

Colangelo College of Business



Business Programs

FIND YOUR PURPOSE

GRAND CANYON
UNIVERSITY®



PRIVATE. CHRISTIAN. AFFORDABLE.

BRING LOPES to Life

Download the GCU Virtual Tour application on your smartphone by either searching your phone's app store or scanning the QR code below:



While the application is running, point your phone at designated GCU virtual triggers.



Try it out!
Scan the trigger icon below and throughout the brochure to watch Lopes leap off the page!



AUGMENTED REALITY

This brochure contains augmented reality, an interactive experience in which real-world objects are enhanced by technology. Look for the trigger symbol on the images, as this symbol identifies where augmented reality is used. Follow the instructions and prepare to be amazed as these sections come to life on your phone!



Servant Leadership. Ethics. Entrepreneurism.

Welcome to the Colangelo College of Business. We are very excited that you are interested in being part of our growing business school. Our foundation is based upon servant leadership, ethics and entrepreneurship – three attributes that move us forward as tomorrow's business college for today's student.

We take great pride in helping students find their purpose via our Lopes First approach. Our faculty members get to work on our beautiful campus because of our students. Consequently, we strive to be accessible and accountable to our students in all we do. We aim for students to graduate with an innovative mindset to help create, improve and grow businesses.

The Colangelo College of Business firmly believes that business is a force for good to improve society and help communities prosper. We promote business as ministry that integrates faith into daily business operations. Our faculty members combine their solid academic pedigrees with extensive industry experience to help students thrive. Our faculty are here to teach, and we look forward to partnering with you.

Randy Gibb, PhD
Dean, Colangelo College of Business
Inspiring Free Markets with Purpose for Prosperity

The mission of the Colangelo College of Business is to challenge and inspire students to be servant leaders with the business skills and values necessary to drive organizational success and positively impact society.





ABOUT Grand Canyon University

Grand Canyon University is Arizona's premier, private Christian university. We help students find their purpose by offering next generation education with over 225 academic programs, including 175 online programs, across nine distinct colleges. Approximately 20,500* ground students learn on our vibrant campus in the heart of Phoenix and over 81,000 online students join our innovative and collaborative virtual learning community.

Spanning 250+ acres, GCU's campus continues to grow with new residence halls, academic buildings, popular eateries, student support resources and amenities, as well as state-of-the-art athletic facilities like GCU Stadium, the Canyon Activity Center and more. GCU offers generous scholarship opportunities to make a private education affordable and invests in revitalizing the community with a commitment to making a difference.

*Fall 2019

#19 Best College Campus in America
Niche.com - 2020 Best Colleges



Christian Worldview

GCU, built upon a biblically rooted mission, believes quality education and faith can coexist in the 21st century. This means we integrate faith and aspects of our distinctive Christian worldview into everything we do. Christian principles are incorporated into the classroom to encourage students to shape their own perspectives. Values-based curriculum further helps students cultivate morality, ethics and compassion for their careers and lives.

One Foundation upholds our mission and serves as the bedrock of our community built on our Christian convictions, Christ-focused curriculum and service for the greater good. One Foundation guides the integration of faith, learning and work throughout the university. It unites us in faithfulness, excellence and service to God and our neighbors.

GCU students are not required to be Christians. Our approach is missional in nature, characterized by a welcoming spirit and loving service to all from different walks of life.

GCU students experience the Christian faith, the mission of God and the idea of living for the good of others in a safe and supportive space. We encourage all students to grow spiritually, live with intention and respond to their call to purpose.

GCU'S SIX COMMITMENTS FOR REWARDING EXPERIENCES

1. START STRONG, FINISH STRONG:

Student success and well-being are top priorities at GCU. We go above and beyond to help our students prepare for their career, as well as have a happy and healthy GCU experience. A wide range of complimentary resources are available around campus to support our Lopes, from academic assistance to student wellness.

2. EARLY GRADUATION:

As part of our commitment to affordability, we offer fast-track options for students to accelerate their educational path toward graduation and enter their career sooner. Graduating early means students pay less tuition and overall college expenses.

3. LOW STUDENT DEBT:

Finances deter many students from pursuing a college degree. In response, GCU helps make a college education accessible by offering generous scholarships. On average, a student pays approximately \$8,600* after GCU-funded scholarships for the academic year, which reduces tuition by about half.

4. HOME AWAY FROM HOME:

We go to great measures to provide students with a safe and comfortable environment to live, learn and enjoy. Various clubs, organizations and ways to get involved, as well as supportive resources, such as Academic and Career Excellence (ACE) Centers, help turn our campus into a second home.

5. REAL-WORLD EXPERIENCE:

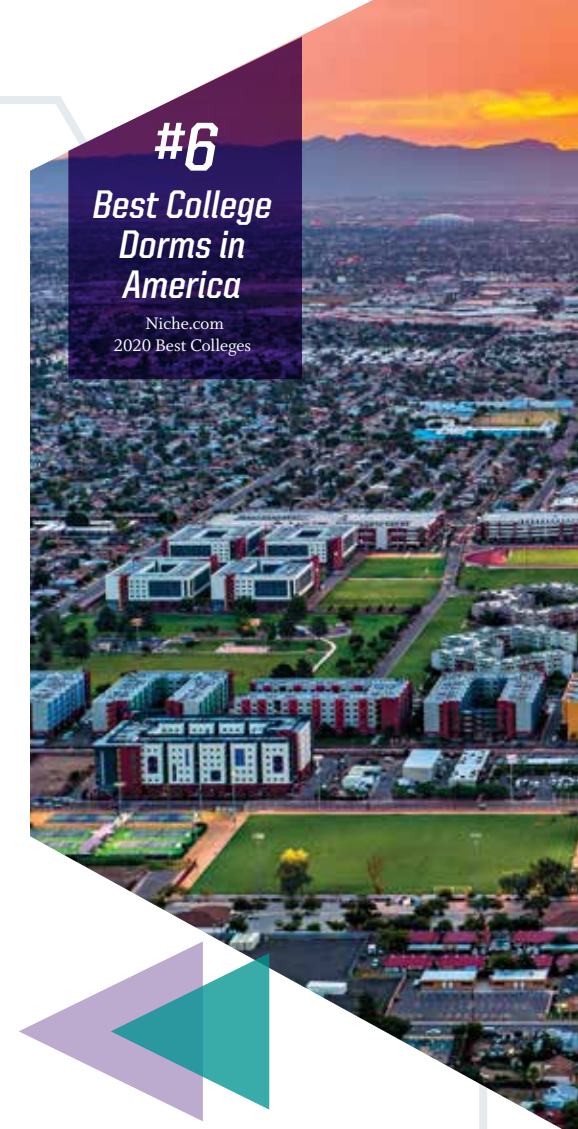
GCU also serves as the parent organization of multiple enterprises—the GCU Golf Course, GCU Hotel, Canyon 49 Grill, Grand Canyon Beverage Company, Canyon Promotions, Canyon Pizza Co. and the GCU Ad Agency. Students have a unique opportunity to get involved in these enterprises, participating in the transformative impact that an effective relationship between business and community creates. These enterprises provide students with hands-on learning environments, create real workplace experiences and inspire students to use business as a means for good in their communities.

