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## **Welcome by the Dean, School of Business Administration**

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

Your time at Concordia will not only develop or refine skills in our Economics or Business (Accounting, Finance, International Business, Management, Marketing or Sports Management) programs or in our latest emphasis in Business Data Analytics. Additionally, at Concordia you will benefit from our commitment to providing you an environment to pursue your own personal mission and ministry goals as well as the necessary tools to become wise, honorable and cultivated citizens.

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

The School of Business has developed all of our educational and extracurricular programs to support the Concordia University Learning Outcomes (ULO) targets of systematic inquiry, written and oral communication, quantitative reasoning, Christian literacy and faith, service to society and church, informed and responsive citizenship and specialized knowledge. Each and every course establishes key program indicators to ensure the student's growth in these critical areas.

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

On a personal note, I'm excited about my new role as Dean, School of Business Administration after serving as the Assistant Dean for five years. My background includes exhaustive, global business experience as a senior executive in accounting, finance and information technology as well as advanced degrees in Finance and Accountancy including a CPA certification. I believe this combination of business experience, education and classroom experience has prepared me for this outstanding opportunity to continue improving this great Christ-centered program. I look forward to working with you and all the dedicated Concordia staff and faculty on this journey.

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!

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

## **The MISSION of Concordia University Irvine**

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

### **Introduction to the School of Business**

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

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

### **The PURPOSE of the School of Business**

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

### **Program Learning Outcomes in the School of Business**

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

#### **Business**

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

#### **Economics**

- PLO 1: Explain the major theoretical concepts of economics (SK)
- PLO 2: Evaluate the relationship between legal, social and economic environments (IRC)
- PLO3: Describe the global economic environment (IRC)
- PLO 4: Describe and explain the ethical obligations and responsibilities of economics (SSC)
- PLO 5: Apply modeling and decision-supporting tools to economic decision making (QR)
- PLO 6: Construct and present effective oral and written forms of professional communication (WC, OC)
- PLO 7: Apply knowledge of economic concepts and functions in an integrated manner (SI)

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

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## History of Concordia University Irvine

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

Concordia University Irvine includes the School of Arts and Sciences, the School of Business, the School of Professional Studies, the School of Education, and School of Theology. The School of Business offers: 1) a Master's in Business Administration (MBA), 2) a Bachelor of Arts in Business Administration in the following areas of emphasis: accounting, finance, international business, management, marketing and sports management, 3) a Bachelor of Arts in Economics, and 4) Minors in Business, Accounting, Economics and Marketing.

### 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](tel:5107489797). Students and other interested parties may review accreditation documents by making a request to the Office of the Provost.



Additionally, the School of Business at Concordia University Irvine is an Educational Member of the International Assembly for Collegiate Business Education (IACBE), and has affirmed its commitment to excellence in business education.

# School of Business Programs and Activities

## Business Administration Major

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

The Bachelor of Arts in Business Administration major offers seven areas of emphases:

Accounting Emphasis  
Business Data Analytics Emphasis  
Finance Emphasis  
International Business  
Management Emphasis  
Marketing Emphasis  
Sport Management Emphasis

Additionally the School of Business offers four Minors:

Accounting  
Business  
Economics  
Marketing  
Sport Management – *Coming Soon*

# Accounting Emphasis

## Overview

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

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

## Emphasis Goals

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

## Emphasis Scope

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

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

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

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

- |                         |                   |                              |
|-------------------------|-------------------|------------------------------|
| 1. Public accounting    | 5. Auditors       | 9. Compliance officer        |
| 2. Corporate accounting | 6. Budget analyst | 10. Forensic accounting      |
| 3. Financial analyst    | 7. Asset manager  | 11. International accounting |
| 4. Tax preparers        | 8. Cost estimator | 12. Record keeper            |

Emphasis Program & Course Requirements: Pages 22-23

## Business Data Analytics Emphasis

### Overview

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

### Emphasis Goals

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

### Emphasis Scope

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

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

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

According to information technology research and advisory firm Gartner, Big Data will create more than 4.4 million jobs by 2015, opening up plenty of career opportunities for business analysts in the fields business, non-profit, science, engineering management, healthcare, finance and government. According to Gartner, only one-third of these jobs will be filled because of the lack of qualified people. Big data is a career field with nothing but boundless opportunities. The jobs and skill sets a Concordia graduate with an emphasis in Business Data Analytics will be qualified for include:

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

## Finance Emphasis

### Overview

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

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

### Emphasis Goals

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

### Emphasis Scope

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

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

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

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

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

- |                         |                         |
|-------------------------|-------------------------|
| 1. Corporate finance    | 6. Investment brokerage |
| 2. Investment banking   | 7. Insurance            |
| 3. Financial planning   | 8. Real estate          |
| 4. Portfolio management | 9. Financial analysis   |
| 5. Commercial banking   | 10. Stock Trader        |

# International Business Emphasis

## Overview

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

## Emphasis Goals

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

## Emphasis Scope

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

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

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

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

Emphasis Program & Course Requirements: Pages 28-29

## Management Emphasis

### Overview

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

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

### Emphasis Goals

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

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

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

### Emphasis Scope

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

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

- |                     |                     |                        |
|---------------------|---------------------|------------------------|
| 1. Recruiting       | 5. Corporate Sales  | 9. 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 |

Emphasis Program & Course Requirements: Pages 30-31

# Marketing Emphasis

## Overview

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

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

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

## Emphasis Goals

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

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

## Emphasis Scope

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

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

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

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

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

Emphasis Program & Course Requirements: Pages 32-33

## Sport Management Emphasis

### Overview

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

### Emphasis Goals

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

### Emphasis Scope

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

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

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

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

- |                         |                                   |                                       |
|-------------------------|-----------------------------------|---------------------------------------|
| 1. Facility management  | 9. Risk management & legal issues | 16. Marketing & promotions            |
| 2. Advertising          | 10. Corporate sales director      | 17 Stadium & arena management         |
| 3. Sports information   | 11. Campus Intermural recreation  | 18. Ticket sales & management         |
| 4. Sport sponsorship    | 12. Facilities coordinator        | 19. Sport team public relations       |
| 5. Sport Broadcasting   | 13. Fitness club management       | 20. Sporting goods                    |
| 6. Financial operations | 14. Community sport & recreation  | 21. Professional athletic sport agent |
| 7. Athletic fundraising | 15. College Athletic Director     | 22. Product licensure                 |

Emphasis Program & Course Requirements: Pages 34-35

# Economics Major

## Overview

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

## Program Goals

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

## Students with an Economics major will be able to:

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

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

Payscale.com in collaboration with the Wall Street Journal reports the average starting salary for graduates with a baccalaureate degree in economics was \$42,000 being the highest paid liberal arts major. The following is a list of jobs available for a graduate with an economics degree:

- |                         |                              |                                       |
|-------------------------|------------------------------|---------------------------------------|
| 1. Financial Analyst    | 11. Management Consultant    | 21. Business Analyst, Finance/banking |
| 2. Project Manager, IT  | 12. Financial Controller     | 22. Financial Analyst, Corporate      |
| 3. Staff Accountant     | 13. Administrative Assistant | 23. Consultant, Business Process      |
| 4. Business Analyst, IT | 14. Research Analyst         | 24. Project Manager, Construction     |
| 5. Credit Analyst       | 15. Security Analyst         | 25. General Operations Manager        |
| 6. Data Analyst         | 16. Retail Store Manager     | 26. Marketing Research Analyst        |
| 7. Economist            | 17. Financial Advisor        | 27. Branch Manager, Banking           |
| 8. Sales Director       | 18. Marketing Manager        | 28. Outside Sales Manager             |
| 9. Underwriter          | 19. Senior Accountant        | 29. Securities Trader                 |

Emphasis Program & Course Requirements: Pages 36-37

## Extra-Curricular Activities



Concordia University Irvine (CUI) (Irvine, CA) and Ecole Supérieure Libre des Sciences Commerciales Appliquées (ESLSCA) (Paris, France) have partnered together to offer a joint degree program where students have the opportunity to earn two degrees. Concordia students earn a Bachelor of Business Administration (BBA) from ESLSCA and a Bachelor of Arts (BA) degree in Business Administration from CUI. Students will be required to spend two semesters/sessions attending ESLSCA in a full time capacity with successful completion of 36 academic credits. CUI students will be required to complete eight units of foreign language at ESLSCA.

