

BUSINESS CONCENTRATION OPTIONS (ALL MAJORS)

Requirements

Students enrolled in the **Business Administration, Accounting and Marketing** majors have the option to select a 12-credit concentration in *Management, International Business, Data Analytics, or Organizational Psychology* as part of their academic program. Courses in a concentration that were completed as part of an academic major may not be applied to the concentration and must be replaced with an alternative approved course. Please note that Concentrations will appear on academic transcripts once course work has been completed. For more information, contact the Department of Business and Management.

Concentration in Data Analytics

The Data Analytics concentration focuses on the science of analyzing data in order to make strategic conclusions about that information. The student will learn to apply various techniques and processes to identify patterns and extract valuable insights that can help guide decisions for a company.

Code	Title	Units
Required Courses:		
DSCI-100C	Introduction to Data Science	3
DSCI-100CL	Introduction to Data Science Laboratory	1
DSCI-300	Database Management	3
DSCI-350	Data Mining	3
DSCI-410	Data Visualization	3
Total Units		13

Concentration in International Business

The International Business concentration prepares students for entrepreneurial and corporate careers in an ever-more globalizing digital economy. Skill-development is designed to support successful navigation of the challenges of business across diverse cultures, foreign strategies and operations. Experiential learning and foreign language skills are also emphasized.

Code	Title	Units
Required Courses:		
FINC-421	International Finance	3
MNGT-420	International Management	3
MRKT-367	Multinational Marketing	3
Select 3 units from the following:		3
BUSN-450	Business Intern Program	
COMM-345	Intercultural Communication	
HIST-317	Modern China	
SOC-442	Globalization & Development	
ANTH/ HIST-339	Area Studies in Anthropology	
Total Units		12

Concentration in Management

The Management concentration focuses on the application of concepts, theories, tools and technologies in multiple management contexts. Students develop analytical and problem-solving skills for addressing management issues in conflict resolution, strategy, small business, and organizational change.

Code	Title	Units
Required Courses:		
MNGT-342	Human Resource Management	3
MNGT-420	International Management	3
MNGT-346	Organizational Behavior	3
Select 3 units from the following:		3
BUSN-450	Business Intern Program	
COMM-333	Small Group Leadership	
MNGT-330	Nonprofit Management	
BUSN-435	Business Ethics	
MNGT-470	Special Topic in Management (Small Business Management)	
MNGT-470	Special Topic in Management (Creativity and Innovation)	
PLST-430	Management/Christian Organztns	
Total Units		12

Concentration in Organizational Psychology

The Organizational Psychology concentration provides students with an introduction to general psychological knowledge including personality, individual and group behavior, motivation, culture, and attitudes. Students learn effective conflict resolution and negotiation techniques and demonstrate application of theories and principles within an organizational context.

Code	Title	Units
Required Courses:		
MNGT-342	Human Resource Management	3
PSYC/SOC-324	Social Psychology	3
PSYC-374	Intro to Industrial/Organizational Psych Organizational Psychology	3
Select 3 units from the following:		3
BUSN-450	Business Intern Program	
COMM-345	Intercultural Communication	
MNGT-346	Organizational Behavior	
PSYC-221	Developmental Psychology	
Total Units		12