6. ONE APPLICATION:

Many colleges and universities have implemented additional measures of evaluation before permitting upperclassmen to complete their major course of study. Secondary acceptance requires an additional application, a second review of previously submitted materials and/or a minimum GPA requirement. These secondary measures can potentially delay graduation and cause

#6
Best College
Dorms in
America

Niche.com
2020 Best Colleges



students to incur greater expense. At GCU, most incoming students are accepted into their program of study without a secondary review, with the exception of our nursing and athletic training programs, which require secondary acceptance due to clinical restrictions.

*Average tuition after scholarships is approximately \$8,600. Scholarships may be awarded based on 6th semester transcripts. At the time in which final, official transcripts are received, GCU reserves the right to rescind or modify the scholarship if it is determined that eligibility was not achieved. GCU reserves the right to decline scholarship awards for any reason. If a student does not meet the minimum renewal criteria, their scholarship will be forfeited. GCU reserves the right to change scholarship awards at any time without notice. If a student does not meet the minimum renewal criteria, their scholarship will be forfeited. Prices based on 2019-20 rate and are subject to change.



BUSINESS STUDENT CLUBS AND ACTIVITIES

Students can enhance their learning experiences by joining any of the following clubs:

- Accounting Society
- American Marketing Association
- Canyon Angels
- Collegiate DECA/FBLA
- Delta Mu Delta, Business Honors Society
- GCU Economics and Finance Club
- Hospitality Club
- IDEA Club
- New Business Development Center
- Project Management Club
- Sports Business Club



Hospitality Club

This club includes students aiming to enter the hospitality field and has unique direct access to the GCU Hotel and Canyon 49 restaurant. These opportunities allow them first-hand experience in hospitality management while giving them a community of passionate students with similar career goals.

INTERNSHIPS AND JOBS

Relationships with employers and industry leaders connect students to internships where they have opportunities to develop real-world skills applicable to their first job. Internships through the Colangelo College of Business are available with companies throughout the Valley and nationally. Our goal is to connect students with internship opportunities that may get them hired before they even graduate. GCU's Office of Internships also serves students by offering internship programs, networking and career development.

Colangelo College of Business Hiring Events

Students have the opportunity to attend hiring events and interact with organizations from accounting, marketing, hospitality, sports business and financial industries. These events allow business students to meet industry leaders and make networking connections within their degree field to set them up for future success.

TEDxGrandCanyonUniversity

Operated by the Project Management Club, TEDxGrandCanyonUniversity is a solely student-planned and operated TEDx event that provides the opportunity for students to gain real-life experience, discover what they enjoy doing and be a part of something great. The mission is to bring together the GCU and local Phoenix communities at an event where they listen to speakers, become inspired and share ideas on technology, entertainment and design.

- 34 Speakers + Performers*
- 200,000+ Video Views
- 2,000+ Tickets Sold
- \$68,750 Sponsorship Value Added to Campus
- 989 Active GCU Participants
- 17,000 Hrs Project Management Experience

*All numbers are estimates and are self-reported by the GCU Project Management Club





COLANGELO COLLEGE OF BUSINESS

Our leading-edge programs address the everchanging demands of the business landscape by offering degrees developed from our guiding pillars — servant leadership, ethics and entrepreneurship. Our philosophy is Lopes First, which means that our business school embraces a student-centric culture with an emphasis on higher purpose alongside academic success. Along with innovative programs, GCU's new, cutting-edge 150,000 square foot Colangelo College of Business facility gives students the advanced tools they need to pursue their passions and develop the skills they need to succeed.

Students also receive a values-based education centered on Christian principles. We believe the higher ethics inspired by our Christian worldview are as integral to the workplace as the proper skill set and required knowledge. Whether students aspire to carry out an entrepreneurial vision or lead an organization, our programs cultivate learning experiences to ensure graduates thrive in all aspects of their career.



As a businessman, sports mogul, leader and visionary, Jerry Colangelo's integrity and character resonate across GCU's Colangelo College of Business. Colangelo's leadership and vision has been instrumental in forming and developing several teams that dominate Arizona's sports culture.

LEARN FROM A LEGEND

In 1987, Jerry Colangelo fulfilled his dream by purchasing the Phoenix Suns along with a group of investors, changing the sports landscape in the Southwest forever. For 40 years, the second longest tenure with a single team in NBA history, his hands-on leadership style was evidenced in his many roles. These include general manager, head coach, president, managing general partner, chief executive officer and chairman.

Colangelo's vision did not end with the NBA. In 1991, he formed the Arizona Rattlers, five-time arena league football champions. Six years later, he helped bring the WNBA to Phoenix with the Phoenix Mercury and helped negotiate the move of the NHL's Winnipeg Jets to the desert, now playing as the Arizona Coyotes. In 1998, Colangelo brought Major League Baseball to Phoenix. In just four years, the Arizona Diamondbacks won the 2001 World Series,

an MLB record. By 2005, Colangelo was named director of USA Basketball, and he assembled the "Redeem Team" that won Gold at the 2008 Beijing Olympics. USAB won another Olympic Gold in London in 2012, as well as the FIBA World Championships in 2010 and 2014. He continued to direct USAB at the 2016 Olympics in Brazil and delivered a third Olympic Gold.



College of Business



Colangelo's commitment to Phoenix transcends sports. He is well-known as one of the city's most active community leaders. In recognition of his efforts in the community, Phoenix Mayor Phil Gordon proclaimed March 26, 2004, as Jerry Colangelo Day in the city of Phoenix. The Valley of the Sun United Way also bestowed its highest honor, the Spirit of Caring award, to Colangelo on June 30, 2005 for his passion to improve lives in the community.

