

SCHOOL OF BUSINESS AND ECONOMICS

Dean: Prof. George W. Wright

Mission Statement

Delivering leaders of character shaped by Christian faculty for the global economy.

Purpose Statement

The **School of Business and Economics** seeks opportunities to extend the Christian educational mission of the university by providing learning opportunities to traditional undergraduate and graduate students.

Traditional undergraduate students may enroll in the Business Administration or Economic programs. Graduate students may enroll in the Master of Business Administration (MBA).

Bachelor of Arts Degree

- Business Administration
- Economics
- Sports Business

Undergraduate Minors

- Accounting
- Business
- Business Data Analytics
- Economics
- Marketing
- Sports Business

Graduate Degrees

- Master of Business Administration (MBA)
Director: Dr. Drew Wolf
- Master of Business Administration in Sports Business (MBAS)
Director: Prof. Mark Francis

Business Administration Program Learning Outcomes

Emphasis: Accounting

Students taking the Business major will be able to:

1. Explain the technical and functional aspects of financial and tax accounting.
2. Explain the major concepts, theories, and practices of managerial accounting.
3. Critique the impact of differences in global accounting treatments.
4. Evaluate the legal, social, and economic environment of accounting.
5. Describe and explain the ethical obligations and professional responsibilities of accountants.
6. Construct and present effective oral and written forms of professional communication.
7. Collect and apply accounting data in an integrated manner for decision making.

Business Administration Program Learning Outcomes

Emphases: Business Data Analytics, Business Economics, Finance, Healthcare Management, International Business, Management, Marketing

Students taking the Business major will be able to:

1. Explain the major concepts in the functional areas of accounting, marketing, finance, and management.
2. Evaluate the legal, social, and economic environments of business.
3. Describe the global environment of business.
4. Describe and explain the ethical obligations and responsibilities of business.
5. Apply decision-support tools to business decision making.
6. Construct and present effective oral and written forms of professional communication.
7. Apply knowledge of business concepts and functions in an integrated manner.

Economics Program Learning Outcomes

Students taking the Economics major will be able to:

1. Explain the major theoretical concepts of economics.
2. Evaluate the relationship between legal, social, and economic environments.
3. Describe the global economic environment.
4. Describe and explain the ethical obligations and responsibilities of economics.
5. Apply modeling and decision-supporting tools to economic decision making.
6. Construct and present effective oral and written forms of professional communication.
7. Apply knowledge of economic concepts and functions in an integrated manner.

Sports Business Program Learning Outcomes

Students taking the Sports Business major will be able to:

1. Explain the major concepts in the functional areas of accounting, marketing, finance, and management.
2. Evaluate the legal, social, and economic environments of sports business.
3. Describe the global environment of business.
4. Describe and explain the ethical obligations and responsibilities of sports business.
5. Apply decision-support tools to business decision making.
6. Construct and present effective oral and written forms of professional communication.
7. Apply knowledge of sports business concepts and functions in an integrated manner.

Pre-Business Program

The **Pre-Business Program** is an undergraduate program designed for students considering a bachelor of art's 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 offering exposure to students considering the business program.

The courses in the pre-business program are all core business courses. Students will take these courses 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 2.5, the student may apply to be classified as a business major. The application process is described in the School of Business and Economics' [undergraduate handbook](#).

Transfer students may participate in the pre-business program and petition for classes taken at other accredited institutions to be considered for substitution within the guidelines of Concordia University Irvine.

Core			
ACT 211	Financial Accounting		3
BUS 201	Introduction to Management, Marketing and Information Technology		3
BUS 224	Business Writing and Presentations		1
BUS 261	Business Analysis Tools and Business Statistics		3
ECO 201 or ECO 202	Macroeconomics Microeconomics		3
Choose 1 of the following courses:			3
ACT 212	Managerial Accounting		3
BUS 251	Legal Environment of Business		3
FIN 211	Personal Finance		3
FIN 331	Finance		3
MGT 321	Management		3
MKT 341	Marketing		3
Total Units			16

The **undergraduate business program** operates within the university's mission statement of preparing students to succeed in the business world studying under the direction of faculty experienced in both the educational and vocational aspects of the discipline. Each student is considered for their unique gifts and how these gifts may be encouraged, developed, and strengthened including the opportunity to participate in business activities and organizations.

