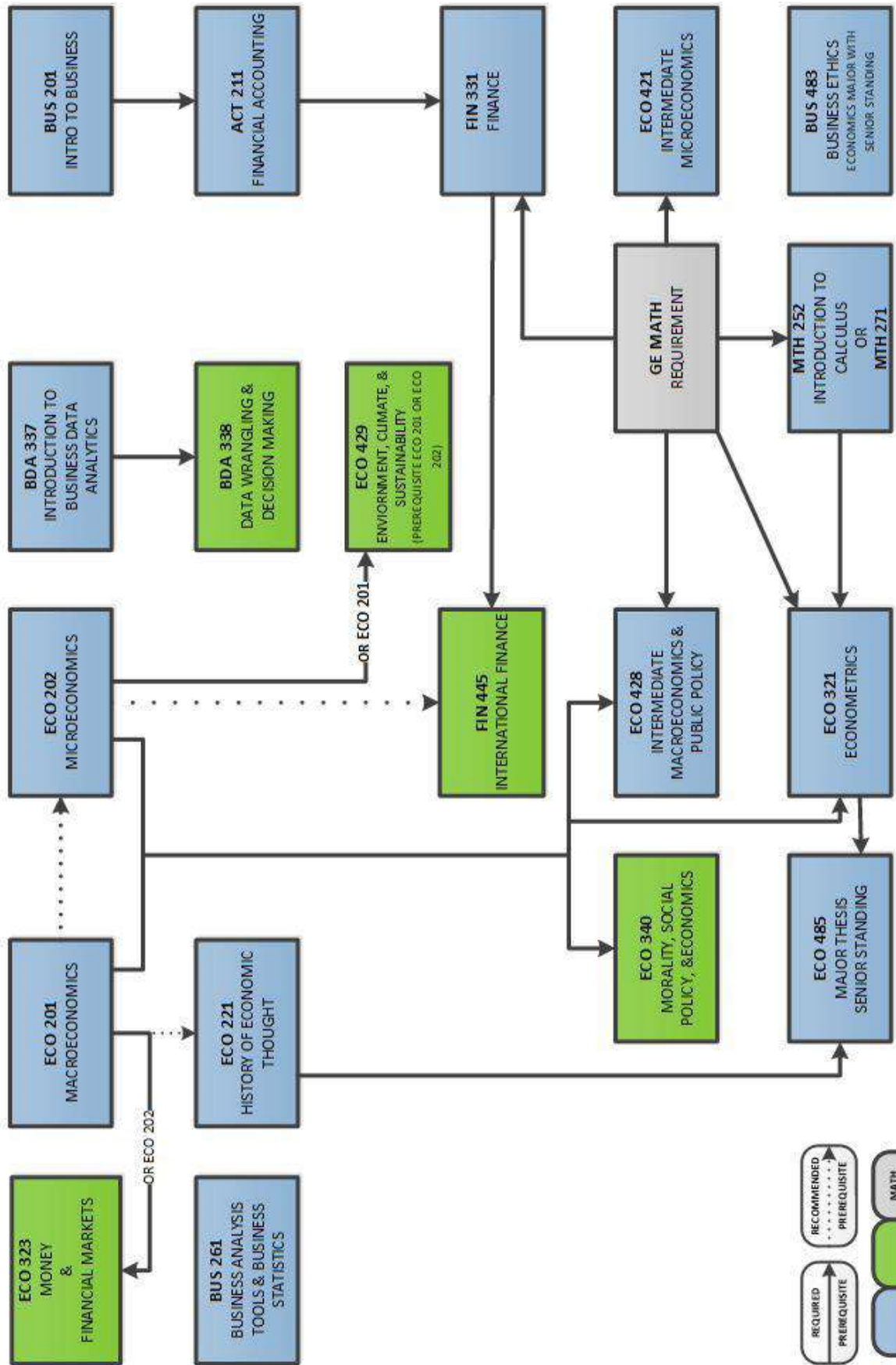
### Elective Courses:

Choose **three** of the following courses:

|         |  |    |
|---------|--|----|
| BDA 338 | Data Wrangling and Decision Making     | 3  |
| ECO 323 | Money and Financial Markets            | 3  |
| ECO 340 | Morality, Social Policy, and Economics | 3  |
| ECO 429 | Environmental Economics Law & Policy   | 3  |
| FIN 445 | International Finance                  | 3  |
|         | Total Electives                        | 15 |
|         | Total Major                            | 51 |



**ECONOMICS MAJOR**  
**School of Business & Economics**  
**Concordia University Irvine**  
**2023-2024**



## Economics Alumni Quotes & Soundbites

"The individualized focus from Concordia Business and Economics faculty propelled me toward broad exploration. Their mentorship instilled in me the ability to redefine challenges as opportunities...as so to immediately create value."

*Ryan '18*

Program Associate at the Economic Institutions and Growth Mercatus Center in George Mason University.

"Concordia has a strong curriculum, small class sizes allowing close learning relationships with students and professors, and the business and economics program have many work options after graduation."

*Curtis '19*

Investment Banking Analyst

"Concordia's faith-based institution was important for me when choosing a school. Students should choose Concordia's Business and Economics school as their major because of the amazing professors they get to learn from

*Janna '05*

Director of Consolidations at NIKE INC.

"The Business and Economics program at CUI taught me so much about myself. It taught me how to effectively market myself in the job environment and develop the emotional intelligence to further develop as a leader. Also, the program taught me how to effectively communicate with others in a professional environment."

*Shannon '20*

HR Coordinator for Ross Stores

"CUI, and especially the School of Business and Economics, works hard to make coursework as close to real-world experience as possible. Between the required internship hours and participating in extracurricular opportunities such as competing in the National Student Marketing Competition and leadership conferences through Delta Sigma Pi, I felt well-prepared for life after graduation. Every course built on what I learned which helped me have a deeper understanding of the topics. Deciding on an emphasis let me focus on what I wanted to learn based on my goals, while the course choices within the emphasis let me experience other options."

*Sarah '14*

Degree Audit Specialist at Concordia University Irvine

## Bachelors of Arts in Sports Business (21 Units) For the 2023-2024 Academic Year

### Overview

The undergraduate program of sports business 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.

### Sports Business Goals

Concordia University Irvine's Sport Business program 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. Professional 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.

### Sports Business 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 Business 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: <https://www.saintleo.edu/blog/what-can-you-do-with-bachelors-sport-business-degree>

Sports Business positions include a variety of areas. Examples of job responsibilities include:

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

Additional Information about the Concordia University Irvine Bachelor of Arts in Sports Business at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/sports-business>

Sports Business Minor information: <https://www.cui.edu/academicprograms/undergraduate/minors/sports-business>

## Bachelors of Arts in Sports Business (21 Units) For the 2023-2024 Academic Year

### Major Courses:

|          |  |    |
|----------|--|----|
| SPBU 222 | Introduction to Sport Business         | 3  |
| SPBU 323 | Sport Marketing & Sponsorship          | 3  |
| SPBU 326 | Sport Operations & Facility Management | 3  |
| SPBU 350 | Sport Law                              | 3  |
| SPBU 420 | Finance and Economics of Sports        | 3  |
| SPBU 430 | The Profession of Sports Business      | 3  |
|          | Total:                                 | 18 |

### Elective Courses:

Choose **one of** the following courses:

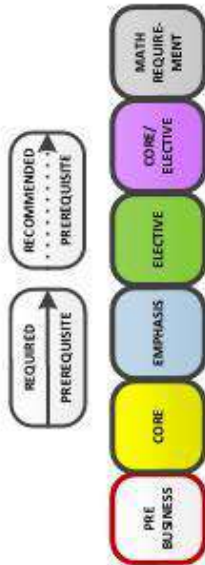
|         |                              |   |
|---------|------------------------------|---|
| COM 371 | Introduction to Social Media | 3 |
| MGT 424 | Human Resource Management    | 3 |
| MKT 344 | The Advertising Agency       | 3 |
| MKT 353 | Professional Selling         | 3 |
| MKT 442 | Marketing Research           | 3 |
|         | Total Elective(s)            | 3 |

### Core Courses

|                       |  |    |
|-----------------------|--|----|
| ACT 211               | Financial Accounting                             | 3  |
| ACT 212               | Managerial Accounting                            | 3  |
| BUS 224               | Business Writing and Presentation                | 3  |
| BUS 251               | Legal Environment of Business                    | 3  |
| BUS 261               | Business Analysis Tools & Business Statistics    | 3  |
| BUS 483               | Business Ethics                                  | 3  |
| ECO 201<br>or ECO 202 | Macroeconomics<br>Microeconomics                 | 3  |
| FIN 331               | Finance  | 3  |
| MGT 321               | Management                                       | 3  |
| MKT 341               | Marketing  | 3  |
| SPBU 475              | Sport Business Strategy                          |    |
| BUS 490A              | Professional Development and Internship Emphasis | 2  |
|                       | Total Core                                       | 33 |
|                       | Total Major                                      | 54 |



**SPORTS BUSINESS MAJOR**  
 School of Business & Economics  
 Concordia University Irvine  
 2023-2024



## Sports Business Alumni Quotes & Soundbites

"My internship at Monster Energy Corporation allowed me to step outside my comfort zone by experiencing the ins and outs of working in the Category Management department."

*McKinsey '20*  
and Current Concordia Irvine MCAA Student

"Concordia's program specifically focused on *The Business of Sports* and could be very beneficial for students wanting to pursue a professional career in this space. This program has the potential to really prepare students to enter and thrive in an industry that is very hard to break into."

*G.M. '11*  
Digital Marketer & Analytics Manager at  
The Anaheim Ducks

"My emphasis encouraged me to find internships in sports. When I thought about sports, I thought about outdoor sports. This eventually led to my internship experience at Yeti Cycles and Rip-Curl USA and thus introduced me to a career in the outdoor industry, where I am currently at today."

*David '13*  
The North Face Senior Product Developer;  
Equipment

"Students interested in Concordia's Business and Economics programs will benefit from small class sizes. I built strong connections with my professors because they were easily accessible to answer questions. My professors were always willing to provide support when I needed assistance."