Colangelo's accomplishments don't end there. He is also the principal partner of JDM Partners, LLC and the chairman of the board of the Council of Leadership Education. He has authored two books including the acclaimed "How You Play the Game: Lessons for Life from the Billion-Dollar Business of Sports."

Colangelo Connections

Colangelo continues to support the business college and GCU students with frequent visits to campus. Students have opportunities to listen to him speak, as well as meet his connections which may lead to internship and job opportunities. Regularly and personally interacting with students on campus, Colangelo is often accessible to share his insight and start dialogue with students, which is an experience unique to our university.

"I had a meet and greet with Jerry Colangelo in which I was able to hear what the College of Business was going to look like. He is very interesting and intellectually sound. He's very authentic and has extremely valuable lessons to teach people. The things he's learned can only be learned outside the classroom by taking risks. They are invaluable life lessons."

—Shane Keith, Bachelor of Science in Business Management, MBA



The Colangelo College of Business holds a Lopes First philosophy. The top priority is to teach students in an innovative and personalized environment that best promotes learning.

BUSINESS COLLEGE LEADERSHIP

Our college develops curriculum and follows practices to reflect Colangelo's unparalleled leadership and values that embrace Conscious Capitalism. Partnering leaders from over 50 premier businesses and organizations volunteer as members of our business and accounting advisory boards. These leaders provide industry feedback, connect with internship programs, build awareness and advocate on behalf of the college and GCU.

FACULTY INVOLVEMENT AND DEDICATION

Our Lopes First philosophy means that college faculty members are committed to and care about individual student success. The top priority of the college is to teach students in small classes so that they receive individual, one-on-one attention. More than instructors, our faculty become role models and mentors who can advise students on achieving their goals and lead students to opportunities that help them thrive in the field of business. Our faculty is here to teach, but also work alongside students. Faculty members are accessible and accountable to all whom they teach.

Our well-connected faculty can also make personal recommendations for internship and job opportunities. We continuously foster business relationships and recommend top candidates from GCU to employers. Backed by the reputation of GCU, many students can expect to enter their chosen career field right after graduation.



GCU BELIEVES IN BUSINESS TO SERVE THE GREATER GOOD

BUSINESS AS A FORCE FOR GOOD

Owning a business can go beyond sales and profit; it can change lives, touch hearts and make a profound personal impact. At GCU, our business students are surrounded by a learning environment that embraces ethical values, noble pursuits and aspirations to help others live with prosperity. Conscious Capitalism drives our university to help others find their purpose and we instill these values within our business students. We celebrate business with a higher purpose that creates value for all stakeholders.

Although GCU is a university, we also serve as a purpose-driven institution operating as a business where students can learn about business first-hand. We use funds to help sustain our mission in providing a quality education, while also focusing on our purpose to serve others, our neighborhood and community, which is much greater than any monetary value.

Since Conscious Capitalism is at the heart of our business college, we hope to be a role model that inspires and prepares our students for leading a profitable, yet deeply meaningful business system. We offer the gift of opportunity for education and a future career as both a university and business for the community. Our graduates can then follow suit to change lives and communities through entrepreneurship and business leadership.





BUSINESS AS A MINISTRY

Our Christian worldview, serving as the cornerstone of our university, is interwoven throughout our academics, outreach and community involvement. This means we integrate our Christian convictions and faith in all that we do. We serve God through our business services, educational opportunities, servant leadership and employee appreciation. These are all values that make up the fabric of our institution. For our entrepreneurial and business-driven students, it is no different. We foster a vibrant culture flourishing with intentions to serve God and help others. Our belief is that we can touch lives by leading in business, making a difference locally and globally. Our students have the tenacity, talent and vision to lead businesses that serve and help others. At GCU, business is ministry.

“I was early in my walk as a Christian when I joined GCU and the business curriculum challenged me to take a deeper dive. I really value leadership and the college helped me look at my work as worship. Business provides a platform to reach others. How we lead in business demonstrates who we are and represent. Integrating the Christian worldview has changed the way I can operate within the corporate realm from a posture of servant leadership.”

– Lindsey Fatherly, Bachelor of Science in Business Management, Alumna

“Once I came to campus, I was surprised to find that many students and faculty had a similar goal — to find ways to leave a positive impact during their time on earth. I didn’t expect to be introduced to the world of business and discover that it can be as much as a force for good as church or ministry. It’s inspiring. The Christian worldview at GCU transformed my career goals and provided me with the skills to pursue them.”

– Josh McGuire, Bachelor of Science in Finance and Economics, Minor in Entrepreneurship, Alumni

What does it mean to do business God’s way?

Business leaders and entrepreneurs can pursue their career and perform daily work in a way that instills a greater sense of purpose. A vocation is a calling and students faithfully give themselves to their calling. Since we believe business is ministry, business students may pursue a career that’s honorable, serves the needs of others, follows God’s path and worships Him (as opposed to reasons that are for solely self-gain). As servant leaders and ambassadors of Christ, we faithfully carry out God’s calling for us, while serving and raising up others in the business world.



Meet Our Students



ANDREW FINLEY
Class of 2018

Hometown: Lancaster, PA

Degree Program: Bachelor of Science in Marketing and Advertising | Minor in Sports Management

Involvements at GCU

- Sports Business Club President and Public Relations Officer
- American Marketing Association Vice President of Finance
- Delta Mu Delta
- Canyon Business Club
- Intramural Sports

Internships and Projects

- Assistant Project Manager at GCU Marketing Agency
- Marketing Intern at Hyland
- Account Management Intern at Brunner
- Intern for Arizona Coyotes for Events Recruiting
- Intern for NCAA for Events Recruiting
- Intern for Phoenix Suns
- Intern for NBA All-Star Events in Los Angeles

Awards and Accolades

- Graduated Summa Cum Laude
- President's List every semester
- One of the Founding Officers of the GCU AMA chapter
- One of the Founding Members of the GCU YAF chapter
- Member of the Dr. Asmus Mentorship Group
- CCOB Student Advisory Board Member
- Active Member of Conscious Capitalism

Most Influential Mentors from the GCU Community

- Dr. Barry Asmus
- Dr. Chuck Jarrell
- Dr. Mark Clifford
- Professor Eduardo Borquez

Post-Graduate Plans

Andrew started his career as a Marketing Strategy Specialist at Penn State University. He is currently the Assistant Account Manager for Fig Industries in Lancaster, PA.



