



Micro-Concentrations

COLLEGE OF BUSINESS & COMMUNICATION

CONCORDIA UNIVERSITY TEXAS

Founded in 1926, Concordia University Texas is proud to be Austin's leading Christian university, where Christ is honored and students of all backgrounds are welcome. We are guided by our vision to be the premier university where the adventure of faith, learning and life-changing experiences leads to meaningful work.

CTX is a regionally accredited institution of higher education, offering undergraduate and graduate degrees through a variety of delivery methods. We offer more than 20 majors across four colleges.

Concordia's campus, unique in its natural setting on a preserve, is conveniently located minutes from both downtown Austin and the Texas Hill Country. Our location provides students with resources and opportunities to learn, explore and thrive in the best of both worlds — a small school and a big city.

ABOUT THE PROGRAM

Concordia University Texas offers BBA students four optional micro-concentrations. Each micro-concentration requires just three upper-level classes. The program allows students to explore a different area of business that may not be included in the general business core or business concentration classes. Micro-concentrations are ideal for students who want to expand their breadth of knowledge.

CONTACT ADMISSIONS

admissions@concordia.edu
512.313.4CTX

APPLY NOW

concordia.edu/apply

OPTIONAL MICRO-CONCENTRATIONS

Communication

Learn how to develop eloquent and articulate messages in written, verbal and visual form while being sensitive to particular audiences, message construction and intended impact.

Entrepreneurship

Tap into your creative drive and natural curiosity for business. Develop a foundation of business strategies and understand the “why of business” to be prepared to succeed now and in the constantly changing future.

Finance

Students are equipped with financial principles that support organizational decision-making processes. A solid foundation of financial understanding is beneficial for every BBA student.

International Business

More and more organizations are expanding internationally, which has resulted in a world of complex and volatile situations and operations. Learn how globalization impacts the business community locally, nationally and internationally.

BENEFITS

- ▶ Opportunity to expand your knowledge
- ▶ Requires only 3 additional upper-level classes (9 hours)
- ▶ Included on your transcript
- ▶ Complete in one semester

TESTIMONIAL

“Students can complement their business education by gaining specific acumen, developing additional competencies and expanding their awareness of particular business trends. And because of the size of the micro-concentration requirement, students can feel confident they will not be delaying their graduation plans. In short, these micro-concentrations are a great way to get a little bit ahead in education but not drag behind in graduation!”

DR. ABIGAIL PFIESTER

Director of the Communication Program, Director of the BAAS Program, and Director of the College of Business & Communication

