

# { Business }

## » ETHICAL LEADERSHIP AS A CORE COMPETENCY

If a business education combining sophistication and savvy sounds right for you, if a curriculum based on what employers want is the preparation you seek, if a learning environment that combines challenge and support is the inspiration you desire; then the business program at Concordia University is where you will flourish.

A Concordia University business degree combines the best of the academic and the business worlds. You'll study the principles of finance, marketing, and strategy then apply your knowledge to real business situations. Our professors are scholars and practitioners as well as teachers, so their mastery of business education ranges from the cutting edge to the tried and true. Guest lecturers, including CEO's and *Fortune Magazine* editors, will broaden your perspective. Small group interaction and problem-solving will deepen your understanding.

The benefits of a business education at Concordia University include professional contacts for networking opportunities and credentials that appeal to potential employers. The Concordia business degree is more than an education; it's the first stage of your career.

## Course Spotlight – Internships

Imagine connecting with industry through a business internship which will help launch you into the career of your choice. Concordia business majors have access to over 300 possible internship opportunities. Recent graduates have gained valuable work experience at organizations like these –

- › Albina Community Bank
- › Bonneville Power Administration
- › Cascade Health Clubs
- › Comcast
- › Deloitte & Touche
- › Freightliner Corporation
- › Gard & Gerber Advertising and Public Relations
- › Hewlett-Packard
- › Intel
- › KATU Channel 2
- › Key Bank
- › Mercy Corps
- › National Basketball Association
- › Nautilus, Inc.
- › Oregon Business Magazine
- › Portland Trail Blazers
- › Tektronix, Inc.
- › U.S. Bank
- › Wells Fargo
- › Widmer Brothers Brewing

## Why a Concordia University Business Degree?

1. Complete your internship as a senior to kick start your career
2. Develop a marketing project for a national brand or a create a business plan for competition
3. Study abroad in a supervised educational experience
4. Network with executives during guest lectures, site visits and civic events
5. Specialize in –
  - › Accounting
  - › Entrepreneurship
  - › Environmental Management
  - › Finance
  - › International Business
  - › Marketing

## Faculty Profile – Real World Experience

### OUR BUSINESS FACULTY BRINGS A RANGE OF PROFESSIONAL EXPERIENCES TO THE CLASSROOM

**PROFESSOR DAVE ALBRECHT, J.D.** is Concordia's environmental management and business law expert. His 30-year career practicing environmental and international law brings his classes in government and business to life.

**PROFESSOR STEVE BRAUN, PH.D.** incorporates his experience as the founder of a computer products company and negotiator of financing deals with international banks into a number of class assignments.

**PROFESSOR DUWAYNE DOCKTOR, CPA,** is a tax expert who uses his detailed knowledge of the code to help low income taxpayers prepare their returns. He also consults with nonprofit organizations like Portland Rescue Mission and Innovative Services NW.

**PROFESSOR MICHAEL GOEBEL, MBA** employs over 30 years of new product development, sales and strategic planning experience with Pacific Northwest Bell, AT&T, and Qwest to make classroom learning relevant.

**PROFESSOR STEVEN KRAUSE, ED.D.** managed multi-million dollar assets as a US Air Force officer leading the B1B flight training program and while conducting Department of Defense contract instruction with the Boeing Company. His students benefit from his experience with leadership, organizational behavior, human resources management, project management, and research methods.

**PROFESSOR RONALD MIOLLA, MBA** teaches organizational finance and international finance and monetary policy. He enjoys providing examples from his career and focusing students on job opportunities based on his experience managing international operations for NCR Corporation, Hewlett Packard, and Digimarc.

## Sample Curriculum

The following is a sampling of the many classes that have recently been offered in our curriculum –

### QUANTITATIVE METHODS & ANALYSIS

Develop your decision making skills by applying statistical analysis to business problems.

### INTERMEDIATE ACCOUNTING I & II

Understand the accounting environment, principles, and applications.

### GLOBAL BUSINESS

Explore the intricacies of the international environment and strategies to succeed abroad.

### FINANCE

Learn the art and science of managing money at the corporate level.

### INTERNATIONAL TRADE/FINANCIAL MONETARY ISSUES

Understand the basic concepts and institutional arrangements that underlie financial management in a global economy.

### MARKETING ON THE INTERNET

Study how to use blogs, pod casting, viral marketing, and online media to reach buyers.

### ETHICAL LEADERSHIP

Understand the characteristics of leaders within organizations and society.

### BUSINESS POLICY AND STRATEGY

Combine the elements studied in various business classes, such as finance, economics, management, and marketing through case studies that encourage you to compare your operational skills with those of professional managers from different industries.

### STARTING NEW VENTURES

Focus on the concepts, skills and know-how that are relevant for start-up and early stage entrepreneurs, entrepreneurial managers, and attendant stakeholders.

## Next Step

We look forward to discussing how a Concordia University business degree sets the stage for your career. Contact the Concordia University Office of Admission at –

800-321-9371 503-280-8501 [admissions@cu-portland.edu](mailto:admissions@cu-portland.edu)



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