A minimum grade of C- is required in all courses applied to any School of Business and Economics undergraduate major or minor. A student earning a grade less than C- in a required business course (e.g., business/economics core, emphasis, or elective) will be required to repeat the course.

Bachelor of Arts Degrees

[Business Administration \(p. 2\)](#)

Emphases:

- Accounting
- Business Data Analytics
- Business Economics
- Finance
- Healthcare Management

- International Business
- Management
- Marketing

[Economics \(p. 5\)](#)

[Sports Business \(p. 5\)](#)

Business Administration: Bachelor of Arts Degree

Core			
ACT 211	Financial Accounting		3
ACT 212	Managerial Accounting		3
BUS 224	Business Writing and Presentations		1
BUS 251	Legal Environment of Business		3
BUS 261	Business Analysis Tools and Business Statistics		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			
Choose 1 of the following courses based on emphasis selected:			3
BDA 475	Business Data Analytics Thesis		3
BUS 475	Business Strategy		3
ECO 485	Economic Major Thesis		3
HCM 475	Senior Seminar in Healthcare		3
INB 475	International Business Strategy		3
MKT 475	Marketing Strategy		3
Internship Options *			
Choose 1 of the following courses based on emphasis selected:			2
ACT 490A	Professional Development and Internship Emphasis		2
BDA 490A	Professional Development and Internship Emphasis		2
BUS 490A	Professional Development and Internship Emphasis		2
ECO 490A	Professional Development and Internship Emphasis		2
FIN 490A	Professional Development and Internship Emphasis		2
HCM 490A	Internship: Healthcare Administration Emphasis		2
INB 445	Seminar: International Business		2
MGT 490A	Professional Development and Internship Emphasis		2
MKT 490A	Professional Development and Internship Emphasis		2

Emphasis

Choose 1 of the following emphases	21
Total Units	54

* The business program requires the completion of 2 units of internship. Students may take an additional 1 unit of internship; however, this additional internship unit will be considered a general elective.

Emphases

Accounting

The **Accounting** emphasis is designed to prepare students to observe, measure, and report on the economic and financial aspects of corporations, partnerships, governments or individuals in an accurate, informed, and ethical manner. Courses are designed to prepare graduates with the skill set necessary to achieve these functions and be able to participate in the establishment of strategies and the subsequent measurement of activities and results used by various levels of leadership to manage the vitality and economic status of their organization. Separate tracks are available for students targeting private accounting roles as well as those pursuing pre-licensure status in public accounting.

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 Personal Taxes *	3
or ACT 418	Corporate Tax Accounting	
ACT 419	Auditing	3
Choose 1 of the following courses:		3
ACT 332	Financial Statement Analysis	3
ACT 350	GASB Accounting, Reporting and Compliance	3
ACT 417	Federal and California State Personal Taxes *	3
or ACT 418	Corporate Tax Accounting	
ACT 443	International Accounting (IFRS)	3
Total Units		21

* ACT 417 or ACT 418 may be taken if not taken in the business core.

Business Data Analytics

The **Business Data Analytics** emphasis 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 by focusing 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 enable 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.

BDA 337	Introduction to Business Data Analytics	3
BDA 338	Data Wrangling and Decision Making	3
BDA 436	Data Visualization	3
BDA 437	Fundamentals of Machine Learning	3

ECO 321	Econometrics	3
Choose 2 of the following courses:		6
ACT 315	Accounting Information Systems	3
COM 422	Studies in Public Relations	3
ECO 428	Intermediate Macroeconomics and Public Policy	3
MGT 323	Global Enterprise	3
MGT 343	Operations	3
MGT 351	Diversity in Organizations	3
MKT 353	Professional Selling	3
MKT 371	Digital Marketing	3
Total Units		21

Business Economics

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.