There is also a single semester option in which students may study in France and can apply credits to Concordia but will not earn the second degree. In the end, imagine the edge you will have in international business when you graduate with dual degrees in international business from the US and France with only one year abroad.

For specific information on ESLSCA, please see Appendix E

### Internship Program

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

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

Please note Internship specific information in Appendix F



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

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

Lifetime recognition for Outstanding Academic Achievements:

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

Networking Opportunities:

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

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



## Delta Sigma Pi

*America's Foremost Professional  
Business Fraternity*

### **Rho Phi Chapter at Concordia University Irvine**

#### **Purpose and History**

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

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

#### **Delta Sigma Pi Values**

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

#### **Installation at Concordia University**

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



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

### **EN•ACT•US**

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

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

### **Our Values**

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

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

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

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

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

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



## SOCIETY OF ACTUARIES

### Actuarial Science Program

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

#### Program Requirements

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

# Institute for Strategic Marketing

## Introduction

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

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

## KEY SERVICES

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

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

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

## Pre-Business Program

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

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

### Required courses:

Act 211	Financial Accounting
Bus 201	Introduction to Business
Bus 224	Business Writing and Presentation
Bus 261	Information Technology
Eco 201	Macroeconomics, or
Eco 202	Microeconomics

### Student choice courses (select one of the following):

Act 212	Managerial Accounting
Bus 251	Legal Aspects of Business
Fin 211	Personal Finance
Fin 331	Finance
Mgt 321	Management
Mkt 341	Marketing

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

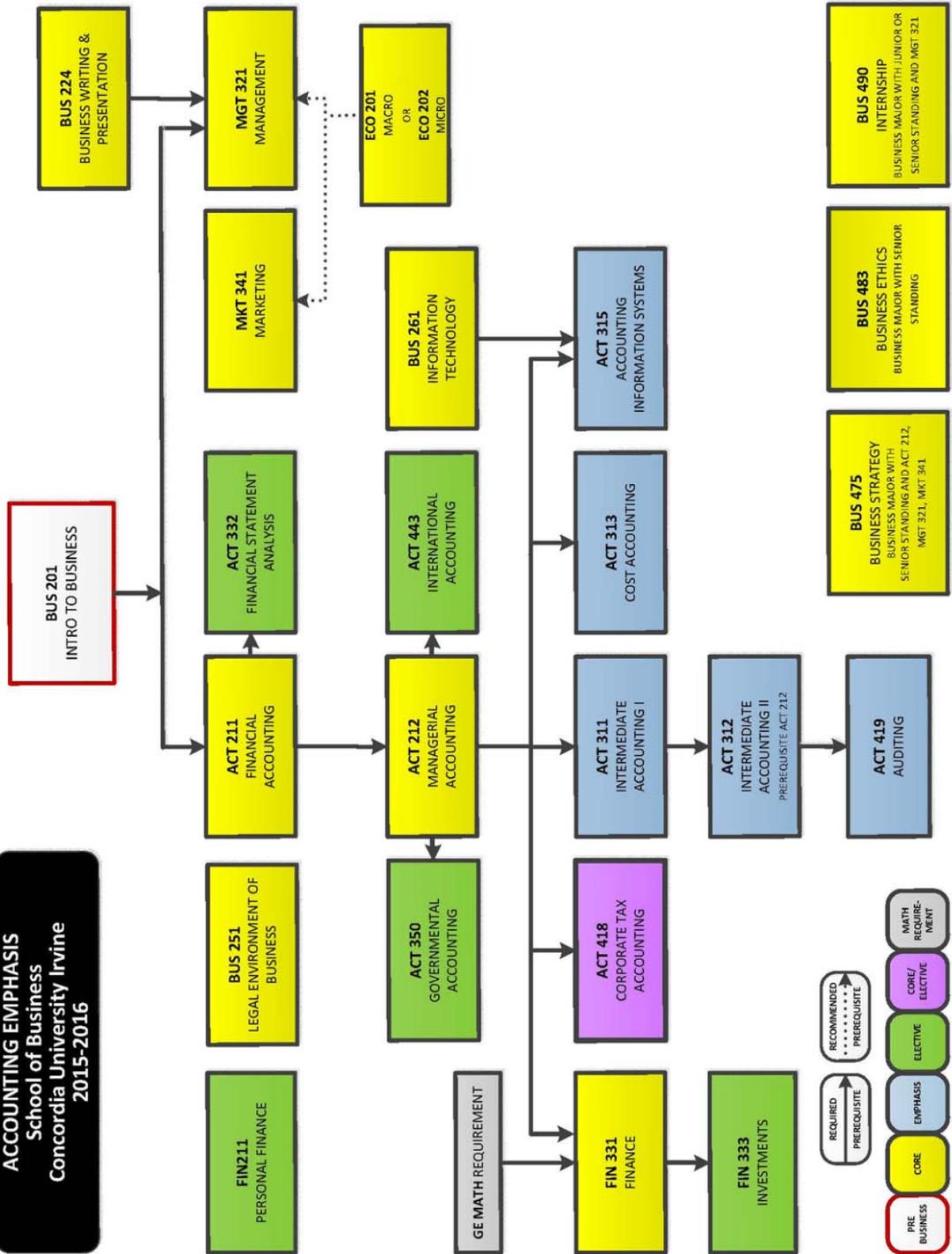
## Appendix A

### Business Core Courses (33 Units)

#### Required Courses:

Act 211	Financial Accounting	3
Act 212	Managerial Accounting	3
Bus 224	Business Writing and Presentation	1
Bus 251	Legal Environment of Business	3
Bus 261	Information Technology	3
Bus 483	Business Ethics	3
Eco 201 or Eco 202	Macroeconomics Microeconomics	3
Fin 331	Finance	3
Mgt 321	Management	3
Mkt 341	Marketing	3
Strategy Options:	Select one based on emphasis:	3
	<ul style="list-style-type: none"> <li>• Bus 475 Business Strategy 3</li> <li>• Bda 475 Business Data Analytics Thesis 3</li> <li>• Inb 475 International Business Strategy 3</li> <li>• Spmt 475 Sport Management Strategy 3</li> </ul>	
Internship Options:	Select one based on emphasis:	2
	<ul style="list-style-type: none"> <li>• Act 490 Internship 2</li> <li>• Bda 490 Internship 2</li> <li>• Bus 490 Internship 2</li> <li>• Spmt 490 Internship 2</li> <li>• Fin 490 Internship 2</li> <li>• Inb 445 Seminar in International Business 2</li> <li>• Mgt 490 Internship 2</li> <li>• Mkt 490 Internship 2</li> </ul>	
Total Core		33

**ACCOUNTING EMPHASIS**  
 School of Business  
 Concordia University Irvine  
 2015-2016



REQUIRED PREREQUISITE (solid arrow)
 RECOMMENDED PREREQUISITE (dotted arrow)
 CORE BUSINESS (red box)
 CORE (yellow box)
 EMPHASIS (blue box)
 ELECTIVE (green box)
 CORE/ELECTIVE (purple box)
 MATH REQUIREMENT (grey box)