ROSAURO CARRILLO GARCIA
Class of 2019

Hometown: Tempe, AZ

Degree Program: Bachelor of Science in Business Management and Accounting

Involvements at GCU

- Honors College Intern
- Delta Mu Delta
- New Business Development
- Colangelo Scholars
- Center Ambassador
- Circle K International Member

Internships and Projects

- Cash Control Clerk at LEGOLAND Discovery Center and Sea Life Arizona
- Intern at the Better Business Bureau

Awards and Accolades

- Top 10 Finalist for Honors Showcase Symposium 2017
- Honors College Spotlight Award 2018

Most Influential Mentor within GCU Community

- Eduardo Borquez

Post-Graduate Plans

Rosauro graduated in December 2019, and is currently the entrepreneur program coordinator for the Better Business Bureau which serves the Pacific Southwest.



COLSON FRANSE
Class of 2019

Hometown: Albuquerque, NM

Degree Program: Bachelor of Science in Finance and Economics

Involvements at GCU

- ASGCU Senate Vice-Chair
- Havocs
- Delta Mu Delta
- Mr. GCU Contestant
- Alpha Chi

Internships and Projects

- Intern on the U.S. Senate Campaign
- ESRI Student Mapping Team

Awards and Accolades

- Honors College Symposium Finalist
- Accepted into the Hoover Institute Summer Policy Bootcamp at Stanford

Most Influential Mentor from the GCU Community

- Dr. Antoinette Farmer, Former Dean of the Honors College and Senior Vice President of Institutional Effectiveness

Post-Graduate Plans

Colson is currently attending Law School at Arizona State University.



ANGELA BRATT
Class of 2019

Hometown: Grand Rapids, MI

Degree Program: Bachelor of Science in Marketing Graphic Design and Advertising Minor

Involvements at GCU

- Colangelo Scholar President
- Resident Assistant
- IDEA Club
- Honors College Club
- Student Worker
- Assistant Lead for Professional, Academic and Career Bootcamp
- Honors College Student and Professional Advisory Board
- TEDx
- GCU Learning Lounge® volunteer
- Global Outreach Trip to Dominican Republic
- Project Management Fellowship
- Professional and Leadership Development Program Finalist
- Alpha Chi
- Business Liaison

Internships and Projects

- Marketing Associate for CommEdge, LLC
- Sales Intern for ThankYouKindly
- Sales Associate for Initials, Inc.
- Marketing and Membership Intern at Phoenix Country Club
- Marketing and Event Coordinator at Oxygen Hospitality

Awards and Accolades

- Honors College Symposium Finalist (2017) and Semi-Finalist (2018)
- Honors College Outstanding Freshman of the Year Award
- President's List Student
- Professional and Leadership Development Program Finalist
- Canyon Christian School Consortium Scholarship Recipient
- Chancellor Scholarship Recipient
- Honors College Scholarship Recipient

Most Influential Mentors from the GCU Community

- Breanna Naegel, Associate Dean of the Honors College
- Dr. Ed Slover, Business Professor, Colangelo College of Business
- Abby Maxwell, Resident Director, Residence Life

Post-Graduate Plans

Angela is excited for her future and plans to live in Phoenix. She is currently working for On Semiconductor and plans to get her master's degree and pursue a career in marketing, events, and project management.



Former All-American swimmer and GCU student Ivan Nechunaev became the first GCU graduate to be accepted into The Wharton School at the University of Pennsylvania. After receiving both a Bachelor of Science in Finance and Economics and a Master's in Accounting from GCU, Nechunaev went on to work at J.P Morgan in London. After working at J.P Morgan for a year and a half, he left to work at LeapFrog Investments, where he found his true passion. Now, a recent graduate from The Wharton School, Nechunaev plans to use his knowledge and experience to make positive social changes in less fortunate countries. He is even listed in Forbes' 30 Under 30 in Europe!

"When I started at GCU in 2010, the campus had about a thousand students and had the vibe of a family-owned restaurant. Now it might be very different, but it seems that the school was able to carry its spirit through these years. It is fascinating how much the school has grown under the leadership of Brian Mueller, and I am sure the best is yet to come. I am always following the good GCU does."

—Ivan Nechunaev, as featured in GCU Today



NOAH WOLFE
Class of 2019

Hometown: San Diego, CA

Degree Program: Bachelor of Science in Business Management with an Emphasis in Entrepreneurship, Bachelor of Arts in Christian Studies

Involvements at GCU

- Marketing Team Lead
- Athletic Committee
- Resident Assistant
- Student Body President
- Diversity Council

Internships and Projects

- Intern at New City Church
- Member of Mission Create Funding Selection Team
- Member of National Campus Leadership Council
- Project Developer for the Clinton Foundation
- Member of International Thespian Society

Awards and Accolades

- Kappa Alpha Psi African American Male Student of the Year Scholarship Award
- Junior Olympic Gold Medalist

Most Influential Mentor from the GCU Community

- Dr. Tim Griffin, University Pastor, Dean of Students

Post-Graduate Plans

Noah plans to attend graduate school for political science and nonprofit management. He currently works in the advancement office at Grand Canyon University.



KADIN BREEZE
Class of 2019

Hometown: Fort Collins, CO

Degree Program: Bachelor of Science in Sports Management

Involvements at GCU

- Alpha Chi
- P.A.C. Boot Camp
- Delta Mu Delta
- Local Outreach
- NSCS
- Fellowship of Christian Athletes
- GCU Sports Business Club
- Club Baseball
- Personal, Academic and Career Development
- Intramural Sports

Internships and Projects

- Game Day Operations and Promotions Intern for the Oakland Athletics
- Sports Information Director for the So. Cal. Catch

Awards and Accolades

- Member of the GCU Club Baseball team that finished third in the nation at the NCBA World Series

Most Influential Mentor from the GCU Community

- Dr. Barry Asmus, Professor of Economics, Instructor for A Poverty of Nations

Post-Graduate Plans

Kadin currently works for Major League Baseball in the data department for the Arizona Fall League. He also plans to pursue a Master of Science in Leadership.