*Lillea '17*  
Scholarship Programs & Marketing Coordinator  
for Angel's Baseball

### Sports Business Internships:



## Bachelors of Arts in Business Administration Accounting Emphasis (21 Units) For the 2023-2024 Academic Year

### 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: <https://www.accounting-degree.org/bachelors-accounting-degree-careers/>  
Accounting graduates will be provided with the skills necessary to work in a variety of careers such as:

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

Additional Information about the Concordia University Irvine Bachelor of Arts in Accounting at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/business/accounting>

Accounting Minor Information: <https://www.cui.edu/academicprograms/undergraduate/minors/accounting>

**Bachelors of Arts in Business Administration  
Accounting Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

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

**Elective Courses:**

Choose **one** of the following courses:

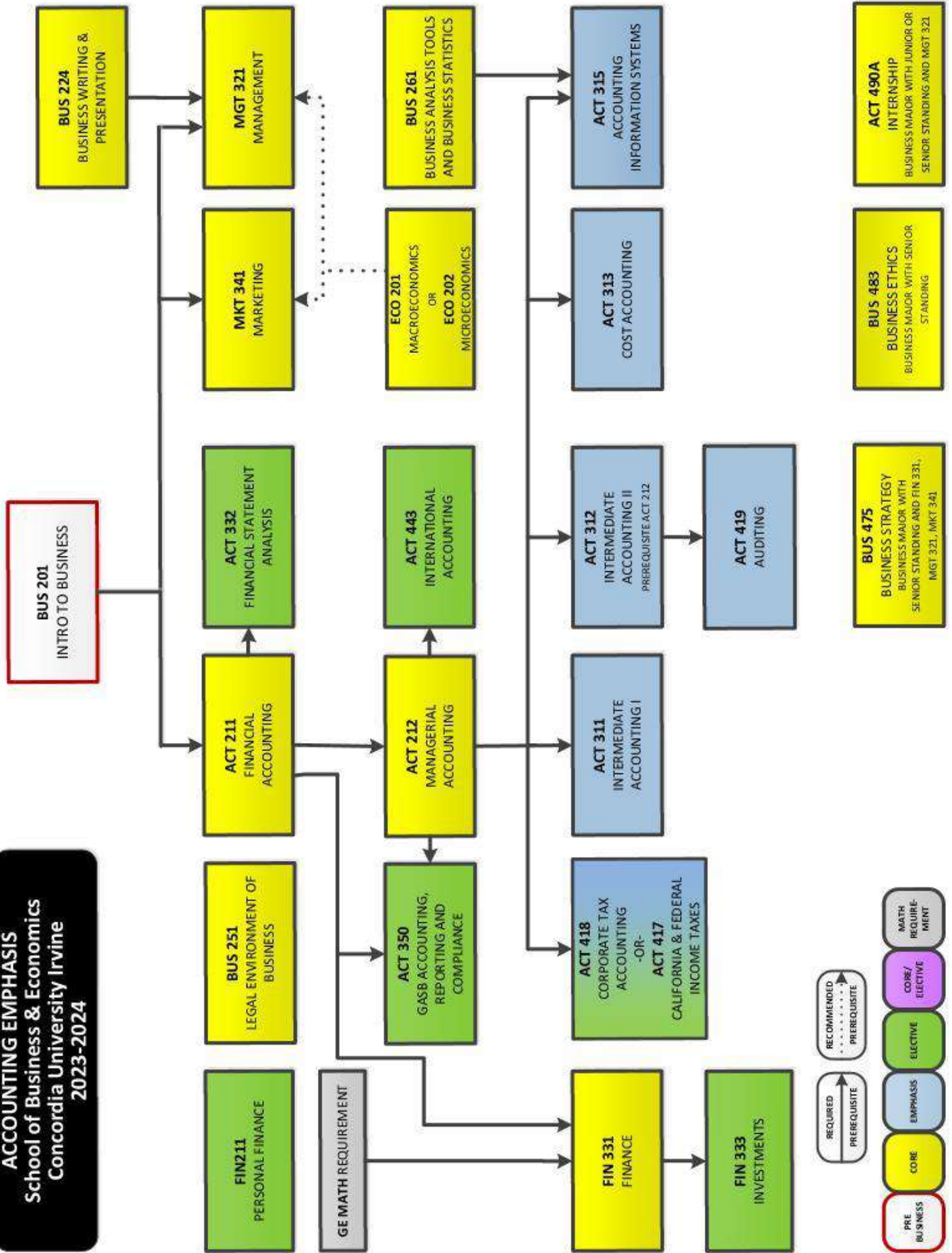
|             |   |    |
|-------------|---|----|
| ACT 417*    | Federal and California State Income Taxes                           | 3  |
| or ACT 418* | Corporate Tax Accounting  |    |
|             | <i>(*choose the one not taken as an accounting emphasis course)</i> |    |
| ACT 332     | Financial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

**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 & Economics  
 Concordia University Irvine  
 2023-2024





## Accounting Alumni Quotes & Soundbites

"The Accounting Program at Concordia has enabled me to gain a greater understanding of the financial statements and the implications of risky moves within the company."

*Jessica '18*  
Accounts Receivables at Fisher Printing Inc.

"My business education from CUI provided me with a strong foundation in business principles and practices, as well as the ability to think critically and solve problems. This knowledge and skill set served me incredibly well while founding and growing my own business."

*Matthew '20*  
Managing Partner - Conrad LLP

"If you want to go big 4, you need an accounting degree. Concordia provided me the background I needed to get this job and find something I really liked to do. The faculty in the business and economics school actually got me this job."

*McKinley '20*  
IT Auditor at EY

"The accounting emphasis from my undergraduate degree helped me build a strong foundation for my career as part of the Big Four accounting firm."

*Nick '16*  
Senior Business Consultant at EY

"In addition to working with numbers, I do a lot of tax research, draft memos of my findings, and write letters to government agencies on behalf of my clients. Concordia prepared me with the skill set I needed to be able to succeed in my position."

*Renee '18*  
Senior Tax Accountant at LSL CPA's

"Because of Concordia's Accounting and Finance programs, I was able to land my dream job."

*Cassandra '18*  
Senior Auditor at Deloitte

## Accounting Internships:



# Bachelors of Arts in Business Administration Business Data Analytics Emphasis (21 Units) For the 2023-2024 Academic Year

## **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: <https://www.greatbusinessschools.org/degrees/business-analytics-degrees/>

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

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

Additional Information about the Concordia University Irvine Bachelor of Arts in Business Data Analytics at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/business/business-data-analytics>

Business Data Analytics Minor information: <https://www.cui.edu/academicprograms/undergraduate/minors/business-data-analytics>

**Bachelors of Arts in Business Administration  
Business Data Analytics Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

|         |   |          |
|---------|---|----------|
| BDA 337 | Introduction to Business Data Analytics | 3        |
| BDA 338 | Data Wrangling & Decision Making        | 3        |
| BDA 436 | Data Visualization                      | 3        |
| BDA 437 | Fundamentals of Machine Learning        | 3        |
| ECO 321 | Econometrics                            | 3        |
|         |   | Total 15 |

**Elective Courses:**

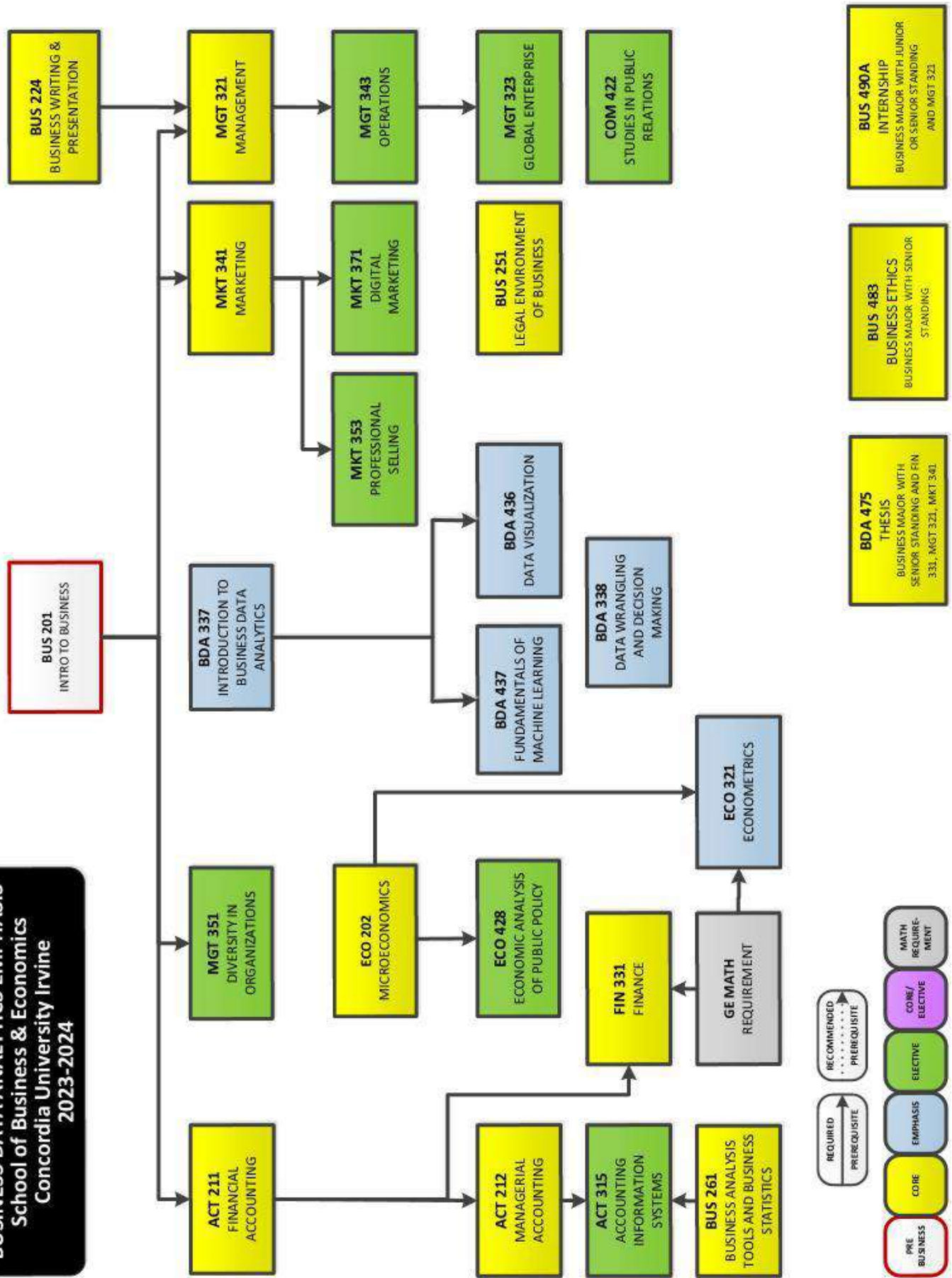
Choose **two** of the following courses:

|         |   |                     |
|---------|---|---------------------|
| ACT 315 | Accounting Information Systems              | 3                   |
| COM 422 | Studies in Public Relation                  | 3                   |
| ECO 428 | Intermediate Macroeconomics & Public Policy | 3                   |
| MGT 323 | Global Enterprise                           | 3                   |
| MGT 343 | Operations                                  | 3                   |
| MGT 351 | Diversity in Organizations                  | 3                   |
| MGT 353 | Professional Selling                        | 3                   |
| MKT 371 | Digital Marketing                           | 3                   |
|         |   | Total Elective(s) 6 |
|         |   | 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:                | 15       |
| Business Data Analytics Emphasis Elective Courses:                | 6        |
|   | Total 54 |

**BUSINESS DATA ANALYTICS EMPHASIS**  
 School of Business & Economics  
 Concordia University Irvine  
 2023-2024



## Business Data Analytics Alumni Quotes & Soundbites

“Because of Business Data Analytics I was able to receive great internships with NeighborING as a Business Development Associate, a Financial Analyst at KSSF Enterprise Limited, and working a summer internship at the Shangri-La Hotels and Resorts in Shanghai.”