## Appendix B-1

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

#### Required 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:

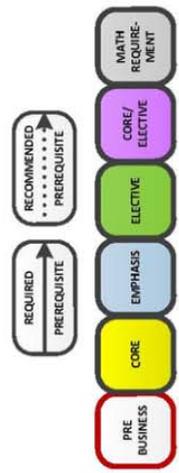
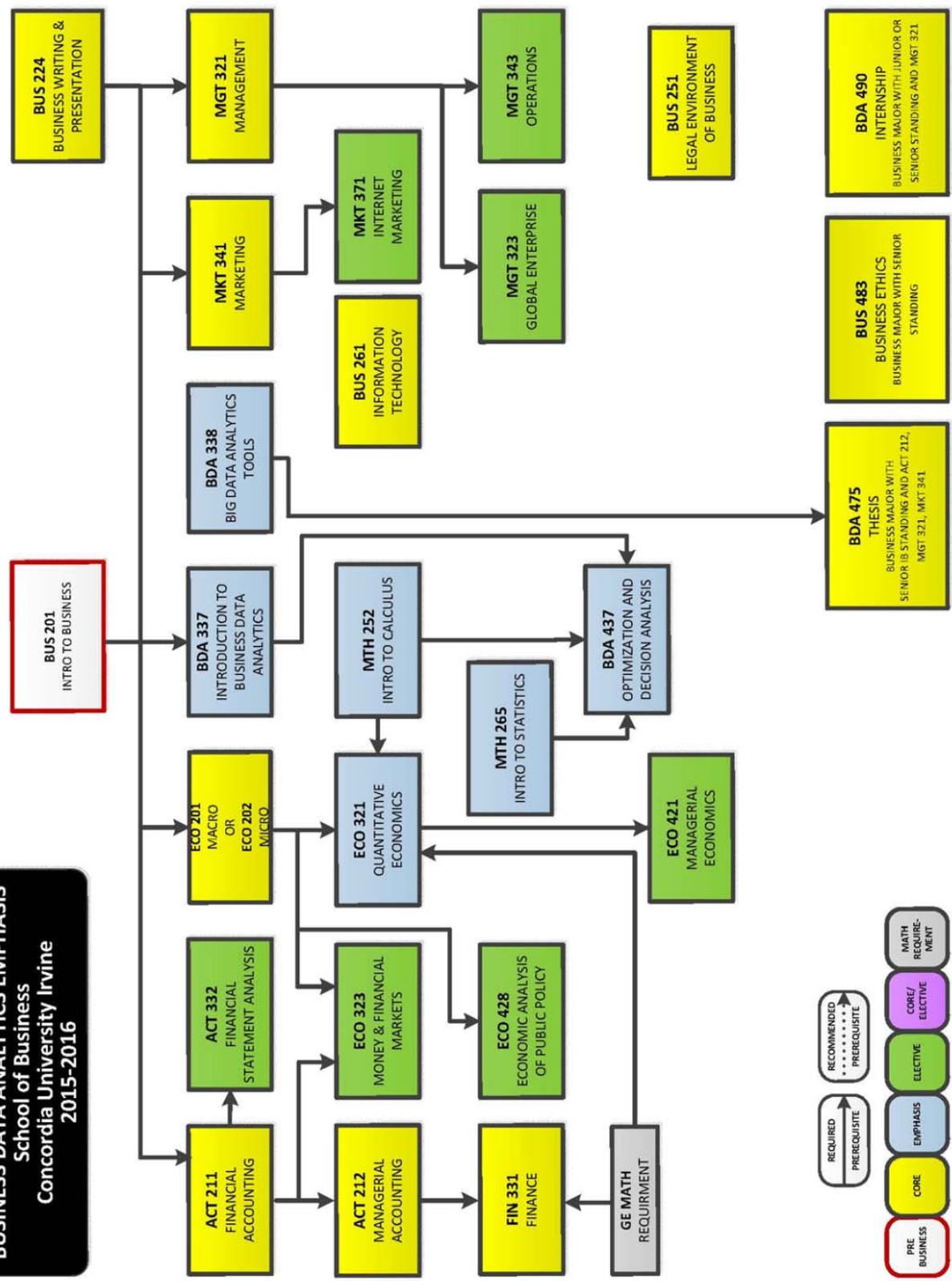
Choose **one** of the following courses:

Act 417*	Federal and California State Income Taxes	3
or Act 418*	Corporate Tax Accounting	
	<i>(*choose the one not taken as a business core class)</i>	
Act 332	Financial Statement Analysis	3
Act 350	Governmental Accounting	3
Act 443	International Accounting	3
Fin 211	Personal Finance	3
Fin 333	Investments	3
Total Elective(s)		3
Total Emphasis		21

### Accounting Emphasis Summary

Business Administration Major - Accounting Emphasis:		
Business Core (Appendix A):	33	
Accounting Emphasis Required Courses:	18	
Accounting Emphasis Elective Courses:	3	
Total		54

**BUSINESS DATA ANALYTICS EMPHASIS**  
 School of Business  
 Concordia University Irvine  
 2015-2016



## Appendix B-2

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

#### Required Courses:

BDA 337	Business Data Analytics	3
BDA 338	Big Data Analytics Tools	3
BDA 437	Optimization and Decision Analysis	3
ECO 321	Econometrics	3
MTH 265	Intro to Statistics	3
Total		15

#### Elective Courses:

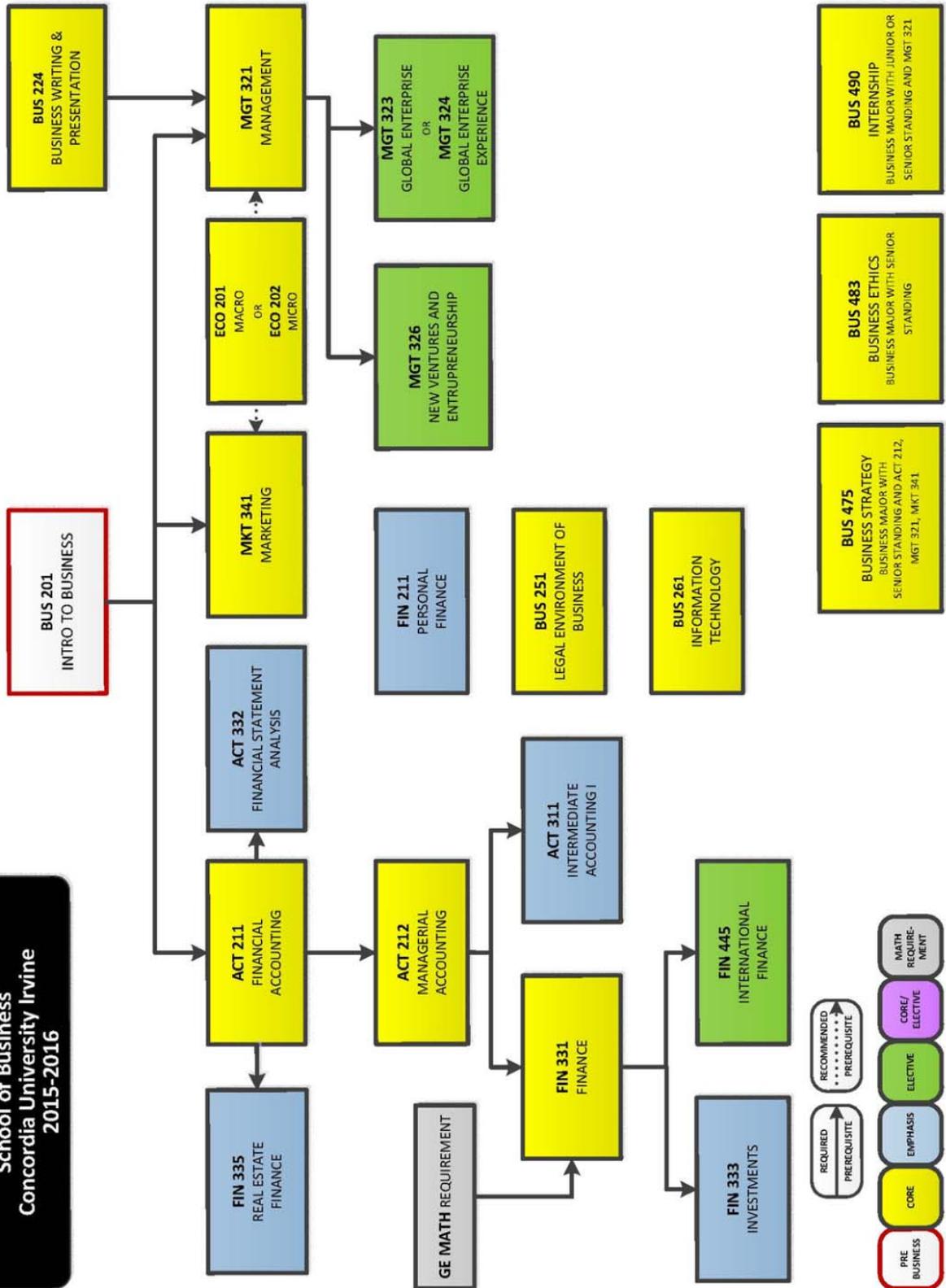
Choose **two** of the following courses:

ACT 332	Financial Statement Analysis	3
ECO 323	Money & Financial Marketing	3
ECO 421	Managerial Economics	3
ECO 428	Economic Analysis of Public Policy	3
MGT 323	Global Enterprise	3
MGT 343	Operations	3
MKT 371	Internet Marketing	3
Total Elective(s)		6
Total Emphasis		21

### Business Data Analytics Emphasis Summary

Business Administration Major – Business Data Analytics Emphasis:		
Business Core (Appendix A): Select BDA 475	33	
Business Data Analytics Emphasis Required Courses:	15	
Business Data Analytics Emphasis Elective Courses:	6	
Total		54

**FINANCE EMPHASIS**  
 School of Business  
 Concordia University Irvine  
 2015-2016



## Appendix B-3

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

#### Required Courses:

Act 311	Intermediate Accounting I	3
Act 332	Financial Statement Analysis	3
or Fin 332	Financial Statement Analysis	
Fin 211	Personal Finance	3
Fin 333	Investments	3
Fin 335	Real Estate Finance	3
	Total	15

#### Elective Courses:

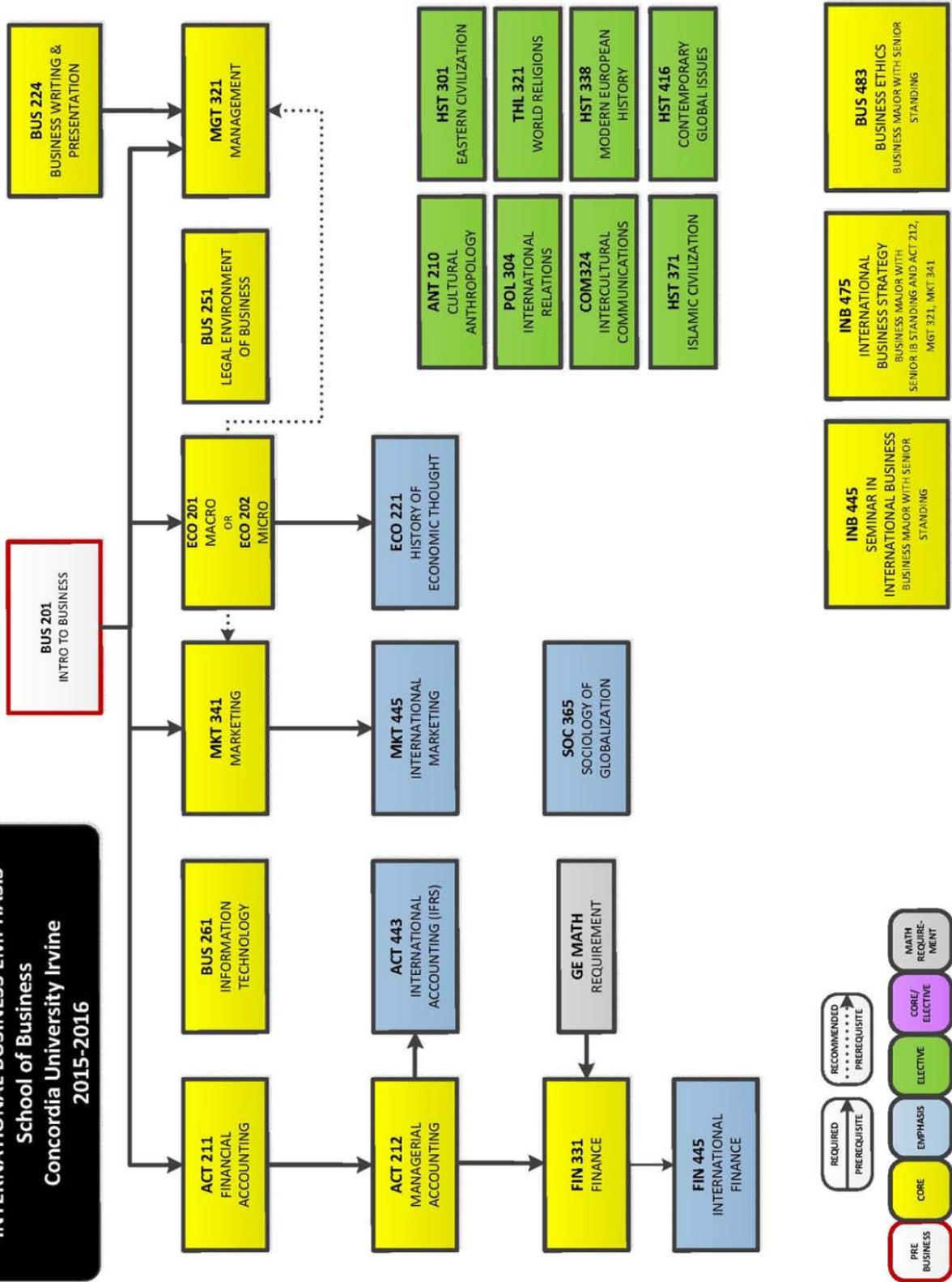
Choose **two** of the following courses:

Fin 445	International Finance	3
Mgt 323	Global Enterprise	3
Mgt 326	New Ventures and Entrepreneurship	3
or Mgt 324	Global Enterprise Experience	
	Total Elective(s)	6
	Total Emphasis	21

### Finance Emphasis Summary

Business Administration Major - Finance Emphasis:	
Business Core (Appendix A):	33
Finance Emphasis Required Courses:	15
Finance Emphasis Elective Courses:	6
	Total 54

**INTERNATIONAL BUSINESS EMPHASIS**  
 School of Business  
 Concordia University Irvine  
 2015-2016



## Appendix B-4

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

#### Required 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
<b>Total</b>		15

#### Elective Courses:

Choose **one** of the following courses:

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

Choose **one** of the following courses:

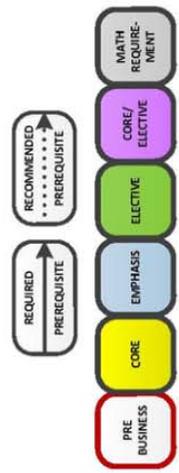
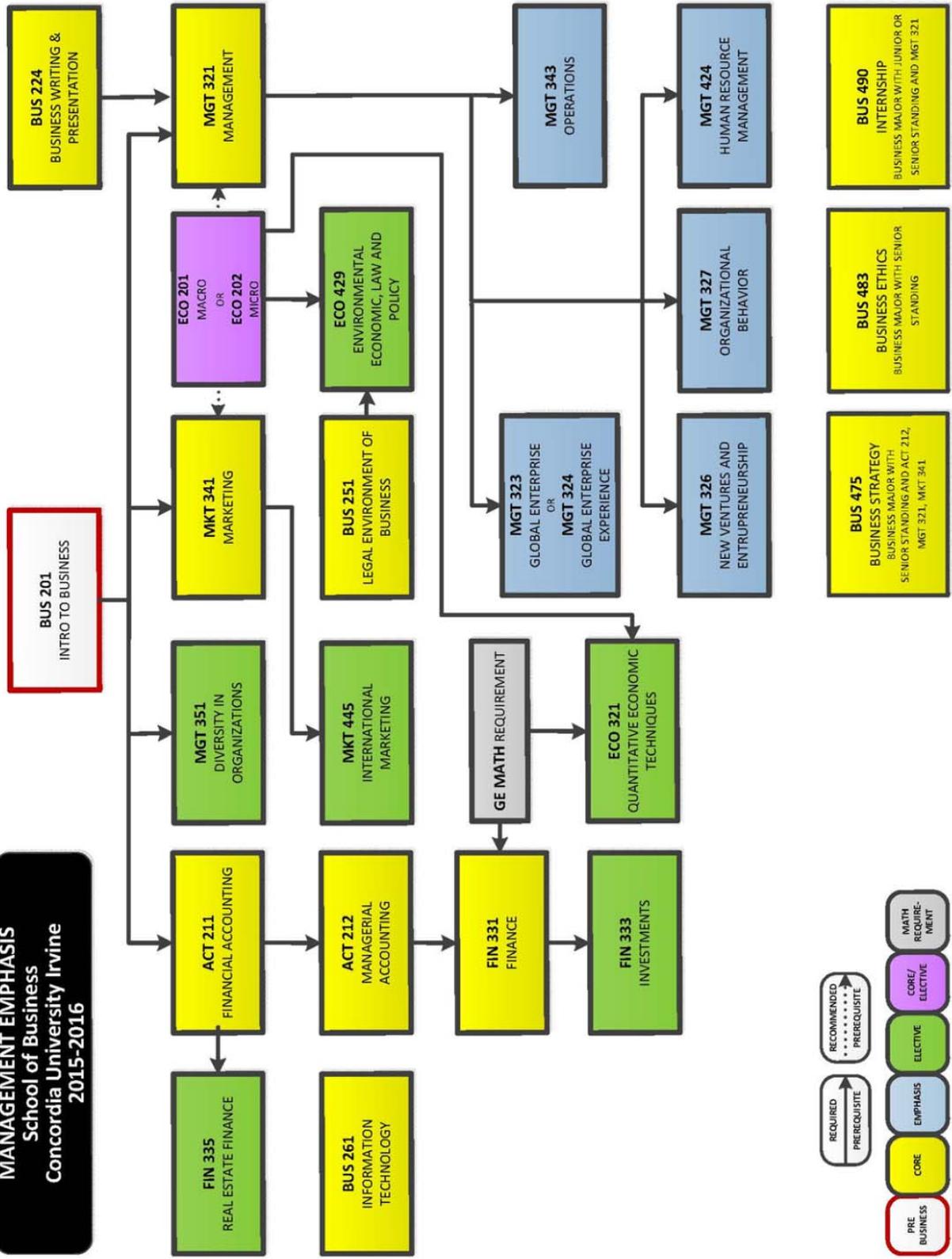
Ant 210	Cultural Anthropology	3
Com 324	Intercultural Communications	3
Hst 416	Contemporary Global Issues	3
Pol 304	International Relations	3
Thl 321	World Religions	3
<b>Total Elective(s)</b>		6
<b>Total Emphasis</b>		21

Note: The International Business emphasis requires a minimum of six units and a maximum of twelve units within the emphasis to be taken internationally. Prior approval of the overseas institution and the student's courses are required.

### International Business Emphasis Summary

Business Administration Major - International Business Emphasis:	
Business Core (Appendix A): Select Inb 475 and Inb 445	33
International Business Emphasis Required Courses:	15
International Business Emphasis Elective Courses:	6
<b>Total</b>	54

**MANAGEMENT EMPHASIS**  
 School of Business  
 Concordia University Irvine  
 2015-2016



## Appendix B-5

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

#### Required Courses:

Mgt 323	Global Enterprise	3
or Mgt 324	Global Enterprise Experience	
Mgt 326	New Ventures and Entrepreneurship	3
Mgt 327	Organizational Behavior	3
Mgt 343	Operations	3
Mgt 424	Human Resource Management	3
	Total	15

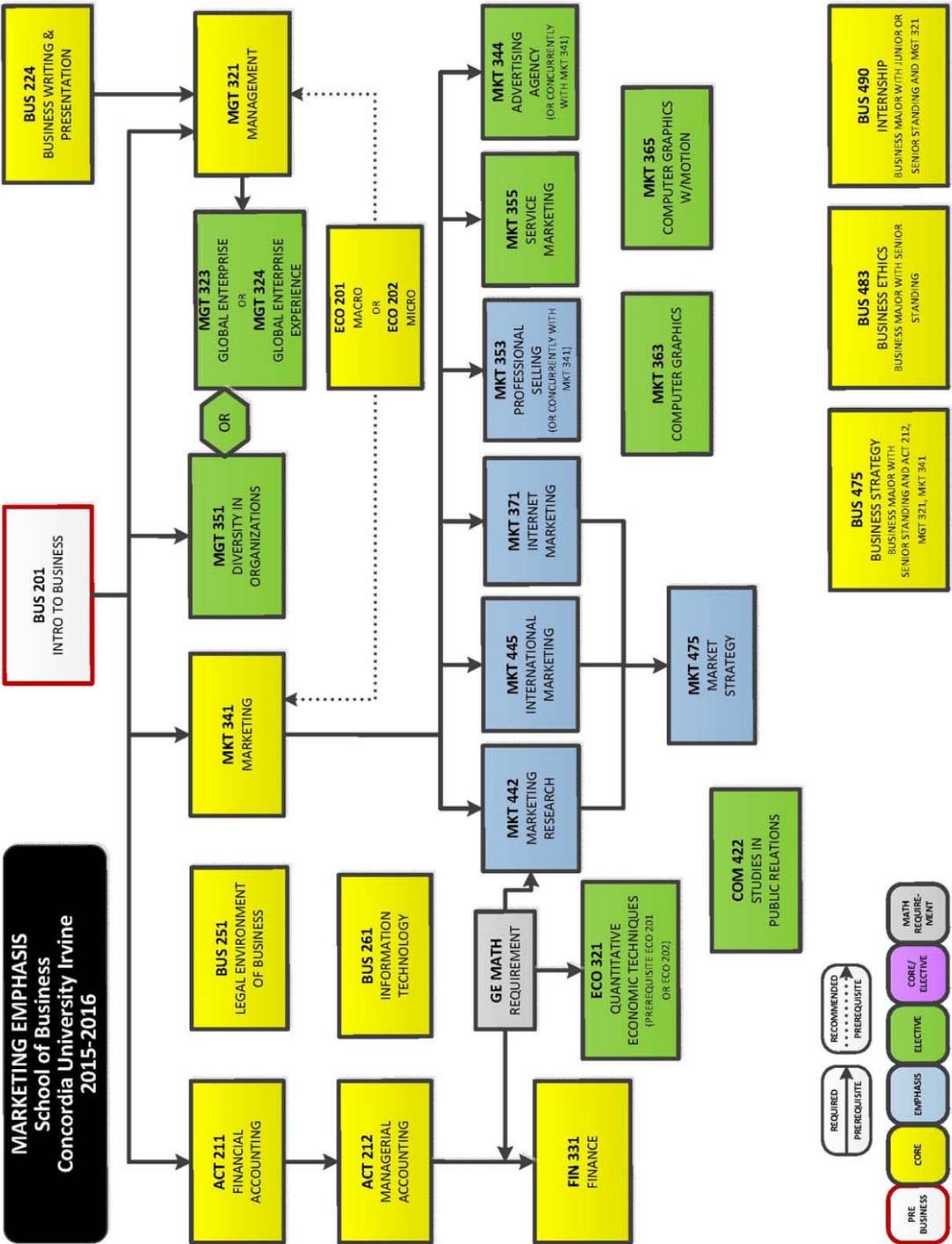
#### Elective Courses:

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	Environmental Economics, Law & Policy	3
Fin 333	Investments	3
Fin 335	Real Estate Finance	3
Mgt 351	Diversity in Organizations	3
Mkt 445	International Marketing	3
	Total Elective(s)	6
	Total Emphasis	21

### Management Emphasis Summary

Business Administration Major - Management Emphasis:	
Business Core (Appendix A):	33
Management Emphasis Required:	15
Management Emphasis Elective:	6
	Total 54



## Appendix B-6

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

#### Required Courses:

Mkt 353	Professional Selling	3
Mkt 371	Internet Marketing	3
Mkt 442	Marketing Research	3
Mkt 445	International Marketing	3
Mkt 475	Market Strategy	3
	<b>Total</b>	15

#### Elective Courses:

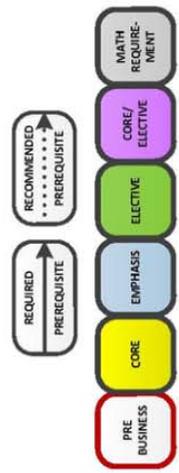
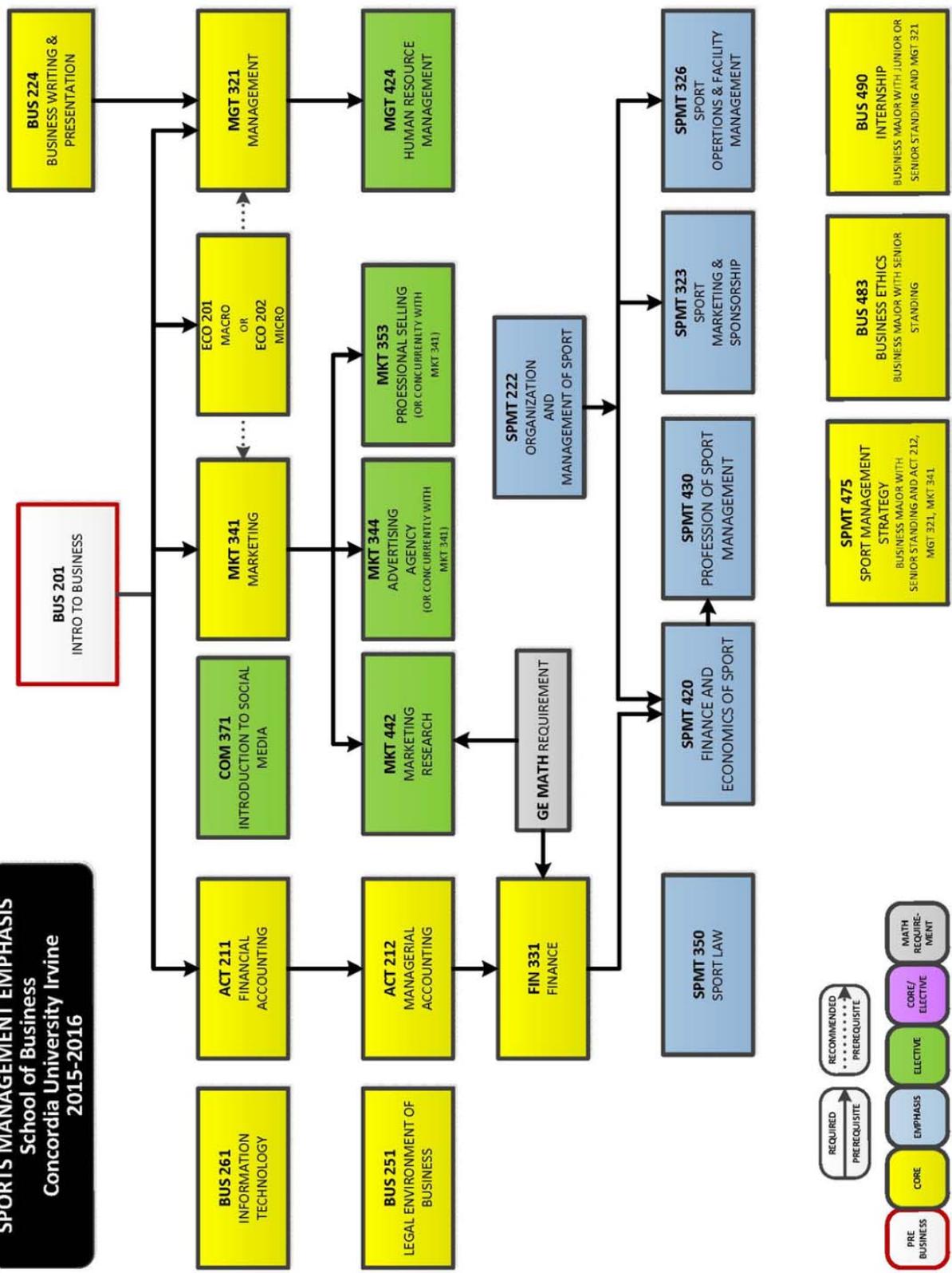
Choose **two** of the following courses:

Com 422	Studies in Public Relations	3
Eco 321	Econometrics	3
Mgt 323	Global Enterprise	3
Mkt 344	The Advertising Agency	3
Mkt 355	Service Marketing	3
Mkt 363	Computer Graphics	3
Mkt 365	Computer Graphics w/Motion	3
or Mgt 324	Global Enterprise Experience	
or Mgt 351	Diversity in Organizations	
	<b>Total Elective(s)</b>	6
	<b>Total Emphasis</b>	21

### Marketing Emphasis Summary

Business Administration Major - Marketing Emphasis:	
Business Core (Appendix A):	33
Marketing Emphasis Required:	15
Marketing Emphasis Elective:	6
	<b>Total</b> 54

**SPORTS MANAGEMENT EMPHASIS**  
 School of Business  
 Concordia University Irvine  
 2015-2016



## Appendix B-7

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

#### Required Courses:

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

#### Elective Courses:

Choose **one** of the following courses:

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

### Sports Management Emphasis Summary

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



## Appendix C

### Bachelor of Arts in Economics (49 units)

#### Core Courses: (37 Units)

Act 211	Financial Accounting	3
Act 212	Managerial Accounting	3
Bus 201	Introduction to Business	3
Bus 224	Business Writing & Presentation	1
Bus 251	Legal Environment of Business	3
Bus 483	Business Ethics	3
Eco 201	Macroeconomics	3
Eco 202	Microeconomics	3
Eco 221	History of Thought	3
Eco 321	Econometrics	3
Eco 485	Major Thesis	3
Fin 331	Finance	3
Mth 252	Introduction to Calculus	3
Total Core		37

#### Elective Courses:

Choose **four** of the following courses:

Eco 323	Money and Financial Markets	3
Eco 340	Economics of Sin	3
Eco 421	Managerial Economics	3
Eco 428	Economics Analysis of Public Policy	3
Eco 429	Environmental Economic Law & Policy	3
Fin 445	International Finance	3
Mgt 323	Global Enterprise	3
or Mgt 324	Global Enterprise Experience	
Total Elective(s)		12
Total Major		49

## Appendix D-1

### Accounting Minor: (18 Units)

#### Required Courses:

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

#### Elective Courses:

Choose **one** of the following courses:

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

Choose **one** of the following courses:

Bus 201	Introduction to Management/Marketing/IT	3	
Bus 251	Legal Environment of Business	3	
Com 344	Theory and Practice of Interviewing	3	
Fin 331	Finance	3	
Mgt 321	Management	3	
Mgt 323	Global Enterprise	3	
Mgt 326	New Ventures and Entrepreneurship	3	
Mgt 424	Human Resource Management	3	
Mkt 341	Marketing	3	
Mkt 442	Marketing Research	3	
or Mgt 324	Global Enterprise Experience	3	
	Total Elective(s)	6	
	Total Minor	18	

## Appendix D-2

### Economics Minor: (18 Units)

#### 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 421	Managerial Economics	3	
Eco 428	Economic Analysis and Public Policy	3	
Eco 429	Environmental Economic Law/Policy	3	
	Total Elective(s)	9	
	Total Minor	18	

## Appendix D-3

### Business Minor: (18 Units)

#### Required Courses:

Act 211	Financial Accounting	3	
Bus 201	Introduction to Management/Marketing/IT	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	3	
Mgt 326	New Ventures and Entrepreneurship	3	
Mkt 341	Marketing	3	
or Mgt 324	Global Enterprise		
	Total Elective(s)	6	
	Total Minor	18	

## Appendix D-4

### Marketing Minor: (18 Units)

#### Required Courses:

Mkt 341	Marketing	3	
Mkt 344	The Advertising Agency	3	
Mkt 353	Professional Selling	3	
Mkt 442	Market Research	3	
	Total	12	

#### Elective Courses:

Choose **two** of the following courses:

Act 211	Financial Accounting	3	
Bus 201	Introduction to Business	3	
Bus 251	Legal Environment of Business	3	
Mkt 355	Service Marketing	3	
Mkt 363	Computer Graphics	3	
Mkt 365	Computer Graphics w/Motion	3	
Mkt 371	Internet Marketing	3	
Mkt 445	International Marketing	3	
	Total Elective(s)	6	
	Total Minor	18	

## Appendix D-5

### Sport Management Minor: (18 Units)

#### Required Courses:

SPMT 222	Organization and Management of Sport	3	
SPMT 323	Sport Marketing & Sponsorship	3	
SPMT 326	Sport Operations & Facility Management	3	
SPMT 420	Finance and Economics of Sport	3	
	Total	12	

#### Elective Courses:

Choose **two** of the following courses:

BUS 321	Management	3	
SPMT 350	Legal Aspects of Sport	3	
SPMT 430	The Profession of Sport Management	3	
SPMT 490	Sport Management Internship	3	
	Total Elective(s)	6	
	Total Minor	18	

## Appendix E



Founded in 1949, ESLSCA is a private, independent institution of higher education. Fully accredited by the French Ministry of Education, the ESLSCA is a Grande Ecole de Commerce (exclusive graduate business schools that admit students through extensive entry exams).

Programs offered in Business Communications, in International Marketing and in International Business are rigorous and innovative, instructed entirely in English, and equip students to move forward in successful careers.

With close to 60 years of excellence in business education and located in the heart of Paris (the Eiffel Tower district), ESLSCA programs integrate the best of management education and practice in France, Europe, the U.S. and elsewhere in the world.

For further information, please go to [www.dirige.eslsca.fr/index.html](http://www.dirige.eslsca.fr/index.html).

### **Prerequisites**

Single Degree Program Students must have a cumulative GPA of at least 3.00 and must have attained sophomore, junior or senior status at CUI. Seniors must have the Registrar's permission to participate in the exchange program and must apply to graduate before they leave for France.

Students participating in the Dual Degree Program must have a cumulative GPA of 3.30, have junior status, successful completion of BUS 224, ACT 211, and ACT 212, complete a minimum of three additional Business courses, received recommendations from both the Business faculty and Student Services, and must meet the admission requirements from the other school.

### **Program in France**

Students take 18 credits per semester. Courses chosen must fulfill program, major, minor, or elective requirements and should be aware that participating in an exchange program could delay the completion of their course of study at CUI.

A student can only use two semesters of exchange units to earn credits for graduation. ESLSCA semesters run from October to June and from February to June. Attend at no extra charge, a summer session from approximately Sept. 10 to Oct. 10. Students can take a required fall semester course during the summer session to spread out their course load. Approval for exchange programs for the final semester of a student's senior year is uncommon.

### **Cost, Travel and Living in Paris**

The Concordia student pays the normal tuition at Concordia, which will cover their tuition in Paris. Students can take as many courses as they wish, but should follow the guidelines set up by ESLSCA for the required courses. Travel and living costs are the responsibility of the students. ESLSCA will assist students in securing apartments as there are no traditional dorms at the school, and students normally have their own apartment.

## Appendix F-1 Internship Documents

CONCORDIA UNIVERSITY – School of Business  
Guidelines for Student Internship Program  
Bus 490 – Business Internship

**IMPORTANT:** Please follow the directions in this packet carefully. The School of Business Internship Director must approve credit for an internship prior to your internship experience. The following forms MUST be complete and on file before you begin work:

- Application for Internship:** At registration, submit to the Registrar, the completed application for internship. Please be clear as to which term and how many units you are applying for to receive credit. In addition, it is important that you meet with Academic Advising to determine your course load and avoid costly overloads.
- Guidelines for Student Internship Program:** Prior to beginning your internship, you must complete the CUI Employer Request (Attachment A) and your Employment Learning Objectives (Attachment B is a sample). Please turn in the completed forms to the Internship Director. Please print legibly and make sure that you include contact information for both yourself and your employer.

After submitting the completed forms to the Registrar and obtaining the approval of the Internship Director, you may begin your internship experience. ANY work done prior to completing all of the above will not count toward your internship hours.

- Internship is not a pass/fail graded course. You will receive a letter grade such as any other business course.

### The Internship Process:

- Every two weeks, you will email the Internship Director a work journal. Please complete a Word document that indicates the date range, your specific job duties and new experiences. You may also include how you like or dislike your various responsibilities. Professional business standard in writing your journals are imperative.
- Keep track of your hours. You will need to turn in a copy of your paycheck stubs or a list of your hours. If you utilize the latter, your supervisor must sign the form. Please total your hours. You will receive one credit for every 45 hours worked to a maximum of the number of credit hours applied for during registration. All business students are required to complete 90 hours (2 units). You have a maximum of one year to complete your internship from the date of registration.
- Upon completion of Internship, an Intern's Evaluation (Attachment C) must be completed and signed by the employer and delivered to the Internship Director before a grade is posted.

- The last step is to complete a two-page professional report on your internship experience. Double-space your paper, use 12-point Times New Roman and use spell check. Your report should discuss the following:
  - What activities did you perform and what did you learn from them?
  - What information that you learned at CUI was most useful to you?
  - What would have been important to learn at CUI that would have been useful to you during this internship?
  
- Once all of the above is completed, make a copy of your journals and package them with your signed hours, sealed Evaluation Sheet and two-page report. Deliver these documents to the Internship Director at least two weeks prior to the end of the semester. Remember: You have a maximum of one year to complete your internship.

### Frequently Asked Questions:

1. **Is an internship a requirement?** Yes, business students are required to take a minimum of two units to graduate, with maximum limit of six units. You can apply credit hours to different terms. It is possible to register for an internship in the fall or spring semesters and complete the internship during the summer. However, you must register for the internship and have it approved **BEFORE** you begin. Credit for an internship must occur within one year of the actual work dates. Students will receive no credit for work completed prior to enrolling at Concordia University and cannot register for a completed term.

If your are completing an internship which covers more than one term, you must:

- a. Complete and submit a package for EACH semester.
  - b. If any two semesters each have three or more units, you must have a different job title from other semesters; therefore, you will have different supervisor evaluations and final papers even if it is for the same company.
2. **Who is responsible for finding an internship?** It is the student's responsibility to find an appropriate internship. The School of Business Internship Director is actively recruiting businesses to act as internship partners and can sometimes help find an internship match for you. Some positions are non-paying although most tend to have some remuneration.
  3. **May I obtain credit for participating in ENACTUS?** ENACTUS offers opportunities that can expand a student's business growth. A student may obtain one unit of credit for 45 hours contributed to ENACTUS.
  4. **May I work in a family-owned business?** Yes, students may fulfill their internship requirement by working for a company owned by a family member. However, it is preferred the student's supervisor is not a family member.

