

# Colangelo College of Business



Business Programs

FIND YOUR PURPOSE

GRAND CANYON  
UNIVERSITY®

PRIVATE. CHRISTIAN. AFFORDABLE.



*Servant Leadership.*  
—o— *Ethics.*  
*Entrepreneurism.*

Welcome to the Colangelo College of Business. 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 aim for students to graduate with an innovative mindset to help create, improve and grow businesses. Our faculty members combine their solid academic pedigrees with extensive industry experience to help students thrive. 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.**

# COLANGELO COLLEGE of BUSINESS

Leading-edge programs that address the ever-changing demands of the business landscape offer degrees developed from our guiding pillars: servant leadership, ethics and entrepreneurship.

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.

## WHAT IS TRUE PRESTIGE?

Here at the Colangelo College of Business, our prestige is built around the vision and values of our business college namesake, Mr. Jerry Colangelo. Mr. Colangelo is not just a name on the outside of the building. He has established himself as a true pioneer and entrepreneur within the sports and business industry. As the former owner of the NBA Phoenix Suns, MLB Arizona Diamondbacks and most recently, director of Team USA Men's Basketball for the Olympics, his merits and accomplishments are vast, timeless and extremely relevant in today's business environment. He is the chairman of our business advisory board and can often be seen interacting with our students.

Our mission is to provide a hands-on education, taught by industry experienced professionals, in an environment that helps create connections, networking opportunities, internships and world experience that can't be gained from a textbook. Here at the Colangelo College of Business, we believe *that* is the true measure of prestige.



# LEARN FROM A LEGEND

Jerry Colangelo is one of the most influential and caring sports entrepreneurs in American history. Former owner of the Phoenix Suns and the Arizona Diamondbacks, he helped turn Phoenix into a major-league sports town and delivered top athletic teams to the state. As a dynamic community leader and committed Christian, Colangelo's commitment to Phoenix transcends sports. He is well-known as one of the city's most active community leaders.

In 2005, Mr. 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. In 2021, Mr. Colangelo oversaw his final USAB program for the Tokyo Olympic games.

## COLANGELO CONNECTIONS

As the Chairman of our business college, Mr. 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*



## ***BUSINESS AS A MINISTRY***

Our Christian worldview, serving as the cornerstone of our university, is interwoven throughout our business programs, outreach and community involvement. At GCU, business is ministry.

### **CITYSERVE: THE MAGIC OF COMMUNITY**

GCU is proud to partner with CityServe, a collaborative, faith-based network with the mission of transforming communities and helping those in need. From food boxes delivered to families in crisis to other critical needs such as clothing, school supplies and household furniture, CityServe is dedicated to creating positive change through compassionate action.

## *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. Conscious Capitalism drives our university to help others find their purpose and we instill these values within our business students. We serve as a purpose-driven institution operating as a business where students can learn about commerce first-hand. Our mission is to provide a quality education while also focusing on serving others, our neighborhood and our community.

# BUSINESS COLLEGE

## LEADERSHIP

Our college develops curriculum that 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. Our faculty become role models and mentors who can advise students on how to achieve their goals and provide them with personal recommendations for internship and job opportunities. We continuously foster business relationships and recommend top candidates from GCU to employers. Many students can expect to enter their chosen career field right after graduation.

➤ To meet our leadership Team and Lead faculty members visit [gcu.edu/CCOB](http://gcu.edu/CCOB)



# BACHELOR PROGRAMS

- ▶ Accounting
- ▶ Accounting with an Emphasis in Public Accounting
- ▶ Applied Business Analytics
- ▶ Applied Entrepreneurship
- ▶ Applied Business Information Systems
- ▶ Applied Human Resource Management
- ▶ 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
- ▶ Risk Management
- ▶ Sports and Entertainment Management
- ▶ Supply Chain and Logistics Management

▶ **LEARN MORE ABOUT ALL DEGREES**  
at [gcu.edu/CCOB](http://gcu.edu/CCOB)



## ACADEMIC MINOR DEGREE PROGRAMS

Supplement your major with specialized knowledge in your preferred area of business. A minor within the Colangelo College of Business provides a quick way to gain additional business concepts and tools as a budding business professional in accounting, business analytics, marketing and more.