*Rowena '20*  
Data Analysis Intern at Chinese Merchant Securities

“Business Data Analytics has provided me with a great understanding of various techniques and methods for data analytics that several companies use on a day-to-day basis.”

*Sydney '20*  
Compliance Specialist at  
Concordia University Irvine

“My retail internship utilized data analysis to determine what types of products needed to be marked up or down depending on a multitude of factors. This internship helped me realize that I did really enjoy data analytics and it gave me the credibility/talking points for future opportunities.”

*Sydney '20*  
Compliance Specialist at Concordia  
University Irvine

“My business professors at CUI stretched me academically and challenged me both personally and professionally. Their genuine desire to mentor me in and out of the class room laid the foundation for the success I have in my career today.”

*Ryan '18*  
Business Development Member at  
TestIO

## Business Data Analytics Internships:

 NeighborING®



 MOLINA®  
HEALTHCARE

 SILICON VALLEY  
CLEAN ENERGY

 BESTRONICS  
Electronic Manufacturing Services



 SHANGRI-LA  
HOTELS and RESORTS



# Bachelors of Arts in Business Administration Business Economics Emphasis (21 Units) For the 2023-2024 Academic Year

## **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: <https://www.theclassroom.com/can-do-degree-business-economics-5765962.html>

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    | 10. Management Consultant    | 19. Business Analyst, Finance     |
| 2. Project Manager, IT  | 11. Financial Controller     | 20. Financial Analyst, Corporate  |
| 3. Staff Accountant     | 12. Administrative Assistant | 21. Consultant, Business Process  |
| 4. Business Analyst, IT | 13. Research Analyst         | 22. Project Manager, Construction |
| 5. Credit Analyst       | 14. Security Analyst         | 23. General Operations Manager    |
| 6. Data Analyst         | 15. Retail Store Manager     | 24. Marketing Research Analyst    |
| 7. Economist            | 16. Financial Advisor        | 25. Branch Manager, Banking       |
| 8. Sales Director       | 17. Marketing Manager        | 26. Outside Sales Manager         |
| 9. Underwriter          | 18. Senior Accountant        | 27. Securities Trader             |

Additional Information about the Concordia University Irvine Bachelor of Arts in Business Economics at: <https://www.cui.edu/academicprograms/undergraduate/majors/business/business-economics>

**Bachelors of Arts in Business Administration  
Business Economics Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

|            |   |    |
|------------|---|----|
| ECO 201    | Macroeconomics                                | 3  |
| or ECO 202 | Microeconomics                                | 3  |
| ECO 221    | History of Economic Thought                   | 3  |
| MTH 252    | Introduction to Calculus                      | 3  |
| ECO 321    | Econometrics                                  | 3  |
| ECO 421    | Intermediate Microeconomics                   | 3  |
| ECO 428    | Intermediate Macroeconomics and Public Policy | 3  |
|            | Total   | 18 |

**Elective Courses:**

Choose **one** of the following courses:

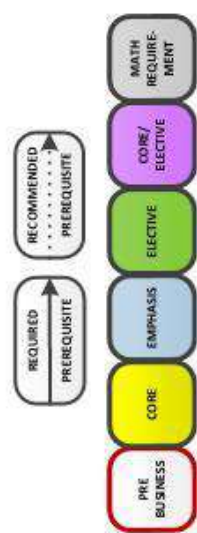
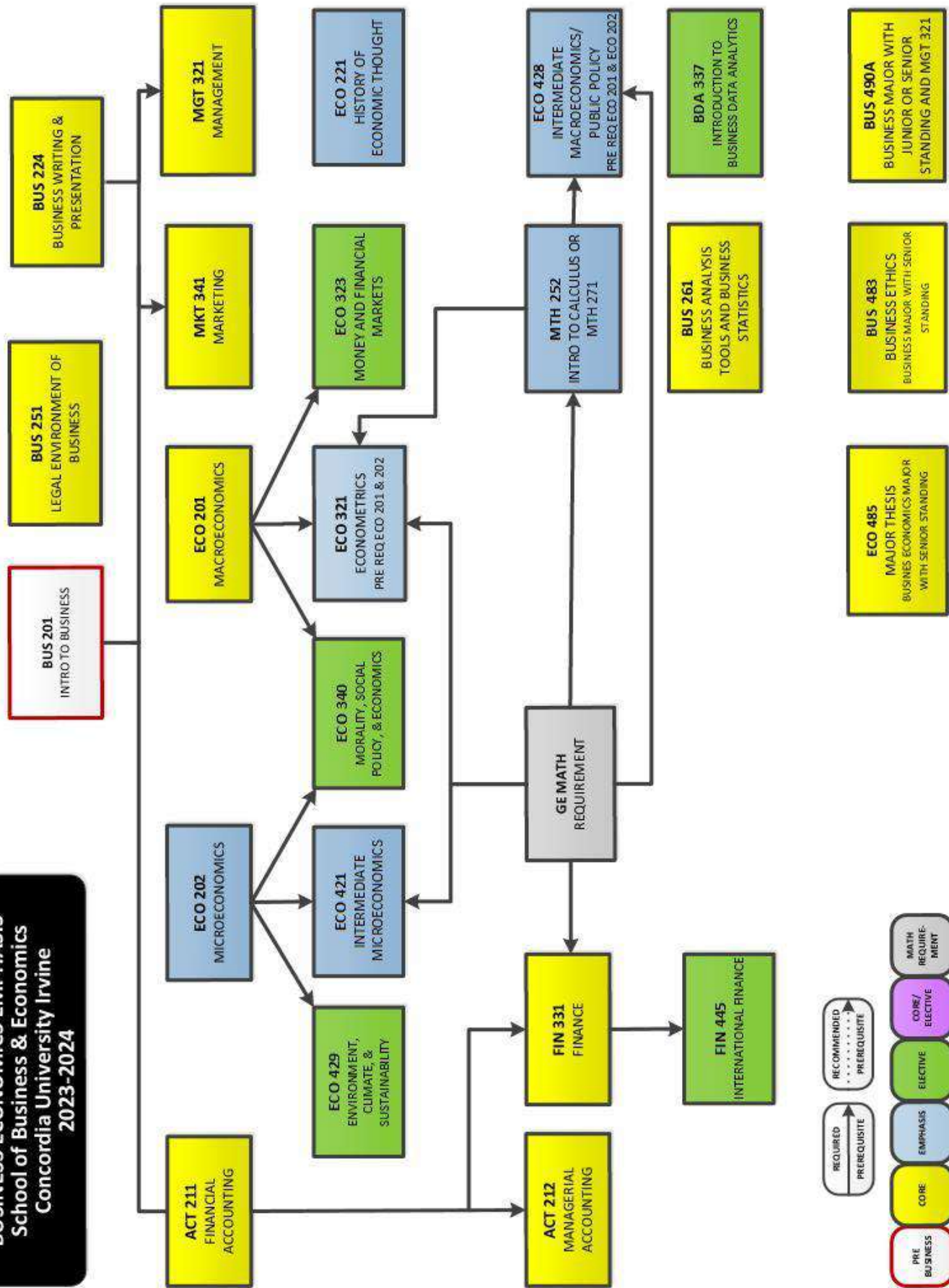
|         |   |   |
|---------|---|---|
| ECO 323 | Money and Financial Markets             | 3 |
| ECO 340 | Morality, Social Policy, & Economics    | 3 |
| ECO 429 | Environment, Climate, & Sustainability  | 3 |
| FIN 445 | International Finance                   | 3 |
| BDA 337 | Introduction to Business Data Analytics | 3 |

|                   |    |
|-------------------|----|
| Total Elective(s) | 3  |
| Total Emphasis    | 21 |

**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 |

**BUSINESS ECONOMICS EMPHASIS**  
**School of Business & Economics**  
**Concordia University Irvine**  
**2023-2024**



## **Business Economics Alumni Quotes & Soundbites**

“Students should look into the School of Business and Economics as you will be noticed by professors and they are willing to guide you with hands-on learning.”

*Alexa '19*  
Account Manager at CreatorUp

“The School of Business and Economics at CUI provides students with a well-rounded education; they teach students not only how to be successful, but how to keep their morals, values and faith intact throughout their career.”

*Amy '09*  
Concordia Irvine alumni

“Students should choose Concordia’s business & economics school as their major because it will do a superb job of preparing you for your future career. The professors in the program actively work in their field and share their knowledge with their students, which has been extremely valuable. Additionally, the students in the program are tightly knit since it is a smaller school. You will graduate having a strong network and lifelong friendships.”

*Renee '18*  
Senior Tax Accountant at LSL CPA's

“I recommend the Business program because it offers a personalized learning experience where students can create meaningful relationships with their peers and professors.”

*Cienah '20*  
Concordia Irvine alumni

“I chose Concordia University Irvine because of their smaller class sizes. The smaller classes lead to a deeper understanding of topics. This paired with the professors at Concordia I think is a great recipe to get vast amounts of information and first-hand knowledge from professors to prepare you for the real world.”