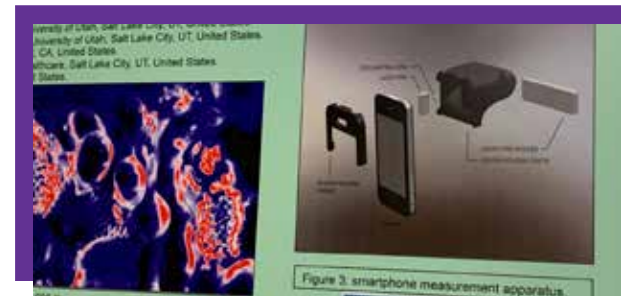
CANYON VENTURES

Established in August 2019, Canyon Ventures is GCU's one-of-a-kind organization that brings together scholars, entrepreneurs, investors, revenue growth experts and mentors to create a collaborative business environment. The space includes local businesses who have committed to give valuable career opportunities to GCU students. Some businesses are even started by students, and all of the organizations provide Lopes with industry-caliber experience.



LUX LONGBOARDS ►

Founded by GCU student, Weston Smith, LUX Longboards had its start while Weston was still attending classes. He was able to use GCU's engineering and business facilities in order to create his line of electric longboards. He benefitted from the advisement of his business faculty and continues to operate LUX longboards out of the Canyon Ventures facility.



ICALQ ►



i-calQ has developed a groundbreaking diagnostic platform using existing smartphones to produce diagnoses results in the doctor's office, hospital, school, home or rural locations. The proprietary app reads, analyzes and quantifies test strip results. This versatile technology with seven patents can go from testing for congenital hypothyroidism (CHT) in infants in developing countries to testing thyroid, COVID-19, cortisol, vitamin D, A1C, infectious diseases and a host of other issues.



LITTLEBIRD ►



LittleBird is a complete smart community platform, providing advanced smart home technologies. Their location inside of Canyon Ventures gives students access to experience in the technology and business worlds.



YOUNGBLOOD WORKS ►



Utilizing a combination of 56 years of business experience and the unique talent pool at GCU, Youngblood Works puts revenue acceleration for businesses first and delivers results by mentoring business leaders, accelerating business growth and advising companies.



CULTURE OF ENTREPRENEURISM

The Colangelo College of Business embraces our university's sacred notion that a global perspective for human flourishing can lead to impact and accomplishment. Students learn to utilize purpose-centered, free-market economies to provide opportunities for a better quality of life. GCU nurtures the glory of business along with the integration of faith into economic principles. We aspire to help our students follow their aspirations — to create value in society through Christ-centered businesses. Our university serves as a higher education institution and operates as a business. The business college and its students are greatly involved in the operations of all of the GCU enterprises. These enterprises serve as learning labs for our business students.

Entrepreneurism is one of the guiding pillars of the Colangelo College of Business that helps shape the student experience in developing value-driven business leaders. GCU's business community flourishes with entrepreneurial spirit, from business startup competitions to an on-campus marketplace. An active culture of innovation surrounds our students who have fun opportunities to channel creativity and business acumen into a new concept.



"Canyon Angels is for investors who want to engage the community, expand their portfolio, and build their legacy."

— Tim Kelley, Canyon Angels chairman and Colangelo College of Business Professor



OPPORTUNITIES FOR ENTREPRENEURISM

IDEA (Innovation, Development and Entrepreneurship Association) Club is where students can find resources and support to pursue their entrepreneurial passion. IDEA members are aspiring entrepreneurs who have dreams for the future but need guidance to help make them into a reality. IDEA club hosts the following:

Canyon Angels

Canyon Angels is a Phoenix-based, 501(c)6, member-led organization that serves as a facilitator to filter early stage, high-growth investment opportunities for GCU member investors. As a GCU investor group and angel investment network, Canyon Angels helps fund local entrepreneurs and provide students with pitching experience.

Unique to GCU, the Canyon Angels allows undergraduate and graduate students to meet with entrepreneurs, go above and beyond in due diligence work, develop skills first-hand, see startup companies up close and network with important industry contacts. Companies from all over the world pitch the Angels. If an Angel group likes an idea, the idea is then passed on to the student due diligence team.

Further Opportunities:

- **GCU SHARK TANK** meets monthly where students can “sink their teeth into entrepreneurship”—or in other words, pitch an idea in front of a live audience to gain constructive feedback and experience for presenting an idea to real investors.
- **CANYON CHALLENGE** is an annual business startup competition that awards prize money to the best ideas that emerged from Shark Tank.
- **FIRST TUESDAY MARKETPLACE** invites student entrepreneurs to showcase and sell their goods, as well as pitch ideas at a street fair-esque on-campus event.

New Business Development Center (NBDC)

The NBDC helps local business owners succeed in west Phoenix by supporting local entrepreneurship and job creation. Students can receive entrepreneurship training, as well as serve as student ambassadors who consult, empower and promote conscious capitalism within our community's business landscape.



STUDENT SPOTLIGHTS

Getting in the Game

Former GCU student, Darby O'Leary, has taken every opportunity to follow her passion for sports. By utilizing the College of Business' Position Sports connections, Darby had the opportunity to work at Hoophall Miami, a Basketball Hall of Fame event featuring eight major college teams and was involved with the Colangelo Classic at Talking Stick Resort.



Marco Burgarello, Venture for America

Venture For America

Marco Burgarello is one of 200 students nationwide, out of 2,447 applicants, on a two-year salaried fellowship sponsored by Venture for America (VFA), an organization that creates economic opportunity in U.S. cities by giving budding entrepreneurs the skills and resources to create jobs. Marco was recently hired as head of sales at Bundle, a tech startup in Charlotte, NC as part of his Venture for America program.

Canyon Challenge

Nowhere is the entrepreneurial spirit of the Colangelo College of Business more apparent than at the Canyon Challenge, GCU's twice-annual entrepreneurial competition where students compete for investments into the products they develop for the challenge.

This event offers GCU students an incredibly unique opportunity to participate in the entrepreneurial process by developing their business or product ideas and carrying out these ideas while still in college. Winners receive an investment for their ideas and are able to use this money in order to begin their own start-up companies.



LOPESEAT

2020 Canyon Challenge Winner

Kevin Vega and Suman Dangol become the first freshmen to win the Canyon Challenge when they developed LopesEat: a business that facilitates food delivery on GCU's campus. The prize was an investment of \$2,500 which allowed Kevin and Sumon to launch the new app for beta testing.