▶ **FOR A FULL LIST OF MINORS,**  
visit [gcu.edu/minors](http://gcu.edu/minors)



## BUSINESS STUDENT CLUBS AND ACTIVITIES

Students can enhance their learning experiences and make industry networking connections 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
- ▶ Sport and Entertainment Business Club
- ▶ Women in Business



### ▶ 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.

### ▶ 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.

## CLUB ACCOLADES

### ▶ Collegiate Distributive Education Clubs of America (DECA)

Our DECA club is a competitive group and it shows in our consistent results, with multiple 1st place and Top 10 finalists over the past four years.

### ▶ Sport and Entertainment Business Club

GCU's Sport and Entertainment 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:

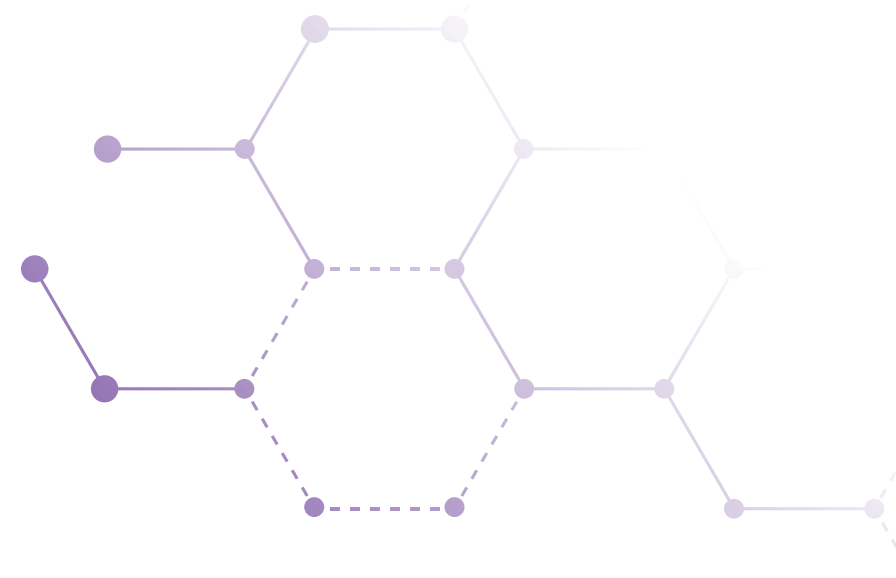
### ▶ PGA Tour

The Sport and Entertainment 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.

### ▶ Electives That Pay

Business organizations are now looking for college graduates to be industry ready upon graduation and the Colangelo College of Business offer unique certification pathways that can lead to employment opportunities as well as relevant industry knowledge and experience.

Through these elective courses, our students will have the opportunity to gain a specialized skill set and an education that can lead to better, higher paying positions. GCU is dedicated to developing students who are passionate industry professionals and servant leaders. These courses add additional value that helps prepare our learners for successful careers.



# 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 become servant leaders and utilize purpose-centered, free-market economies to provide opportunities for a better quality of life. The business college and its scholars are deeply involved in the operations of all of the GCU enterprises, which 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.

## 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.

## 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 business start-up ventures around the nation and provides students with due diligence experience. The Canyon Angels group is very unique in higher education today. While some colleges are developing groups at the graduate level, GCU's investor group is exceptionally rare at the undergraduate level. This provides our students with a unique experience not offered at other universities.

#### Charles Schwab Foundation Financial Learning Center

The multi-year grant from Schwab Advisor Services, in partnership with the Charles Schwab Foundation, will help students get one step ahead in all facets of financial services.

It will create a home for finance classes and finance clubs, provide a destination for guest speakers on investing and financial literacy and help address the critical need for more certified financial planners (CFPs).



**“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



# 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 pitch competition where students compete for investments into the products they develop for the challenge.

This event offers GCU students a unique opportunity to develop their business or product ideas and carry them out while still in college. Winners receive an investment for their ideas and are able to use this money to begin their own startup companies.



**Learn more about previous winners below!**

## **Viva Brilhante**

Fall 2020

Canyon Challenge Winner



## **Heavenly Angels**

Spring 2021

Canyon Challenge Winner



## **Further Opportunities:**

**GCU SHARK TANK** meets monthly and gives students the chance to pitch an idea in front of a live audience to gain constructive feedback and valuable practice presenting an idea to real investors.