*Brian '16*  
Data Scientist and Financial Planner

## Bachelors of Arts in Business Administration Finance Emphasis (21 Units) For the 2022-2023 Academic Year

### **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 block chain, 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: <https://www.thebalancecareers.com/top-jobs-for-finance-majors-2064048>

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

- |                           |                                      |
|---------------------------|--------------------------------------|
| 1. Financial Analyst      | 6. Personal Financial Advisor        |
| 2. Investment Banking     | 7. Insurance Underwriter             |
| 3. Mergers & Acquisitions | 8. Real Estate Investing & Financing |
| 4. Portfolio Management   | 9. Financial Manager                 |
| 5. Commercial Loan Office | 10. Stock Trader                     |

Additional Information about the Concordia University Irvine Bachelor of Arts in Finance at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/business/finance>

Finance Minor information: <https://www.cui.edu/academicprograms/undergraduate/minors/finance>



**Bachelors of Arts in Business Administration  
Finance Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

|         |                              |    |
|---------|------------------------------|----|
| ECO 323 | Money and Financial Markets  | 3  |
| FIN 332 | Financial Statement Analysis | 3  |
| FIN 333 | Investments                  | 3  |
| FIN 335 | Real Estate Finance          | 3  |
| FIN 431 | Intermediate Finance         | 3  |
| FIN 445 | International Finance        | 3  |
|         | Total                        | 18 |

**Elective Courses:**

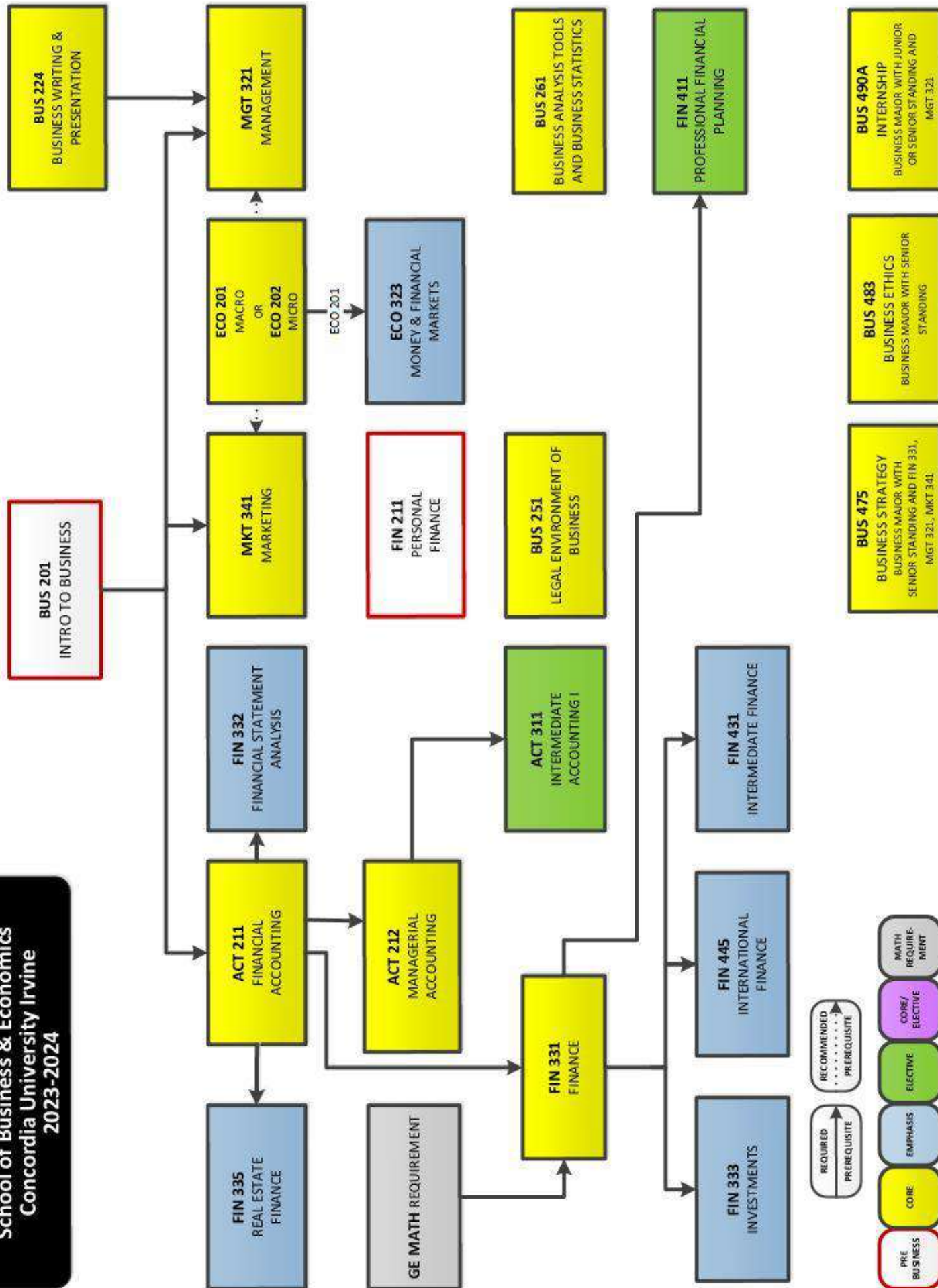
Choose **one** of the following courses:

|         |                                 |    |
|---------|---------------------------------|----|
| ACT 311 | Intermediate Accounting         | 3  |
| FIN 411 | Professional Financial Planning | 3  |
|         | 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 |

**FINANCE EMPHASIS**  
**School of Business & Economics**  
**Concordia University Irvine**  
**2023-2024**



## Finance Alumni Quotes & Soundbites

"Taught me fundamentals of business and accounting."

*Scott '15*

Vice President – Wells Fargo

"The School of Business and Economics gives you the most flexibility to work wherever you want while providing students a wide range of classes and skills."

*Christopher '14*

Financial Analyst

"The Concordia Business and Economics school invested in me when I was launching my career as a collegiate member. The mentorship received from the CUI faculty pushed me to realize my full potential in the financial world, both in Southern California and Manhattan."

*William '13*

Research Analyst at Santa Barbara Asset Management

"With the Finance program I was able to participate in the Business & Faith Program, attend guest speaker events, competed within the Cornelius Business Plan Competition, refined my resume which led to internship opportunities, and expanded my network with fellow CUI students and alumni."

*Diego '19*

Irvine Company Accounting & Finance

"Students should choose Concordia because of the school's networking connections and intimate class sizes. Many of my colleagues who attended schools like CAL State Fullerton and UCI were shocked to hear that I was in classes where the instructors and I could connect on a personal level."

*Nick '16*

Senior Business Consultant at EY

## Finance Internships:

McDERMOTT  
+ BULL

HARVEY

MARSH & MCLENNAN  
AGENCY



LENNAR

Northwestern  
Mutual

FPA  
FINANCIAL PLANNING  
ASSOCIATION

## Bachelors of Arts in Business Administration Healthcare Management Emphasis (21 Units) For the 2023-2024 Academic Year

### **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 |
| 3. Managed Care Analyst         | 8. Healthcare Billing Administrator   |
| 4. Medical Device Sales Manager | 9. Purchasing Agent/Director          |
| 5. Healthcare Marketing Manager | 10. Clinical Director                 |

Additional Information about the Concordia University Irvine Bachelor of Arts in Healthcare Management at: <https://www.cui.edu/academicprograms/undergraduate/majors/business/healthcare-management>

**Bachelors of Arts in Business Administration  
Healthcare Management Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

|         |   |    |
|---------|---|----|
| HCM 312 | Management of Healthcare Organizations                      | 3  |
| HCM 414 | Legal Aspects of Healthcare                                 | 3  |
| HCM 415 | Health Information Systems                                  | 3  |
| HCM 424 | Marketing & Strategic Planning for Healthcare Organizations | 3  |
| HCM 425 | Financial Management of Healthcare Organizations            | 3  |
|         | Total   | 15 |

**Elective Courses:**

Choose **two** of the following courses:

|         |  |    |
|---------|--|----|
| BDA 337 | Introduction to Business Data Analytics                              | 3  |
| HCM 315 | Organizational Behavior, Theory, and Design in Healthcare Management | 3  |
| HCM 416 | Human Resource Management in Healthcare                              | 3  |
|         | Total Elective(s)  | 6  |
|         | 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 |





## Healthcare Management Alumni Quotes & Soundbites

"One thing I have most valued about my time at Concordia is the amount of time that faculty and staff dedicate to the students. Every faculty and staff member I have ever encountered has done all they could to help me succeed."

*Kiersten '19*  
Talent Coordinator for MBK Real-Estate

"I felt pulled to pursue nursing originally, but as I took courses in Healthcare Management at Concordia, I knew I was meant to be on the administration side."

*Taylor '17*  
Admissions Coordinator for American  
Addiction Centers

"I attended CUI because I know they had a great business program. I wanted to go into medical administration and CUI had the best program to put me on the right track."

*Morgan '19*  
Medical Volunteer Coordinator  
at MercyShips

"Originally, I wanted to go into nursing, but when I took a business class, I decided I wanted to go into more of the management & administration side. This major has been a perfect fit and has really helped me when I was figuring out what I wanted to do with my career."

*Kiersten '19*  
Talent Coordinator for MBK Real-Estate

"I chose Healthcare Management as a major because I have always had the heart to help people but I knew the clinical side of healthcare was not for me!"

*Kirsten '18*  
Talent Acquisition Coordinator  
for MBK

"Concordia's business program has vastly expanded my knowledge of business and has helped me go on to get my Masters in Healthcare Administration to be completed in 2023."

*Morgan '19*  
Medical Volunteer Coordinator at MercyShips

## Healthcare Management Internships:



## Bachelors of Arts in Business Administration International Business Emphasis (21 Units) For the 2023-2024 Academic Year

### **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 Concordia University Irvine's partner institutions. The International Business Emphasis is led by faculty with deep experience in global enterprise.

### **Career Paths**

For more information visit: <https://miuc.org/what-can-you-do-with-an-international-business-degree/amp/>

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 International Business Emphasis provides students with career opportunities in:

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

Additional Information about the Concordia University Irvine Bachelor of Arts in International Business at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/business/international-business>

**Bachelors of Arts in Business Administration  
International Business Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

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

**Elective Courses:**

Choose **one** of the following courses:

|         |                           |   |
|---------|---------------------------|---|
| POL 333 | Eastern Political Thought | 3 |
| HST 338 | Modern European History   | 3 |
| HST 421 | Latin America             | 3 |

Choose **one** of the following courses:

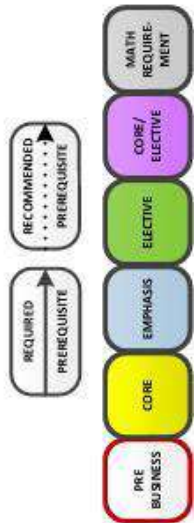
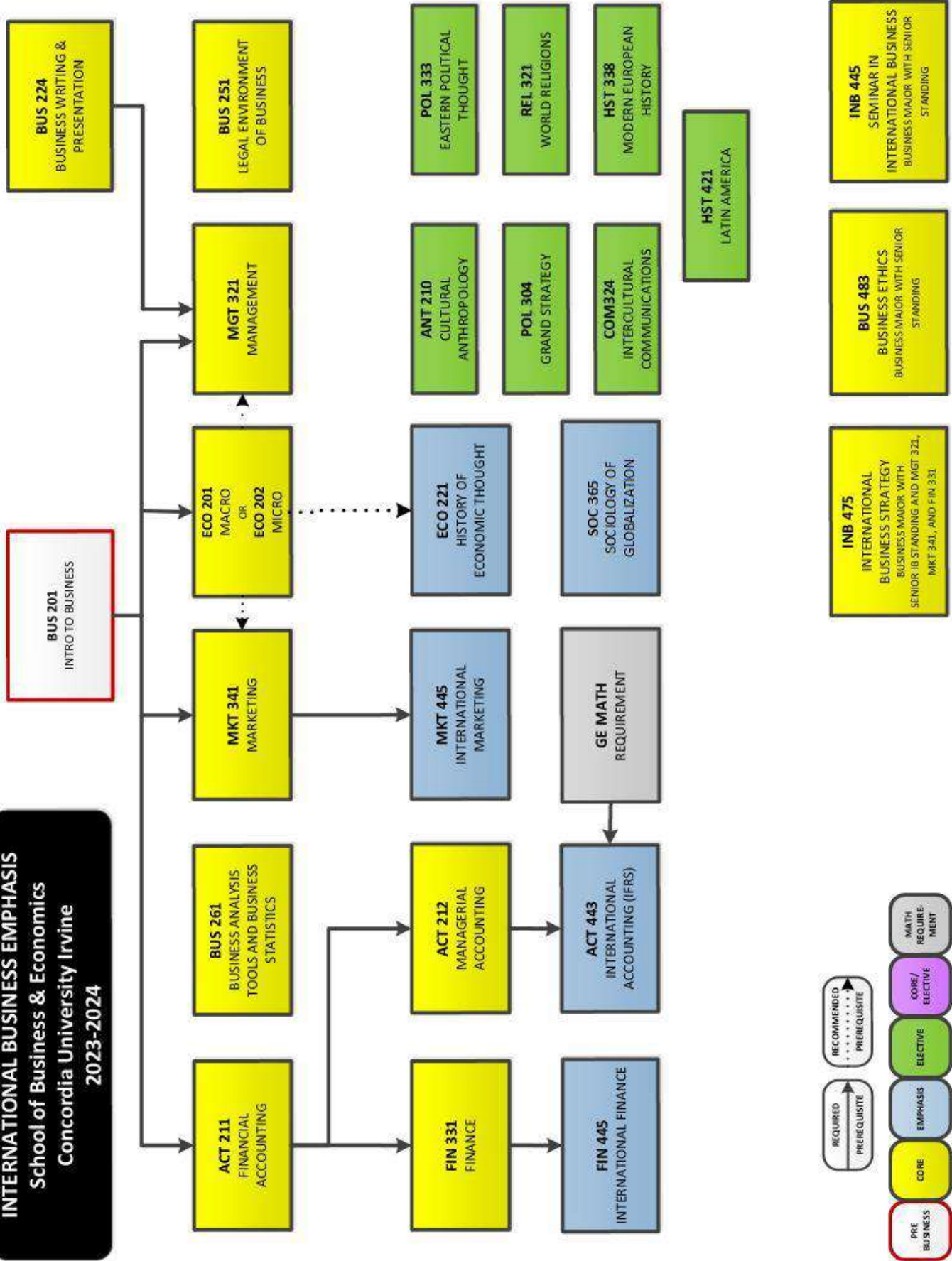
|         |                             |   |
|---------|-----------------------------|---|
| ANT 210 | Cultural Anthropology       | 3 |
| COM 324 | Intercultural Communication | 3 |
| HST 416 | Contemporary Global Issues  | 3 |
| REL 321 | World Religions             | 3 |
| POL 304 | Grand Strategy              | 3 |

|                   |    |
|-------------------|----|
| 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 |

**INTERNATIONAL BUSINESS EMPHASIS**  
 School of Business & Economics  
 Concordia University Irvine  
 2023-2024





## International Business Alumni Quotes & Soundbites

"International Business makes you understand corporations around the world and how American businesses affect cultures. Studying abroad and learning International Business positively impacts the way you do business after graduation."

*Alexa '19*  
Account Manager at Creatorup

"Studying with business faculty and their first-hand experience in different industries gave me direct insight into the real business world along with necessary soft skills to succeed in my professional career."

*Christian '15*  
Scrum Master at DURR Machinery  
in Bietigheim-Bissingen

"Concordia Irvine opened up a universe of possibilities for me through the interaction with an amazing group of professors. They linked an anxious student with the real business world. The greatest part is that even after graduation, the same CUJ professors are still mentoring me as I grow my business."

*Stefano '14*  
President at LVBI Imports LLC.

"Concordia sparked and nurtured my interest in international business and development. I took this interest to a master's degree in the UK, two years as a Peace Corps Volunteer in Morocco, and a career working with global brands like the Expedia Group."

*Dylan Thompson '16*  
SEO specialist at PACIFIC

### Study Abroad University Programs:



University  
of Puerto Rico



## Bachelors of Arts in Business Administration Management Emphasis (21 Units) For the 2023-2024 Academic Year

### **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: <https://www.rasmussen.edu/degrees/business/blog/what-can-you-do-with-business-management-degree/>

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

Additional Information about the Concordia University Irvine Bachelor of Arts in Management at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/business/management>

**Bachelors of Arts in Business Administration  
Management Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

|            |                                   |   |           |
|------------|-----------------------------------|---|-----------|
| MGT 323    | Global Enterprise                 | 3 |           |
| or MGT 324 | Global Enterprise Experience      | 3 |           |
| MGT 326    | New Ventures and Entrepreneurship | 3 |           |
| MGT 327    | Organizational Behavior           | 3 |           |
| MGT 343    | Operations                        | 3 |           |
| MGT 424    | Human Resource Management         | 3 |           |
|            | <b>Total</b>                      |   | <b>15</b> |

**Elective Courses:**

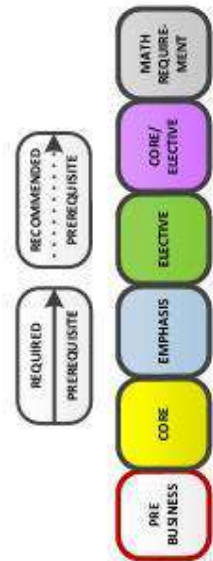
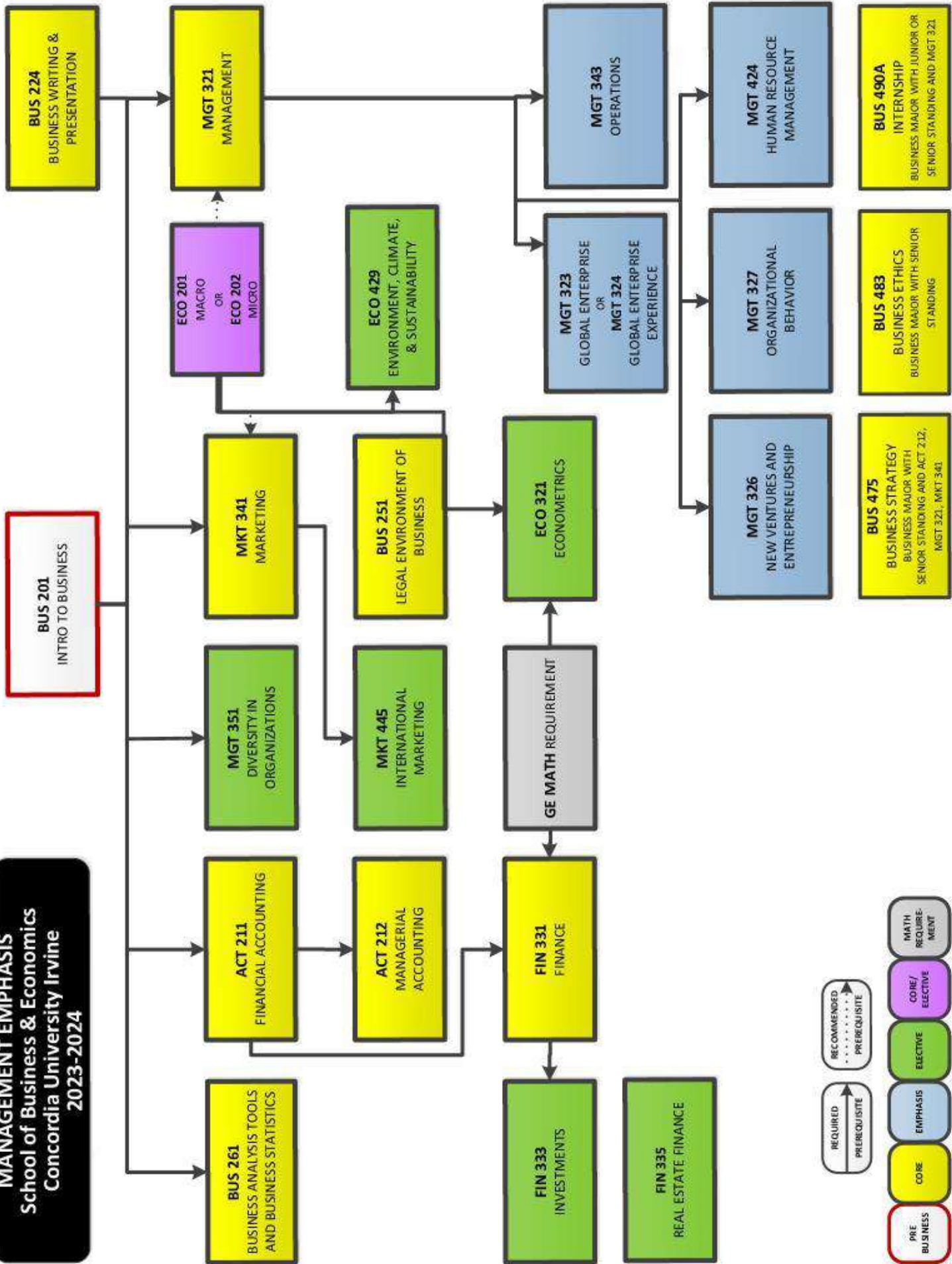
Choose **two** of the following courses:

|             |  |   |           |
|-------------|--|---|-----------|
| ECO 201*    | Macroeconomics                                     | 3 |           |
| or ECO 202* | Microeconomics                                     | 3 |           |
|             | <i>(*choose the one not taken as a core class)</i> |   |           |
| ECO 321     | Econometrics                                       | 3 |           |
| ECO 429     | Environment, Climate, & Sustainability             | 3 |           |
| FIN 333     | Investments  | 3 |           |
| FIN 335     | Real Estate Finance                                | 3 |           |
| MGT 351     | Diversity in Organizations                         | 3 |           |
| MKT 445     | International Marketing                            | 3 |           |
|             | <b>Total Elective(s)</b>                           |   | <b>6</b>  |
|             | <b>Total Emphasis</b>                              |   | <b>21</b> |

**Management Emphasis Summary**

|  |              |           |
|--|--------------|-----------|
| Business Administration Major - Management Emphasis: |              |           |
| Business Core Courses:                               |              | 33        |
| Management Emphasis Required:                        |              | 15        |
| Management Emphasis Elective:                        |              | 6         |
|  | <b>Total</b> | <b>54</b> |

**MANAGEMENT EMPHASIS**  
 School of Business & Economics  
 Concordia University Irvine  
 2023-2024



## Management Alumni Quotes & Soundbites

"Thanks to Concordia's Business and Economics school. I am able to understand certain ideas and terms brought up in the real working world and in daily conversations with my coworkers. I have been able to think strategically and critically about certain issues that have been discussed in my classes."