**Appendix F-2**  
**Internship Attachment A**  
CONCORDIA UNIVERSITY IRVINE EMPLOYER REQUEST  
School of Business Internship  
(All information is required)

Student Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

College Year \_\_\_\_\_ Major \_\_\_\_\_

E-mail Address \_\_\_\_\_

INTERNSHIP (Year 20\_\_) Semester \_\_\_\_ Fall \_\_\_\_ Spring

Note: Complete an application for each semester even if you have the same employer.

How many units have you earned so far in the Internship Program? \_\_\_\_\_

How many units are you registering for this semester in the Program? \_\_\_\_\_

Note: A minimum of two units is required under the newest catalog.  
A maximum of six units is available in total.

EXPERIENCE

Briefly describe the internship experience you desire as to the activity, location or program:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Student Signature \_\_\_\_\_

AGENCY: (Employer)

Name of Company \_\_\_\_\_

Address \_\_\_\_\_  
(Street) (City) (State) (Zip)

Supervisor \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Program Director Signature \_\_\_\_\_

**Appendix F-3  
Internship Attachment B**

This page is an example of the objectives

**Learning Objectives for the Internship Program**

**Retail Sales**

**Dan Klatt**

**OSHMAN'S SPORTING GOODS**

**General Objective:**

Learn retail sales – particularly in the area of sporting goods

**Specific Objectives:**

Develop product knowledge by:

- interacting with other sales staff and customers
- attending in-store clinics sponsored by product reps
- testing sports equipment at clinics sponsored by manufacturers
- reading, researching and studying company product material
- watching and learning from videos
- attending company sponsored presentations

Develop company knowledge and acceptable performance levels by:

- meeting the 90 day probation period
- interacting with other sales staff
- personal interaction with the manager

Develop customer relations by:

- developing effective communication techniques for relating product information to customers
- developing an ability to successfully interact with a customer to determine their ability/skills/requirements relating to a particular sporting activity

Advance within the firm by:

- accepting increasing job responsibilities
- working to excel as a 'retail-type' person

Learn office operations by:

- successfully handling price change notifications
- maintaining acceptable inventory levels
- participating in the inventory process
- mastering all phases of a sales transaction

## Appendix F-4

### Internship Attachment C

CONCORDIA UNIVERSITY IRVINE

School of Business and Professional Studies – Intern Evaluation

Name of Student: \_\_\_\_\_

Company Name & Address: \_\_\_\_\_

Time Period Covered		Please rate the Student for the categories below					
From _____	To _____	Exceptional (5)	Above Average (4)	Average (3)	Below Average (2)	Failing (1)	N/A (0)
Attendance		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpersonal Relations		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest in Job		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest in Company/Position		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to Follow Instructions		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiative		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Observance of rules/reg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growth on the Job		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Congratulations Graduate!

### What's next?

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

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

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

There are many benefits to Concordia's MBA program

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

So what are you waiting for?

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

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

## Quick References and Additional Information

<b>School and Application Information</b>
<b>Concordia University Irvine Website</b> <a href="http://www.cui.edu/">http://www.cui.edu/</a>
<b>Undergraduate Application to CUI</b> <a href="http://www.cui.edu/admissions/undergraduate/apply">http://www.cui.edu/admissions/undergraduate/apply</a> .
<b>2015-2016 General Catalog</b> <a href="http://catalog.cui.edu/contentm/blueprints/blueprintdisplay.php?bp_listing_id=162&amp;blueprint_id=1&amp;sid=16">http://catalog.cui.edu/contentm/blueprints/blueprintdisplay.php?bp_listing_id=162&amp;blueprint_id=1&amp;sid=16</a>
<b>School of Business Website</b> <a href="http://www.cui.edu/academicprograms/business">http://www.cui.edu/academicprograms/business</a>

<b>Business Programs</b>
<b>Bachelors of Arts in Business Administration</b> <a href="http://www.cui.edu/academicprograms/undergraduate/majors/business">http://www.cui.edu/academicprograms/undergraduate/majors/business</a>
<b>B.A. in Business Administration Emphasis in Accounting</b> <a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Accounting">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Accounting</a>
<b>B.A. in Business Administration Emphasis in Business Data Analytics</b> <a href="http://www.cui.edu/academicprograms/undergraduate/majors/business/business-data-analytics">http://www.cui.edu/academicprograms/undergraduate/majors/business/business-data-analytics</a>
<b>B.A. in Business Administration Emphasis in Finance</b> <a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Finance">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Finance</a>
<b>B.A. in Business Administration Emphasis in International Business</b> <a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/International-Business">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/International-Business</a>
<b>B.A. in Business Administration Emphasis in Management</b> <a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Management">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Management</a>
<b>B.A. in Business Administration Emphasis in Marketing</b> <a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Marketing">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Marketing</a>
<b>B.A. in Business Administration Emphasis in Sports Management</b> <a href="http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Sports-Management">http://www.cui.edu/AcademicPrograms/Undergraduate/Majors/Business/Sports-Management</a>

<b>Economics Program</b>
<b>Bachelors of Arts in Economics</b> <a href="http://www.cui.edu/academicprograms/undergraduate/majors/economics">http://www.cui.edu/academicprograms/undergraduate/majors/economics</a>

<b>Career Options</b>
<b>Accounting</b> <a href="http://whatcanidowiththismajor.com/major/accounting/">http://whatcanidowiththismajor.com/major/accounting/</a>
<b>Business</b> <a href="http://whatcanidowiththismajor.com/major/business-studies/">http://whatcanidowiththismajor.com/major/business-studies/</a>
<b>Business Data Analytics</b> <a href="http://whatcanidowiththismajor.com/major/business-analytics/">http://whatcanidowiththismajor.com/major/business-analytics/</a>
<b>Finance</b> <a href="http://whatcanidowiththismajor.com/major/finance/">http://whatcanidowiththismajor.com/major/finance/</a>
<b>International Business</b> <a href="http://whatcanidowiththismajor.com/major/global-international-studies/">http://whatcanidowiththismajor.com/major/global-international-studies/</a>
<b>Management</b> <a href="http://whatcanidowiththismajor.com/major/management/">http://whatcanidowiththismajor.com/major/management/</a>
<b>Sports Management</b> <a href="http://whatcanidowiththismajor.com/major/sports-management/">http://whatcanidowiththismajor.com/major/sports-management/</a>
<b>Marketing</b> <a href="http://whatcanidowiththismajor.com/major/marketing/">http://whatcanidowiththismajor.com/major/marketing/</a>
<b>Economics</b> <a href="http://whatcanidowiththismajor.com/major/economics/">http://whatcanidowiththismajor.com/major/economics/</a>

<b>Miscellaneous</b>	
<b>ESCLA</b> <a href="http://www.escla.org.uk/">http://www.escla.org.uk/</a>	
<b>Enactus</b> <a href="http://enactus.org/">http://enactus.org/</a>	<b>Sigma Beta Delta</b> <a href="http://sigmabetadelta.org">http://sigmabetadelta.org</a>
<b>LCMS</b> <a href="http://www.lcms.org">http://www.lcms.org</a>	<b>WASC</b> <a href="http://www.acswasc.org/">http://www.acswasc.org/</a>
<b>IACBE</b> <a href="http://iacbe.org/">http://iacbe.org/</a>	<b>Delta Sigma Pi</b> <a href="http://www.dspnet.org/site/index.php">http://www.dspnet.org/site/index.php</a>

<b>Contact Numbers</b>
Undergraduate Admissions: 949-214-3010 Transfer Admissions: 949-214-3021 School of Business: 949-214-3488