SANTA CALLS

2019 Canyon Challenge Winner

The idea is simple: Instead of taking a long and frustrating trip to a mall, parents can have Santa Claus come right to their cellphone for a personal conversation with the child from home. GCU senior Eli Miller, developed the Santa Calls smartphone app with his brother, and was awarded \$3,000 to continue developing the app. What excites Eli the most about Santa Calls is what it could do for children growing up in poverty or confined to a hospital bed.



HIREABLE GRADUATES

“Our company truly appreciates our partnership with GCU and the Colangelo College of Business. We have found GCU graduates to be positive, energetic, insightful and well prepared for their business career. GCU graduates will fill key roles in our company in the future.”

— Jim Meyer CPCU, AU, APA, CIPA,
Vice President and Director of
Field Operations Federated Insurance

It's feedback such as this that supports how we proudly uphold our reputation for providing students with the level of career readiness that employers seek.

“Goodmans is a purpose-based company and we value employees who are clear about their 'why.' We have found that GCU students are a good fit because the university has an incredibly strong sense of purpose. That mission acts like a magnet for attracting students whose values, ambition and ethics are similarly aligned.”

— Adam Goodman,
CEO of Goodmans Interior Structure

“Position Sports has developed a great relationship with GCU's Colangelo College of Business and its students. We exclusively offer one internship each semester to a GCU student after having such a positive experience over the past few years. I have personally seen an incredible quality of production and work ethic from these students. We know that the college, under the guidance of such a great business leader like Jerry Colangelo, produces job-ready candidates. We have collaborated with dozens of students for some of our national sports events, giving them real-world experiences. GCU students and graduates understand that learning does not stop once you leave the classroom.”

— Kevin Foley,
President of Position Sports, Inc.



INTERNSHIPS AND EMPLOYMENT

Real workplace learning experiences and academics go hand-in-hand in preparing for success ahead. Internships are a valued part of gaining excellent career development and getting a competitive edge during job searches. These experiences are essential and impactful, providing an opportunity to apply what is learned in class, work alongside industry professionals, gain practical knowledge, develop marketable skills and network.

Here are just a few of our featured internships*

ACCOUNTING INTERNSHIPS:

- Chase
- Henry and Horne
- KPMG
- PWC
- Wells Fargo

FINANCE AND ECONOMICS INTERNSHIPS:

- Bank of America
- Charles Schwab
- Edward Jones
- Merrill Lynch
- Vanguard

HOSPITALITY INTERNSHIPS:

- Fairmont Scottsdale Princess
- Four Seasons
- Hilton
- Marriott
- Sheraton Voyager
- Walt Disney World Resort

MARKETING INTERNSHIPS:

- Allstate Insurance
- Arizona Sports and Entertainment
- LaneTerralver
- Nike
- Walt Disney

SPORTS MANAGEMENT INTERNSHIPS:

- Arizona Cardinals
- Arizona Coyotes
- NFL Network
- NCAA Final Four
- Position Sports

*Internships are self-reported

FIND YOUR PURPOSE



"My experience in the Colangelo College of Business exceeded all of my expectations. I found the curriculum challenging, interesting and inspiring. The courses are led by experienced business leaders who bring their passion and years of practical knowledge into the classroom. As a sports management major, the opportunity to interact with sports executives and business leaders was invaluable. I highly recommend the Colangelo College of Business for those seeking a well-rounded, highly interactive and engaging business education. I'm extremely grateful for my GCU experience and the confidence I have to pursue my career in sports management."

– Jake Wong, Bachelor of Science in Sports Management,
GCU Baseball, MLB Draft Pick by the San Francisco Giants



FEATURED AREAS OF STUDY IN BUSINESS

ACCOUNTING

GCU's accounting program prepares students for a future career as an accountant with strong employability. Students learn the core foundations of accounting principles and procedures. They also qualify to sit for the Certified Management Accountant (CMA) examination, as well as the Uniform Certified Public Accountant (CPA) Examination in most states, while continuing to work toward the 150 credit hours required for licensure. Graduates may pursue potential career opportunities as a public accountant or corporate accountant, financial analyst, tax preparer or auditor.

BUSINESS ANALYTICS

Students in the business analytics program examine foundational aspects in business, marketing, accounting, finance, economics and management. This in-demand field addresses disciplines such as data visualization, data mining, predictive and prescriptive models. Students learn business communication and critical thinking skills, information literacy and data analysis, among other competencies.

MARKETING AND ADVERTISING

Our GCU Ad Agency prepares students for careers in advertising and marketing by giving them hands-on experience working with real clients and projects. Students receive mentorship, collaborate with students and industry professionals, build their portfolios and develop essential workplace skills.

SPORTS MANAGEMENT

Students have the opportunity to learn the business of sports within our college's sports management program. Coursework examines key business skills with specific application to the sports industry's current issues and trends. The program encompasses topics on event planning for athletic, recreational, entertainment and special events with an emphasis on budgeting, site selection, sponsorship and facility management.

Potential career opportunities exist throughout youth, amateur, club, interscholastic, intercollegiate and professional levels of sport. Major job category areas include sports business merchandise and retail, sports sales, marketing suppliers, media, live events, facilities, event operations, health-wellness, entrepreneurship and athletic administration.

FINANCE

In our finance program, students study international trade and finance, as well as explore the interrelationships between the international monetary environment and financial planning for corporations with overseas operations. This is a great pathway for students interested in pursuing a career in business, corporate finance, banking, insurance or investment companies. Coursework includes areas such as finance, economics, statistics, financial and managerial accounting, marketing, investments and portfolio management.

GCU is also collaborating with Charles Schwab to prepare our students for the SIE exam. The Securities Industry Essentials (SIE) exam is a requirement for anyone who desires to work with client investment portfolios. The SIE is the first main test required by the Financial Industry Regulatory Authority. This partnership will help establish a strong foundation for our students and provide industry preparation for a successful career.

HOSPITALITY

The leisure and hospitality industry had the highest job openings rate in spring 2017 at 4.9%, followed by professional and business services at 4.8%.* In response to the increasing occupational demand in the hospitality sector, we offer the Bachelor of Science in Hospitality Management degree program. This business-based program develops students into hospitality professionals who typically lead in a hotel or restaurant establishment by overseeing day-to-day operations and delivering excellent customer service. Students focus on skills development in the areas of management, accounting, finance, marketing and operations, along with communication and networking.