*Michelle '20*

Administrative Assistant for Haley's Beauty

"Concordia's Management Program showed me what a good leader is. I interact with many high level managers in our department and am able to recognize those essential skills (or lack thereof) and apply them to what kind of leader I want to become."

*Abby '17*

Auditor, Controller, Treasurer and Tax Collector's Offices at San Bernadino County

"What sets Concordia Irvine apart in my experience, has been the focus on developing the well-rounded business person; the one that can think critically when they don't know the answers to find a path forward. the one that understands the emotional, social, and ethical factors each human has that influences their actions and words, and the one that has character to do the right thing every time, even when others aren't looking."

*Chris '04*

Director of Customer Loyalty & Pricing at Allergen Aesthetics and Abbie Company

"Concordia's Business and Economics program has strengthened my servant leadership skills and has shaped my faith through my interactions with their outstanding faculty."

*Morgan '19*

Medical Coordinator Volunteer at MercyShips

"Students should choose the Business programs because the faculty is great, and the things you learn in the classes are immediately applicable to the work force and other areas after college."

*Sam '20*

Financial Advisor and Coordinator at Concordia Seminary in St. Louis

"A large part of career success is based on your ability to connect, communicate and relate to your peers. CUI taught me how to do that."

*Bryan '99*

Sr. Client Experience Manager (Financial Planner) Key Private Bank

"The professors at CUI are subject matter experts and bring real live experiences. They engage and bring out the best from their students."

*Robert '02*

Region Human Resources Business Partner

## Management Internships:





# Bachelors of Arts in Business Administration Marketing Emphasis (21 Units) For the 2023-2024 Academic Year

## **Overview**

Marketing is critically important in business today. 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 receive 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. Specializations include 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: <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/marketing>

The demand for marketing professionals continues to grow as today's organizations place greater emphasis on effective marketing as a means of achieving their goals.

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

Additional Information about the Concordia University Irvine Bachelor of Arts in Marketing at:  
<https://www.cui.edu/academicprograms/undergraduate/majors/business/marketing>

Marketing Minor information: <https://www.cui.edu/academicprograms/undergraduate/minors/marketing>

**Bachelors of Arts in Business Administration  
Marketing Emphasis (21 Units)  
For the 2023-2024 Academic Year**

**Emphasis Courses:**

|         |   |    |
|---------|---|----|
| MKT 353 | Professional Selling                    | 3  |
| MKT 371 | Digital Marketing                       | 3  |
| MKT 442 | Marketing Research                      | 3  |
| MKT 445 | International Marketing                 | 3  |
| BDA 337 | Introduction to Business Data Analytics | 3  |
|         | Total                                   | 15 |

**Elective Courses:**

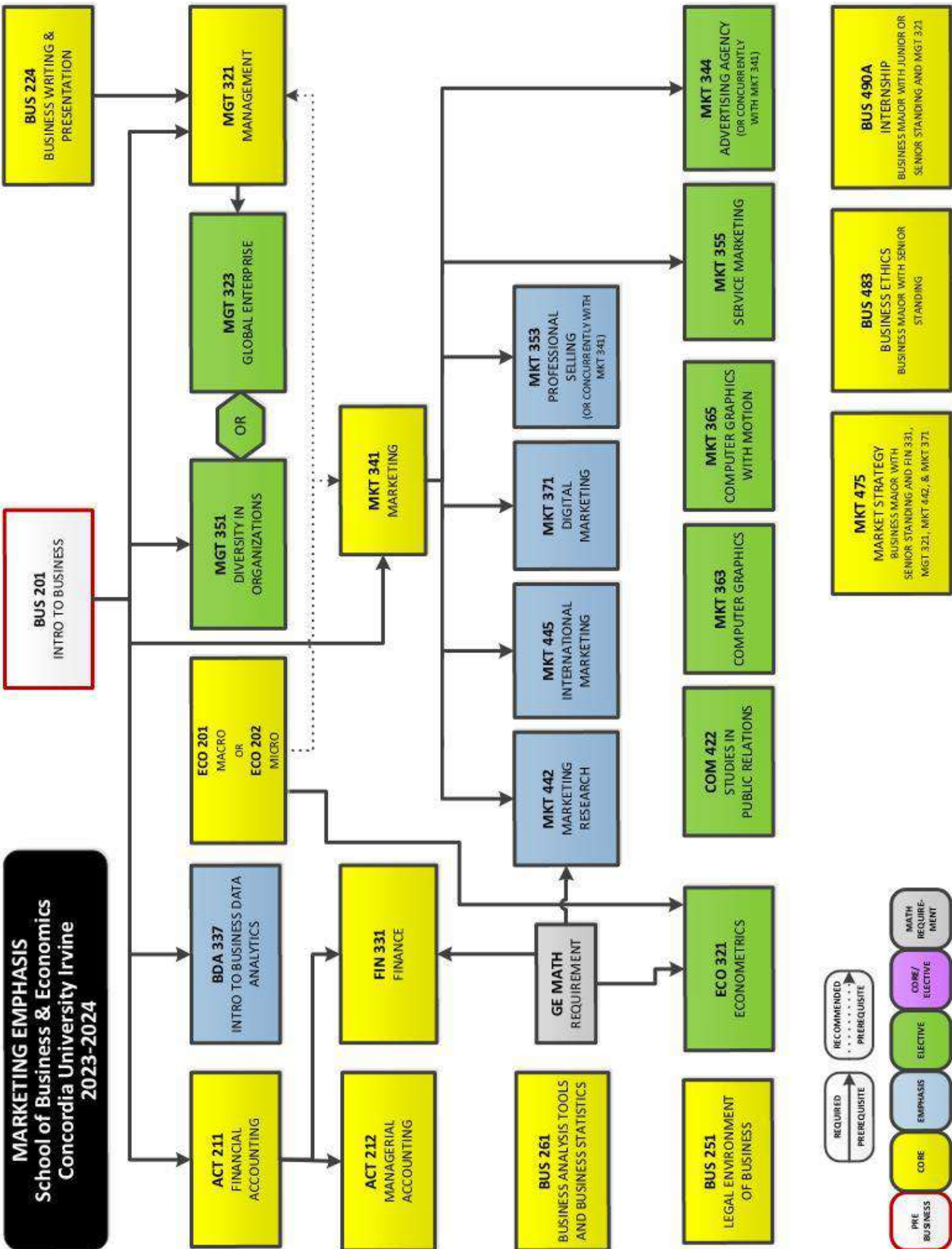
Choose **two** of the following courses:

|            |                              |    |
|------------|------------------------------|----|
| COM 422    | Studies in Public Relations  | 3  |
| ECO 321    | Econometrics                 | 3  |
| MGT 323    | Global Enterprise            | 3  |
| or MGT 324 | Global Enterprise Experience |    |
| or MGT 351 | Diversity in Organizations   |    |
| MKT 344    | The Advertising Agency       | 3  |
| MKT 355    | Service Marketing            | 3  |
| MKT 363    | Computer Graphics            | 3  |
| ARTG 271   | Digital Image Manipulation   | 3  |
|            | Total Elective(s)            | 6  |
|            | Total Emphasis               | 21 |

**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 & Economics**  
**Concordia University Irvine**  
**2023-2024**



## Marketing Alumni Quotes & Soundbites

"I had some stand-out professors that really impacted my education in business management, marketing and accounting. I often think back to specific lectures and courses and relate the knowledge to ethical decision making in my career today."

*Megan '07*

Director of Sales for Tiny Trucker Co.

"I chose CUI mainly because of the location and size of the University. I did not realize how great the business program and the professors were until I chose Finance and Marketing as my major. I think this could be a real USP (Unique Selling Proposition) and attract more (foreign) students."

*Otto '20*

Student Mergers and Acquisitions at Siemens

"My marketing emphasis gave me a solid foundation for what I am doing now. I've been on quite a journey since graduating in 2016. I'm currently at a digital marketing agency working with large clients like the Expedia Group (Expedia, Orbitz, Travelocity, etc.). My title is SEO Specialist, so I'm primarily concerned with organic traffic and conversion for my clients."

*Dylan '16*

SEO Specialist

"The business faculty at CUI taught me to think outside the box when it comes to the world of business. I developed a curious mind at CUI and today never shy away from creative solutions. They taught me the fundamentals I needed to succeed in my career and strengthened my communication skills which serve as invaluable assets to this day!"

*Anisa '18*

Growth Marketing Associate at GoodRx

"CUI, and especially the School of Business and Economics, works hard to make coursework as close to real-world experience as possible... Every course built on what I learned during the last, which helped me have a deeper understanding of the topics. Deciding on an emphasis let me focus on what I wanted to learn based on my goals, while the course choices within the emphasis let me experience other options."

*Sarah '14*

Specialist for Degree Audits and Academic Athletic Eligibility at Concordia University Irvine

"I had an array of opportunities such as being a part of the Business Competition, joining the professional business fraternity Delta Sigma Pi, as well as the Enactus club and serving as board members for those organizations."

*Kimberly '20*

And Current Concordia Irvine MBA student

"The marketing program gave me a strong theoretical foundation that has helped exponentially in my work. I learned that theory and strategy of marketing is key."

*Jasmin '19*

Co-founder of ESY creative

### Marketing Internships:



**State Farm**



National Benefit Partners



Deutscher Bundestag



## Minors

### For the 2023-2024 Academic Year

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 and Economics in Business (not available to Business majors), Accounting, Economics (not available to Economics majors), Marketing or Sports Business. 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 list of [general catalogs](#) for academic each year.