ECO 201	Macroeconomics *	3
or ECO 202	Microeconomics	
ECO 221	History of Economic Thought	3
ECO 321	Econometrics	3
ECO 421	Intermediate Microeconomics	3
ECO 428	Intermediate Macroeconomics and Public Policy	3
MTH 252	Introduction to Calculus	3
Choose 1 of the following courses:		3
BDA 337	Introduction to Business Data Analytics	3
ECO 323	Money and Financial Markets	3
ECO 340	Morality, Social Policy, and Economics	3
ECO 429	Environment, Climate and Sustainability	3
FIN 445	International Finance	3
Total Units		21

* Either ECO 201 or ECO 202 is allowed if not taken in the Q&I Core.

Finance

The **Finance** emphasis studies the acquisition and use of monetary resources for individuals and organizations. Finance considers the rewards of financial ventures in contrast with their risk, giving financial managers the necessary tools to evaluate alternative financial decisions.

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
Choose 1 of the following courses:		3
ACT 311	Intermediate Accounting I	3
FIN 411	Professional Financial Planning	3
Total Units		21

Healthcare Management

The **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. This unique business emphasis in Healthcare Management focuses on professional development and advocacy with a business perspective on quality, cost, and access of care while preparing students for professional positions that will enhance the operational efficiency and effectiveness of healthcare and related organizations, while improving the delivery of healthcare services.

HCM 312	Management of Healthcare Organizations	3
HCM 414	Legal Aspects of Healthcare	3
HCM 415	Health Information Systems	3
HCM 424	Marketing and Strategic Planning for Healthcare Organizations	3
HCM 425	Financial Management of Healthcare Organizations	3
Choose 2 of the following courses:		6
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 Units		21

International Business

The **International Business** emphasis is designed for students with broad global horizons. Through a focused course of study and advisement, students will position themselves for a global career in both the for-profit and not-for-profit worlds. Studies will include international business preparation, cultural exposure, and intensive overseas study led by faculty with deep experience in global enterprise.

The International Business emphasis requires a minimum of 6 units and a maximum of 12 units 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.

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
Choose 1 of the following courses:		3
HST 338	Modern European History	3

HST 421	Latin America	3
POL 333	Eastern Political Thought	3
Choose 1 of the following courses:		3
ANT 210	Cultural Anthropology	3
COM 324	Intercultural Communication	3
HST 416	Contemporary Global Issues	3
POL 304	Grand Strategy	3
REL 321	World Religions	3
Total Units		21

Management

The **Management** emphasis prepares students to manage and lead in this essential business function in private enterprises, partnerships, international conglomerates, government agencies, non-profit organizations, entrepreneurial endeavors, etc. Managers are required to not only be technically adept in their business and industry in diverse environments but must possess effective interpersonal skills, foster decision making, and engage entrepreneurial thinking. A manager must effectively and efficiently manage people, projects, resources, and regulations in the pursuit of the organization's mission and objectives in real time. A good leader is a manager that inspires others to consistently perform optimally and harmoniously with fellow employees, supervisors, competitors, customers, financial markets/institutions, and regulatory agencies by displaying, deploying, and encouraging superb communication skills, creative problem solving capabilities, and competent leadership style.

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
Choose 2 of the following courses:		6
ECO 201	Macroeconomics *	3
or ECO 202	Microeconomics	
ECO 321	Econometrics	3
ECO 429	Environment, Climate and Sustainability	3
FIN 333	Investments	3
FIN 335	Real Estate Finance	3
MGT 351	Diversity in Organizations	3
MKT 445	International Marketing	3
Total Units		21

* Either ECO 201 or ECO 202 is allowed if not taken in the Q&I Core.

Marketing

The **Marketing** emphasis aims to prepare students to understand and predict how consumers and competitors act and operate in emerging global markets and exploding technological advancements. Marketers attract customers by identifying potential needs, developing products and services to meet those needs, creating awareness, and communicating benefits. Subsequently, marketers retain customers by ensuring customers receive great value, outstanding service, and innovative products.

BDA 337	Introduction to Business Data Analytics	3
MKT 353	Professional Selling	3
MKT 371	Digital Marketing	3
MKT 442	Marketing Research	3
MKT 445	International Marketing	3
Choose 2 of the following courses:		6
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	Services Marketing	3
MKT 363	Computer Graphics	3
MKT 365	Computer Graphics with Motion	3
Total Units		21

Economics: Bachelor of Arts Degree

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 philosophies and moral precepts that more properly define the wants and desires of individuals, business and the global community to both better compete and collaborate for the common good. In sum, an Economics major will prepare students for decision-making in work and life by incorporating the analytical process of modern economic thought in the pursuit of maximizing value.