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

The supply chain and logistics field is a driving force for economic growth and development. This profession involves ensuring that goods and services reach consumers. Businesses need logisticians and logistics managers who are proficient in overseeing product inventory, warehouse operations, business process management and enterprise optimization. To prepare for these positions, students will gain an understanding of global supply chain management, planning/projecting consumer demand and manufacturing/procurement processes. Common positions include customer service manager, distribution/operations clerk, operations research analyst, process associate and more.

MEET THE FIRMS

This event is a chance for accounting and financial services students to connect with firms and organizations, while exploring internship and job opportunities. Students present their resume and meet with companies seeking talented candidates right from our business college.

*Bureau of Labor Statistics, U.S. Department of Labor, The Economics Daily, Leisure and hospitality industry leads in job openings rates on the Internet at <https://www.bls.gov/opub/ted/2017/leisure-and-hospitality-industry-leads-in-job-openings-rates.htm> (visited Sept. 25, 2017).

CANYON ENTERPRISES

GCU serves as both a higher-learning institution and parent organization of the following GCU enterprises to provide our students with varied learning experiences. These enterprises create employment opportunities and hands-on learning environments where current students can gain real-world workplace skills and recent graduates can pursue management positions. In fact, GCU, in partnership with each of our college deans, developed a unique designation for this learning environment, called, Lopes Live Labs (L3).

Throughout our campus, these applied learning labs represent on-campus locations where students learn, gain access to industry opportunities and experience their education coming to life. Many of these Canyon Enterprise businesses, are part of the Lopes Live Labs environment. By getting involved, students and graduates also have the unique opportunity to play a role in transforming the local community through business as a means for good.



GCU GOLF COURSE

The former Maryvale Golf Course was remodeled into the championship GCU Golf Course that offers over 7,200 yards of renovated premium greens. The 22,000-square-foot clubhouse features The Lope House restaurant, the fully equipped Lope Pro Shop and luxury event space.

GCU HOTEL

Lope hospitality at its finest! The GCU Hotel welcomes fans and visitors to Lope Country. The hotel's affordable accommodations include 155 total rooms, 30 junior suites, 10 suites and 115 deluxe rooms, along with a resort-style pool, hot tub, poolside cabanas and an outdoor fire pit. The students within our Hospitality Management program play an important role in helping to provide our guests with a memorable experience and outstanding service.



CANYON 49 GRILL

Our restaurant serves as a university eatery in the heart of Phoenix offering modern urban cuisine. Canyon 49 is where GCU spirit meets the Phoenix food scene. It's a local hangout full of delicious food, live entertainment, a private dining space and outdoor patio.



GRAND CANYON BEVERAGE COMPANY

GCBC is our premier drink provider serving as a "by students, for students" organization. As a student-centered university, GCBC profits are redistributed back into the student body. Lopes come to refuel and choose from a menu of hot/cold coffee drinks, hot/iced teas, doughnuts and pastries.



LOPES LIVE LABS



These learning opportunities are places where students gain first-hand experience that they will be able to directly apply later on in their careers.

CANYON PROMOTIONS

Canyon Promotions is GCU's new enterprise and service provider for producing and delivering promotional items and marketing collateral. Canyon Promotions' production artists and coordinators create custom-branded merchandise, ranging from screen printing and embroidering to large-format printing and apparel.

GCU AD AGENCY

Working at the GCU Ad Agency prepares students for careers in advertising and marketing by offering them hands-on experience in a world-class agency setting. Students have the opportunity to work with real clients on projects in every marketing discipline including social media, photography, videography, graphic design, copywriting, event planning and more. Students receive mentorship, collaborate with teammates and industry professionals, build their portfolios and develop essential workplace skills. The GCU Ad Agency works to carry forward a Christ-centered approach that resonates with our clients.

THE LOPE SHOPS

The Lope Shops are home to the widest selection of official GCU-licensed apparel and gift items such as coffee mugs, sweatshirts, T-shirts, shorts, polos and more. The brand-new, 15,105-square foot Lope Shop moved to its new location on the Promenade in summer 2018. The shop now features a specialty Nike concept, Champion sportswear concept and technology areas.

CANYON PIZZA CO.

CPC is the official pizza of Lope Country and the go-to spot for students, faculty and friends to swing by and grab quality food. With an energetic staff and delicious offerings including whole pizzas, pizza by the slice, cheesy bread, salads and desserts, Canyon Pizza Co. is the perfect place for mealtime and everything in between.

MEET OUR LEADERSHIP TEAM

and Lead Faculty Members



Dr. Randall Gibb
Dean



Dr. Allison Mason
Associate Dean



Dr. Mark Clifford
*Assistant Dean
Director of Sports Business*



Timothy Kelley
Entrepreneurism Chair



Dr. Donna DeMilia
Accounting Chair



Mark Jacobson
Finance and Economics Chair



Dr. Chuck Jarrell
Marketing Chair



Dr. Moronke Oke
Management Chair



Dr. Kelly Damron
Accounting MS Lead



Paul Waterman
*Project Management,
TEDx Lead*



Dr. David Perkins
Analytics Lead



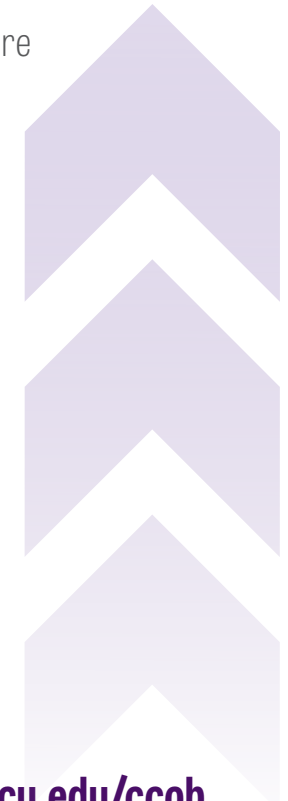
Dr. Leslie D'Anjou
Business Cybersecurity Lead



BACHELOR PROGRAMS

- Accounting
- Applied Business Analytics
- Applied Entrepreneurship
- Applied Business Information Systems
- Applied Management
- Applied Marketing and Advertising
- Business Administration
- Business Analytics
- Business for Secondary Education
Initial Program – Leads to Initial Teacher Licensure
- Business Information Systems
- Business Management
- Entrepreneurial Studies
- Finance
- Finance and Economics
- Hospitality Management
- Marketing and Advertising
- Sports Management
- Supply Chain and Logistics Management

LEARN MORE ABOUT ALL DEGREES at gcu.edu/ccob



COLLEGIATE DISTRIBUTIVE EDUCATION



Kelly Damron, one of the co-advisors for DECA stated, “We are proud of all that our small group of students has achieved. We are a competitive group and it shows in our consistent results. With multiple 1st place and Top 10 finalists over the past four years, we are one of the premier DECA organizations in the State of Arizona.”

