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**

**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.

**Lean Entrepreneurship Concentration**

The Lean Entrepreneurship concentration is designed to explore how entrepreneurs create new ideas that exploit market opportunities and test those ideas using an iterative learning process. This concentration introduces students to modern techniques and strategies for accelerating the startup lifecycle, including open innovation, rapid prototyping, and crowdfunding. The curriculum emphasizes a practical, hands-on approach to learning from building 3D-printed product prototypes to starting a student business in a lab setting.

**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.