- [Accounting](#)
- [American Studies](#)
- [Anthropology](#)
- [Art](#)
- [Behavioral Sciences](#)
- [Biblical Languages](#)
- [Biblical Studies](#)
- [Biology](#)
- [Business](#)
- [Business Data Analytics](#)
- [Chemistry](#)
- [Children's Ministry](#)
- [Christian Education Leadership](#)
- [Classical Education](#)
- [Classical Languages](#)
- [Coaching](#)
- [Communication](#)
- [Computer Science](#)
- [Economics](#)
- [English](#)
- [Finance](#)
- [Fitness Programming](#)
- [Global Cultural Studies](#)
- [Graphic Design](#)
- [Healthcare Management](#)
- [History](#)
- [Law and Politics](#)
- [Marketing](#)
- [Mathematics](#)
- [Missiology](#)
- [Music](#)
- [Musical Theatre](#)
- [Philosophy](#)
- [Physical Education](#)
- [Political Thought](#)
- [Pre-Nursing](#)
- [Psychology](#)
- [Sociology](#)
- [Spanish](#)
- [Sports Business](#)
- [Theatre](#)
- [Theatre Design and Technical Production](#)
- [Theology](#)
- [Worship Arts Leadership](#)
- [Writing](#)
- [Youth Ministry](#)



## Accounting Minor: (18 Units) For the 2023-2024 Academic Year

### Required Courses:

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

### Elective Courses:

Choose **one** of the following courses:

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

Choose **one** of the following courses:

|            |  |    |
|------------|--|----|
| BUS 201    | Introduction to Management, Marketing and Information Technology | 3  |
| BUS 251    | Legal Environment of Business                                    | 3  |
| COM 344    | Theory and Practice of Interviewing                              | 3  |
| FIN 331    | Finance  | 3  |
| MGT 321    | Management   | 3  |
| MGT 323    | Global Enterprise  | 3  |
| or MGT 324 | Global Enterprise Experience                                     | 3  |
| MGT 326    | New Ventures and Entrepreneurship                                | 3  |
| MGT 424    | Human Resource Management  | 3  |
| MKT 341    | Marketing  | 3  |
| MKT 442    | Marketing Research   | 3  |
|            | Total Elective(s)  | 6  |
|            | Total Minor  | 18 |

## Business Data Analytics Minor (18 Units) For the 2023-2024 Academic Year

### Required Courses:

|         |   |    |  |
|---------|---|----|--|
| BUS 201 | Introduction to Management, Marketing, & Information Technology | 3  |  |
| BUS 261 | Business Analysis Tools & Business Statistics                   | 3  |  |
| BDA 337 | Introduction to Business Data Analytics                         | 3  |  |
| BDA 338 | Data Wrangling & Decision Making                                | 3  |  |
| BDA 436 | Data Visualization  | 3  |  |
| BDA 437 | Fundamentals of Machine Learning                                | 3  |  |
|         | Total   | 18 |  |

## Economics Minor: (18 Units) For the 2023-2024 Academic Year

### Required Courses:

|         |                             |   |  |
|---------|-----------------------------|---|--|
| ECO 201 | Macroeconomics              | 3 |  |
| ECO 202 | Microeconomics              | 3 |  |
| ECO 221 | History of Economic Thought | 3 |  |
|         | Total                       | 9 |  |

### Elective Courses:

Choose **three** of the following courses:

|         |   |    |  |
|---------|---|----|--|
| ECO 321 | Econometrics                                  | 3  |  |
| ECO 323 | Money and Financial Markets                   | 3  |  |
| ECO 340 | Morality, Social Policy, and Economics        | 3  |  |
| ECO 421 | Intermediate Microeconomics                   | 3  |  |
| ECO 428 | Intermediate Macroeconomics and Public Policy | 3  |  |
| ECO 429 | Environment, Climate, & Sustainability        | 3  |  |
|         | Total Elective(s)                             | 9  |  |
|         | Total Minor                                   | 18 |  |

## Marketing Minor: (18 Units) For the 2022-2023 Academic Year

### Required Courses:

|         |                      |    |  |
|---------|----------------------|----|--|
| MKT 341 | Marketing            | 3  |  |
| MKT 353 | Professional Selling | 3  |  |
| MKT 371 | Digital Marketing    | 3  |  |
| MKT 442 | Market Research      | 3  |  |
|         | Total                | 12 |  |

### Elective Courses:

Choose **two** of the following courses:

|          |   |    |  |
|----------|---|----|--|
| ACT 211  | Financial Accounting                      | 3  |  |
|          | Introduction to Management, Marketing and |    |  |
| BUS 201  | Information Technology                    | 3  |  |
| BUS 251  | Legal Environment of Business             | 3  |  |
| MKT 344  | The Advertising Agency                    | 3  |  |
| MKT 355  | Services Marketing                        | 3  |  |
| ARTG 271 | Digital Image Manipulation                | 3  |  |
| MKT 445  | International Marketing                   | 3  |  |
|          | Total Elective(s)                         | 6  |  |
|          | Total Minor                               | 18 |  |

## Sports Business Minor: (18 Units) For the 2023-2024 Academic Year

### Required Courses:

|          |  |    |  |
|----------|--|----|--|
| SPBU 222 | Introduction to Sport Management         | 3  |  |
| SPBU 323 | Sport Marketing & Sponsorship            | 3  |  |
| SPBU 326 | Sport Operations and Facility Management | 3  |  |
| SPBU 420 | Finance and Economics of Sports          | 3  |  |
|          | Total                                    | 12 |  |

### Elective Courses:

Choose **two** of the following courses:

|           |                            |    |  |
|-----------|----------------------------|----|--|
| MGT 321   | Management                 | 3  |  |
| SPBU 350  | Sport Law                  | 3  |  |
| SPBU 430  | Sports Business Leadership | 3  |  |
| SPBU 490A | Sport Business Internship  | 3  |  |
|           | Total Elective(s)          | 6  |  |
|           | Total Minor                | 18 |  |

## Business Minor: (18 Units) For the 2023-2024 Academic Year

### Required Courses:

|         |  |   |
|---------|--|---|
| ACT 211 | Financial Accounting                                   | 3 |
|         | Introduction to Management, Marketing, and Information |   |
| BUS 201 | Technology   | 3 |
| MGT 321 | Management   | 3 |
| Total   |  | 9 |

### Elective Courses:

Choose **three** of the following courses:

|                   |                                     |    |
|-------------------|-------------------------------------|----|
| ACT 212           | Managerial Accounting               | 3  |
| ACT 315           | Accounting Information Systems      | 3  |
| BUS 251           | Legal Environment of Business       | 3  |
| COM 344           | Theory and Practice of Interviewing | 3  |
| FIN 331           | Finance                             | 3  |
| MGT 323           | Global Enterprise                   |    |
| Or MGT 324        | Global Enterprise Experience        | 3  |
| MGT 326           | New Ventures and Entrepreneurship   | 3  |
| MKT 341           | Marketing                           | 3  |
| Total Elective(s) |                                     | 9  |
| Total Minor       |                                     | 18 |

## Finance Minor: (18 Units) For the 2023-2024 Academic Year

### Required Courses:

|         |   |    |
|---------|---|----|
| BUS 201 | Introduction to Management, Marketing, and Information Technology | 3  |
| ACT 211 | Financial Accounting  | 3  |
| FIN 211 | Personal Finance  | 3  |
| BDA 337 | Introduction to Business Data Analytics                           | 3  |
| FIN 331 | Finance   | 3  |
| Total   |   | 15 |

### Elective Courses:

Choose **one** of the following courses:

|                   |                                 |    |
|-------------------|---------------------------------|----|
| FIN 333           | Investments                     | 3  |
| FIN 441           | Professional Financial Planning | 3  |
| FIN 431           | Intermediate Finance            | 3  |
| FIN 445           | International Finance           | 3  |
| Total Elective(s) |                                 | 3  |
| Total Minor       |                                 | 18 |



## School of Business & Economics Recommended Business Major/ Minor Pairings

| Major/Emphasis          | Recommended Minor       | Recommended Second Major/Emphasis |
|-------------------------|-------------------------|-----------------------------------|
| Accounting              | Business Data Analytics | Business Data Analytics           |
| Accounting              | Finance                 | Finance                           |
| Business Data Analytics | Computer Science        | Computer Science                  |
| Business Data Analytics | Health Care Management  | Healthcare Mgmt - SoBE            |
| Business Data Analytics | Marketing               |                                   |
| Business Data Analytics | Mathematics             |                                   |
| Business Data Analytics | Finance                 |                                   |
| Business Data Analytics | Management              |                                   |
| Business Economics      | Health Care Management  | International Business            |
| Business Economics      | History                 |                                   |
| Business Economics      | Law and Politics        |                                   |
| Business Economics      | Political Thought       |                                   |
| Business Economics      |                         | Management                        |
| Economics               | History                 | History and Political Thought     |
| Economics               | Law and Politics        |                                   |
| Economics               | Mathematics             |                                   |
| Economics               | Missiology              |                                   |
| Economics               | Political Thought       |                                   |
| Economics               |                         | International Business            |
| Finance                 | Accounting              | Accounting                        |
| Finance                 | Business Data Analytics | Business Data Analytics           |
| Finance                 | Marketing               |                                   |
| International Business  | Around the World        |                                   |
| International Business  | Economics               | Economics                         |
| International Business  |                         | Business Economics                |
| International Business  | Missiology              |                                   |
| International Business  |                         | Management                        |
| Management              | Business Data Analytics | Business Data Analytics           |
| Management              | Economics               | Business Economics                |
| Management              | Marketing               | Marketing                         |
| Management              | Psychology              |                                   |
| Management              | Sociology               |                                   |
| Management              | Sport Business          | Sport Business                    |
| Management              |                         | Business Economics                |
| Management              |                         | International Business            |
| Management              |                         | Music                             |
| Marketing               | Business Data Analytics | Business Data Analytics           |
| Marketing               | Communication           |                                   |
| Marketing               | Graphic Design          |                                   |
| Marketing               | Sport Business          | Sport Business                    |
| Marketing               |                         | Management                        |
| Sport Business          | Business Data Analytics | Business Data Analytics           |
| Sport Business          | Marketing               | Marketing                         |
| Sport Business          |                         | Kinesiology                       |



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

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

### **Lifetime recognition for Outstanding Academic Achievements:**

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

### **Networking Opportunities:**

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

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



**Delta Sigma Pi**  
*America's Foremost Professional  
Business Fraternity*

## **Delta Sigma Pi- Rho Phi 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. Today, the Rho Phi chapter has had over 200 total initiates with a current collegiate chapter of 28 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.

**About Us:**

[The CUI Data Analytics Club](#) was founded to provide Concordia students the opportunity to develop data analytics skills, explore career paths in fields related to data analysis and visualization, apply their skills to develop a portfolio of real work, and network with professionals in data-driven industries.

**Mission Statement:**

To empower students and enhance their learning through student-led education and networking. Students learn hard and soft skills working through large datasets with Excel, Tableau, SQL, Python, and other tools while critiquing existing data analysis norms, methods and visualizations. Concordia University Data Analytics Club interfaces with the local community through regional conferences, competitions, and joint events.

**What's available for members?**

- **Training** – Learn how to work with visualization tools like Tableau, and programming languages such as SQL, Python, and R.
- **Application** - Students engage with data analytics in real-world settings across many industries. We help data professionals make data-anchored decisions and discover new options and insights.
- **Networking** - Connects members of the Concordia University Irvine community with leading practitioners, scientists, and data artists in the field of analytics.



**SOCIETY OF ACTUARIES**

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 include:

1. **General Education (54-55 Units)**
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 & ECO 202: Macroeconomics & Microeconomics
  - FIN 331: Finance



The [Sport Business Club \(SBC\)](#) 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 SBC 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 SBC symposia.