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
Choose 3 of the following courses:		9
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	Environment, Climate and Sustainability	3
FIN 445	International Finance	3
Total Units		51

Sports Business: Bachelor of Arts Degree

The **Sports Business** degree 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 stadiums and arenas, and the sports marketing, management, and communication firms that service the larger marketplace.

ACT 211	Financial Accounting	3
ACT 212	Managerial Accounting	3
BUS 224	Business Writing and Presentations	1
BUS 251	Legal Environment of Business	3
BUS 261	Business Analysis Tools and Business Statistics	3
BUS 483	Business Ethics	3
ECO 201	Macroeconomics	3
or ECO 202	Microeconomics	
FIN 331	Finance	3
MGT 321	Management	3
MKT 341	Marketing	3
SPBU 222	Introduction to Sport Management	3
SPBU 323	Sport Marketing and Sponsorship	3
SPBU 326	Sport Operations and Facility Management	3
SPBU 350	Sport Law	3
SPBU 420	Finance and Economics of Sports	3
SPBU 430	The Profession of Sport Management	3
SPBU 475	Sport Management Strategy	3
SPBU 490A	Professional Development and Internship	2
Choose 1 of the following courses:		3
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 Units		54

Minors

Minors in accounting, business, business data analytics, marketing, economics, and sports business are intended to supplement students' knowledge in complementary areas both with majors in the School of Business and Economics as well as majors outside the School of Business and Economics. A minimum grade of C- is required in all courses applied to any School of Business and Economics undergraduate major or minor. A student earning a grade less than C- in a required

business course (e.g., business/economics core, emphasis, or elective) will be required to repeat the course.

[Accounting \(p. 6\)](#)

[Business \(p. 6\)](#)

[Business Data Analytics \(p. 6\)](#)

[Economics \(p. 6\)](#)

[Marketing \(p. 6\)](#)

[Sports Business \(p. 7\)](#)

Accounting Minor

ACT 211	Financial Accounting	3
ACT 212	Managerial Accounting	3
ACT 311	Intermediate Accounting I	3
ACT 312	Intermediate Accounting II	3
Choose 1 of the following courses:		3
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 1 of the following courses:		3
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	
MGT 326	New Ventures and Entrepreneurship	3
MGT 424	Human Resource Management	3
MKT 341	Marketing	3
MKT 442	Marketing Research	3
Total Units		18

Business Minor

ACT 211	Financial Accounting	3
BUS 201	Introduction to Management, Marketing and Information Technology	3
MGT 321	Management	3
Choose 3 of the following courses:		9
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

or MGT 324	Global Enterprise Experience	
MGT 326	New Ventures and Entrepreneurship	3
MKT 341	Marketing	3
Total Units		18

Business Data Analytics Minor

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

Economics Minor

ECO 201	Macroeconomics	3
ECO 202	Microeconomics	3
ECO 221	History of Economic Thought	3
Choose 3 of the following courses:		9
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 and Sustainability	3
Total Units		18

Marketing Minor

MKT 341	Marketing	3
MKT 353	Professional Selling	3
MKT 371	Digital Marketing	3
MKT 442	Marketing Research	3
Choose 2 of the following courses:		6
ACT 211	Financial Accounting	3
BUS 201	Introduction to Management, Marketing and Information Technology	3
BUS 251	Legal Environment of Business	3
MKT 344	The Advertising Agency	3
MKT 355	Services Marketing	3
MKT 363	Computer Graphics	3
MKT 365	Computer Graphics with Motion	3
MKT 445	International Marketing	3
Total Units		18

Sports Business Minor

Code	Title	Units
SPBU 222	Introduction to Sport Management	3
SPBU 323	Sport Marketing and Sponsorship	3
SPBU 326	Sport Operations and Facility Management	3
SPBU 420	Finance and Economics of Sports	3
Choose 2 of the following courses:		6
MGT 321	Management	3
SPBU 350	Sport Law	3
SPBU 430	The Profession of Sport Management	3
SPBU 490A	Professional Development and Internship	1-2
Total Units		18