

The business program at Lackawanna College includes two bachelor degrees – Accounting, and Business. Because both of these bachelor degrees have concentrations, this overview sheet is meant to share accurate information for students interested in declaring a concentration. An early conversation with your advisor can shape your experience positively!

These concentrations require 18 credits of specific courses which must be completed during a student's academic career with us. In addition, students who wish to declare a concentration must submit a form to the Registrar's Office (found on the Portal) so their transcripts are accurate upon graduation. The submission of the electronic form will first be approved by the academic advisor (or Advising Center in your absence) before being forwarded to the Registrar's Office.

Bachelor's Degree – Accounting

Forensic Accounting Concentration

The Forensic Accounting concentration is designed to explore fraud prevention and deterrence, financial transactions, fraud schemes, as well as investigation and law. This concentration provides students with an understanding of the relationships among organizational cultures, digital forensic analysis, ethical responsibilities of management, and accounting fraud schemes. The curriculum emphasizes research, theory, and practice regarding the spectrum of fraud prevention measures and internal controls and is aligned with the testing requirements of the Certified Fraud Examiner (CFE) credential.

Bachelor's Degree – Business

CyberSecurity Concentration

The Cybersecurity Concentration is designed to help students understand the threats that foreign and domestic adversaries present to the business world. This concentration introduces students to the technology used to secure computer systems as well as the vulnerabilities that exist in those systems which represent business risk. Processes and technology to help mitigate those risks are introduced along with strategies for organizational resiliency. Students will learn industry best practices for protecting the confidentiality, integrity and availability of information.

Esports Concentration

The Esports concentration is designed to acquaint students with the basics of the esports industry to find a career in this budding, innovative field. The curriculum is focused on real industry applications in events, productions, teams, communication, and more. This program provides students with the background experience necessary to begin a journey into esports, which includes entry-level positions and internships at most major publishers and esports organizers. Opportunities to complete purposeful and valuable internships while studying at Lackawanna give our students an advantage after graduation.

Marketing Concentration

The Marketing concentration is designed to explore contemporary issues in marketing and integrated communications for public, private, profit, and non-profit organizations in various industries. This concentration provides students with an understanding of the relationships among organizational cultures, consumer behavior, consumer psychology, and the marketing mix. The curriculum emphasizes research, theory, and practice regarding promotional methods, target markets, branding, and customer value.