DECA INFORMATION FROM DR. KELLY DAMRON

GCU's Collegiate DECA chapter is growing with four Top 10 finalists and one 1st Place finish out of six competitors at the International Career Development Conference (ICDC) hosted by DECA, Inc. GCU students consistently perform well at local competitive events and at ICDC. In 2016, the organization had a student earn 1st Place in professional sales and three other students earn 2nd Place in their competitive events.



SPORTS BUSINESS CLUB

GCU's Sports Business club connects students who share a passion for sports and business. The club and its network of industry professionals give students numerous important opportunities, including:

PGA TOUR

The Sports Business Club made their mark at the annual PGA Tour Champions Charles Schwab Cup Championship at Phoenix Country Club. Students had the opportunity to assist with set up, event coordination, pro-am caddies, volunteer coordinators, charitable donations support and day-of execution.

GOLF TOURNAMENT

The Sports Business Club hosted their annual golf tournament fundraising event at the Arizona Biltmore Golf Club in the fall of 2019. Over 30 club members volunteered their time to execute the tournament. Students were responsible for reaching out to local companies and professional sport teams for sponsorship and support. During this event, students were able to negotiate signage donations from bluemedias and received donations from the Arizona Cardinals, Phoenix Suns, Arizona Diamondbacks, Phoenix Rising, Troon Golf, Fairmont Princess and JW Marriott Camelback Ranch.



STAPLES CENTER

The Sports Business program partners with a local sports marketing company, Position Sports. Through this partnership, our students are able to work hand in hand with Position Sports on multiple sporting events, providing real-life learning environments. Students gain real-life experience in professional sports environments like the nation-wide Basketball Hall of Fame Events. Our students have traveled to San Francisco, Miami and Los Angeles to learn sporting event operation. As an added benefit, students are able to use these events to network with professionals from sports organizations such as the Basketball Hall of Fame, Nike, Gatorade and ESPN.

ACADEMIC MINOR DEGREE PROGRAMS

Our various minor degree programs help traditional students maximize their education and give them a competitive advantage in today's workforce. A minor is earned in conjunction with a major degree and provides specialization within an academic area. Students can use their elective credits toward a minor degree and use it as a graduate school application differentiator. Across all colleges, students learn under the close attention of expert faculty and in classroom environments that cultivate higher ethics based on our Christian worldview.

Major	Open Elective Credits	Recommended Minor(s)	Possible Career Path
Accounting	16-22	Bus. Management, Professional Writing, Communication	Accountants, Auditors, Credit Analysts, Financial Examiners, Tax Examiners and Collectors
Business Analytics	40-46	Marketing, Professional Writing, Psychology, Communication	Chief Executives, General and Operations Managers and Operations Research Analysts
Business Information Systems	28-34	Analytics, Professional Writing, Communication, Psychology	Computer Systems Analysts, Database Administrators, Network and Computer systems Administrator
Business Administration	24-30	Professional Writing, Psychology, Communication, Spanish, E-Business Applications Development, Business Management	General and Operations Managers, Sales Managers, Administrative Service Managers and Management Analysts
Business Management	24-30	Professional Writing, Marketing, Communication, Psychology, Spanish, E-Business Applications Development	Chief Executives, General and Operations Managers, Operations Research Analysts, Sales Managers, Industrial Production Managers and Management Analysts
Entrepreneurial Studies	24-30	Professional Writing, Marketing, Communication, Psychology, Digital Design, Finance and Economics, Spanish	Chief Executives, General and Operations Managers
Finance and Economics	24-30	Spanish, Psychology, Professional Writing, Communication, Analytics, Business Management	Treasurers and Controllers, Finance Managers, Financial Analysts/Risk Analysts, Investment Underwriters, Fraud Examiners and Credit Analysts
Marketing and Advertising	24-30	Spanish, Psychology, Analytics, Business Management	Advertising and Promotions Managers, Green Marketers, Marketing Managers, Sales Managers and Market Research Analysts
Sports Management	24-30	Spanish, Psychology, Communication, Analytics, Marketing	Recreational and Fitness Instructors, Coaches and Scouts and Fitness Trainers

FOR A FULL LIST OF MINORS, visit gcu.edu/minors



BUSINESS ► *Top 5's*

- **Canyon Ventures** *pg. 17*
- **Canyon Angels** *pg. 20*
- **Canyon Challenge** *pg. 22*
- **Canyon Enterprises** *pg. 27*
- **College Leadership Team** *pg. 29*

NEXT *steps:* ►►►►►►►►

- STEP 1** ► Apply for free at **gcu.edu/ApplyNow**
- STEP 2** ► Set up your student portal, submit your transcripts and monitor your progress toward acceptance
- STEP 3** ► Once transcripts are evaluated, choose one of our all-expenses paid* campus visitation programs, to learn more about Lope life
- STEP 4** ► Register early to lock in your scholarships, class schedule and housing preferences

To learn more about Grand Canyon University, undergraduate programs offered on campus, available scholarships and more, contact an admissions counselor.

855-428-7884
gcu.edu/CampusAdmissions

*Restrictions for travel reimbursement may apply.

Please note, not all GCU programs are available in all states and in all learning modalities. Program availability is contingent on student enrollment. Grand Canyon University is regionally accredited by the Higher Learning Commission (800-621-7440; hlcommission.org/). Important policy information is available in the University Policy Handbook at gcu.edu/academics/academic-policies.php. The information printed in this material is accurate as of NOVEMBER 2020. For the most up-to-date information about admission requirements, tuition, scholarships and more, visit gcu.edu ©2020 Grand Canyon University 20GTR0336