The sport business world is viewed as a tight and complex network. The goal of the SBC is to provide students opportunities to develop networking skills through first hand experiences in the Southern California sport industry. The SBC 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 Sports Business as a member of the SBC. The club is open to all students from any major. If you enjoy sport, you may find the SBC an exciting venture at Concordia University Irvine.



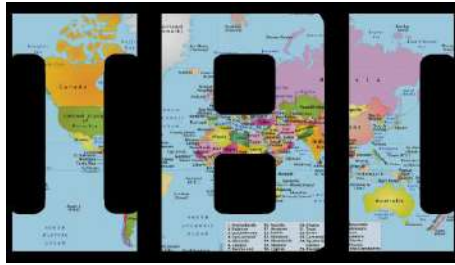
## CONCORDIA BUSINESS PLAN COMPETITION

The Concordia University School of Business and Economics provides students of all majors an opportunity to participate in the entrepreneurial experience by turning an idea into a business through the annual [Concordia Business Plan Competition](#). Its purpose is dedicated to providing an opportunity for students to learn and experience entrepreneurship, for teams to develop viable business concepts, and to evaluate business models and success in the market.

The competition boasts two divisions: an undergraduate and a high school division, both of which compete for over \$10,000 in cash prizes and invaluable networking opportunities and experience. Participants of the competition write components of a business plan during the course of the spring semester including an executive summary, marketing research, and summary financials. The day before the competition, Concordia hosts a business mixer with industry leaders for students to prep and network before their final presentations. Ultimately, they present their business plan presentation in front of a panel of judges, like Wahoo's Fish Tacos Founder Wing Lam and Atlantic Pacific Processing Systems CEO Abe Maghaguian, who act as would-be investors in the venture in a "shark-tank like" pitch.

The Concordia Business Plan Competition was created in 2016 and is looking forward to our ninth annual competition coming Spring 2024.





## **International Business Club (IBC)**

*"we navigate the world"*

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

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

The [International Business Club](#)... we navigate the world.

## **Other Concordia University Irvine 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](#):

- [Abbey West](#)
- [ASCUI Senate](#)
- [Behavioral Science Club](#)
- [Beta Beta Beta Biology Honors Society](#)
- [Black Student Union](#)
- [COMM-unity](#)
- [CUI Bono](#)
- [CUI Inclusion](#)
- [CUI Judo](#)
- [CUI Nomads](#)
- [Debate Team](#)
- [Disc Golf Club](#)
- [Delta Sigma Pi \(Rho Phi Chapter\)](#)
- [Eagles Exchange](#)
- [Enactus](#)
- [eSports – Eagles Gaming Association](#)
- [Forensics](#)
- [Hawaii Club](#)
- [Heritage Garden](#)
- [International Business Club \(IBC\)](#)
- [Intramural Sports](#)
- [Music Ensembles](#)
- [Step One](#)
- [Student Leadership](#)
- [Students For Life](#)
- [Student Newspaper \(Concordia Courier\)](#)
- [Surf Club](#)
- [Students Veteran Association](#)
- [Student Yearbook \(Clearlight\)](#)
- [Ultimate Frisbee Club](#)
- [Nuestra Voz](#)
- [Phi Delta Epsilon](#)
- [Phi Epsilon Kappa](#)
- [Rotaracters](#)
- [Residential Education and Services \(RES\)](#)
- [Sport Business Club](#)

## Institute for Strategic Marketing

### Introduction

The [Institute for Strategic Marketing \(ISM\)](#) is a business outreach program sponsored by the School of Business and Economics 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 Professor 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 and Economics 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 a foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace and lifelong career management.”

Established in 1956, the National Association of Colleges and Employers (NACE) is a professional association that connects over 9,700 college career services professionals; over 3,300 university relations and recruiting professionals and over 300 Business solution providers that serve this community.

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

- **Critical Thinking:** Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.
- **Communication:** Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.
- **Teamwork:** Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.
- **Technology:** Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.
- **Leadership:** Recognize and capitalize on personal and team strengths to achieve organizational goals.
- **Professionalism:** Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.
- **Career & Self- Development:** Proactively develop oneself and one’s career through continual personal and professional learning, awareness of one’s strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one’s organization.
- **Equity & Inclusion:** Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.

## Quick References and Additional Information

### School and Application Information

Concordia University Irvine Website

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

Undergraduate Application to Concordia University  
Irvine

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

2022-2023 General Catalog

<https://www.cui.edu/studentlife/registrar/academic-catalogs>

School of Business and Economics Website

### Career Options

#### Accounting

<https://www.accounting-degree.org/bachelors-accounting-degree-careers/>

#### Business

<https://www.topuniversities.com/student-info/careers-advice/what-can-you-do-business-degree>

#### Business Data Analytics

<https://www.dataquest.io/blog/10-data-analytics-jobs/>

#### Business Economics

<https://www.theclassroom.com/can-do-degree-business-economics-5765962.html>

#### Finance

<https://www.thebalancecareers.com/top-jobs-for-finance-majors-2064048>

#### Healthcare Management

<https://www.healthcare-management-degree.net/top-places-of-employment-health-care-management/>

#### International Business

<https://miuc.org/what-can-you-do-with-an-international-business-degree/amp/>

#### Management

<https://www.rasmussen.edu/degrees/business/blog/what-can-you-do-with-business-management-degree/>

#### Marketing

<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/marketing>

#### Sports Business

<https://www.saintleo.edu/blog/what-can-you-do-with-bachelors-sport-business-degree>

#### Economics

<https://www.topuniversities.com/student-info/careers-advice/what-can-you-do-economics-degree>

### Contact Numbers

Undergraduate Admissions: 949-214-3010

Transfer Admissions: 949-214-3010

Intn'l Transfer Admissions: 949-214-3010

Financial Aid Office: 949-214-3066

### Business Programs

Bachelors of Arts in Economics

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

Bachelors of Arts in Sports Business

<https://www.cui.edu/academicprograms/undergraduate/majors/sports-business>

Bachelors of Arts in Business Administration

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

B.A. in Business Administration: Accounting Emphasis

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

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

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

B.A. in Business Administration: Business Economics

<https://www.cui.edu/academicprograms/undergraduate/majors/business/business-economics>

B.A. in Business Administration: Finance Emphasis

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

B.A. in Business Administration: Healthcare Management Emphasis

<https://www.cui.edu/academicprograms/undergraduate/majors/healthcare-management>

B.A. in Business Administration: International Business Emphasis

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

B.A. in Business Administration: Management Emphasis

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

B.A. in Business Administration: Marketing

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

### Additional

Concordia Business Plan Competition

<https://www.cui.edu/en-us/academicprograms/business-economics/concordia-business-plan-competition>

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>

NACE

<https://www.naceweb.org/>



## 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?

Receiving an MBA will 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

- 1-2 years of work experience to [apply](#)
- Many electives to choose from including Data Analytics, Real-Estate Development, Digital Marketing, Negotiation, Business Franchise Solutions, [and more!](#)
- A GMAT score isn't required; your undergraduate accomplishments speak for themselves.
- Average completion time 16-24 months.
- All of our professors have practical, real world experiences.
- [Affordable tuition!](#)

So what are you waiting for?...

Check us out online at [www.cui.edu/mba](http://www.cui.edu/mba).

[Contact us](#) at [gradadmissions@cui.edu](mailto:gradadmissions@cui.edu) and get started on what's next.

### What we offer:

- [Masters of Business Administration](#)
- [Masters of Business Administration in Sports Business](#)

# illuminating Mentorship Program

## Master of Business Administration (MBA)



### THE PEOPLE MAKE THE PROGRAM

A sounding board, business coach, advocate, advisor, connector, voice of reason, role model – your mentor sheds light on the path ahead. By being matched to mentors in your field of interest, you gain invaluable guidance that equips you for the pathway ahead.

### What can you expect from a mentorship?

- Insight into current job trends in your target professional fields
- Possible paths to reach your professional goals
- Advice on how to be a better professional, employee, or entrepreneur
- Strategies to build and grow your professional network
- Encouragement to shine in your professional field
- Examples of how to maintain a good work-life balance

Discover the advantage a mentorship can offer you. Concordia's MBA students gain immediate access to the Illuminating Mentorship Program.

### illuminating Mentorship Program Details

Students enrolled in the MBA program will work with our coordinator to be paired with a mentor.

- Mentorship takes place over two consecutive 15-week semesters, excluding summer
- The mentor and mentee will arrange a minimum of 10 meetings in-person or online
- There is no additional fee for the mentorship program

When a match is made, the mentor and the mentee will be added to **CUI Connect** – the gateway to the CUI Eagle network where alumni, students, faculty, staff, donors, and friends can offer and seek help from others in our community.

### Hand-Picked Leadership

Partnering with a mentor is the beginning of a professional network relationship where mentors can share best practices from across a variety of professional fields.

- Sales, Marketing, Management, Finance, Accounting, Business development, Investment, Manufacturing, Engineering, Non-profit, Education

After an application and interview process, the applicant engages in an orientation with the coordinator. Those interested in becoming a mentor are invited to contact:

MBA Illuminating Mentorship Program Administrator, Dr. Yi Schuler,  
at [Yi.Schuler@cui.edu](mailto:Yi.Schuler@cui.edu) or (949) 214-3477





**CONCORDIA  
UNIVERSITY**  
IRVINE

## Master of Business Administration (MBA)



**Take Charge** of Your Future

**The Concordia University Irvine's Master of Business Administration** experience will allow you to harness your potential to become a successful business leader or entrepreneur. Whether you want to advance in an established firm or leap into your own startup, you'll learn ways to make it happen. Most importantly, you will discover a cooperative and collaborative environment in our classrooms. You will learn from instructors who want to share their insights (many are running successful businesses of their own.) The CUI MBA also includes the Illuminating Mentorship Program—a unique opportunity offered to CUI MBA students that allows you to work one-on-one with a mentor for two semesters throughout the course of your time in the program. Your mentor sheds light on the path ahead. By being matched to mentors in your field of interest, you gain invaluable guidance that equips you for the pathway ahead.

**At Concordia University Irvine** we offer a wide variety of graduate degree programs, all designed for serious students who want to broaden their knowledge, sharpen their skills, and advance in their professional calling. Concordia's graduate degree programs provide a foundation for you to grow academically and professionally. Our flexible programs are customizable, offer multiple start dates, and are offered online, on-campus, or a combination of both. Guided by the Great Commission of Christ Jesus and the Lutheran Confessions, Concordia empowers students through the liberal arts and professional studies for lives of learning, service and leadership.



TOTAL UNITS



YEARLY START DATES



COST PER UNIT



COMPLETION TIME





**CONCORDIA  
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