**FIRST TUESDAY MARKETPLACE** invites student entrepreneurs to showcase and sell their goods, as well as pitch ideas at a street fair-style, on-campus event.

# 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 benefited from the advisement of his business faculty and continues to operate LUX Longboards out of the Canyon Ventures facility.



## ➤ ZorroSign

ZorroSign is a secure Digital Transaction Management (DTM) platform. By going completely digital, businesses can keep up with the fast pace of changing technology, comply with new security & privacy laws globally, all while saving the environment.



## ➤ Noggin Boss

Noggin Boss creates fun, large size sports caps for sports fans everywhere! Founded in 2019, Noggin Boss was formed by friends who love all things sports, business and charity. They are former college athletes, club team coaches and business owners. They saw an opportunity to create something fun and innovative to help you promote the things you love and are passionate about. Noggin Boss was also featured on the TV Show Shark Tank, and had one of the big name investors, invest in their business venture.



## ➤ 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.




## ➤ Grand Launch Media

Grand Launch Media is a multimedia company that is constantly up-to-date on the most modern and innovative content creation strategies, especially as they develop. Created as a true GCU student start-up venture, Grand Launch Media is more than a revenue (for profit) based company. They are passionate about what they do, the time to do it, and a genuine desire to produce compelling content to help grow businesses and their marketing needs. They now work with numerous clients nationwide.

# CANYON

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## 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. In fact, GCU – in partnership with each of our college deans – developed a unique designation for this learning environment: 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.



### ► CANYON 49 GRILL

Our restaurant serves as a university eatery in the heart of Phoenix offering modern urban cuisine.

### ► 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.

### ► CANYON PROMOTIONS

Canyon Promotions is GCU's new enterprise and service provider for producing and delivering promotional items and marketing collateral.

### ► 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.

### ► 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.

### ► GCU HOTEL

Lope hospitality at its finest! The GCU Hotel welcomes fans and visitors to Lope Country.

### ► 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.

### ► 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.

## 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.

*Here are just a few of our featured internships\**

### ACCOUNTING INTERNSHIPS:

- ▶ Henry and Horne
- ▶ KPMG
- ▶ PWC

### FINANCE AND ECONOMICS INTERNSHIPS:

- ▶ Charles Schwab
- ▶ Merrill Lynch
- ▶ Vanguard

### MARKETING INTERNSHIPS:

- ▶ LaneTerraever
- ▶ Nike
- ▶ Walt Disney

### SPORTS MANAGEMENT INTERNSHIPS:

- ▶ Arizona Cardinals
- ▶ Arizona Coyotes
- ▶ Position Sports

### HOSPITALITY INTERNSHIPS:

- ▶ Fairmont Scottsdale Princess
- ▶ Hilton
- ▶ Marriott

\*Internships are self-reported



# HIREABLE

## GRADUATES

### 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.

### MEET THE FIRMS

This event is a chance for accounting and financial services students to connect with firms and organizations, present their resumes and explore internship and job opportunities with companies seeking talented candidates.

“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*

“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*

# STUDENT

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## SPOTLIGHTS

### What students are doing today!

#### 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.

#### 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.



### MEET OUR STUDENTS

*"GCU really pushes real world experience. I got opportunities to run things like Canyon Angels, the investment group on campus. I was able to connect with real CEOs in the Valley, really across the world, meet our investors and apply these concepts that I learn in class directly in real world situations (sometimes the next day, or day of) that I learned it in class."*

**— Connor Keene, Bachelor of Science in Finance and Economics, Graduation 2021**

*"My position as Dean Dr. Randy Gibb's administrative assistant for GCU's Colangelo College of Business quickly became one of the biggest blessings within my college experience. It allowed me to become deeply involved with the events, clubs and partnership projects. Working so closely with CCOB's administrative team helped me to see the exorbitant level of care, compassion and consideration they have for all CCOB students. I owe much of my success to my wonderful college, GCU."*

**— Rebekah Neu, Bachelor of Science in Supply Chain and Logistics Management, Graduation 2021**

*"Mark Jacobson, the chair of finance and economics, was the first person that truly believed in me not just as a student but as a leader. Mr. Jacobson opened my eyes to a new journey. I am incredibly blessed and beyond thankful for the Colangelo College of Business' staff and faculty who offered me the knowledge and opportunities to succeed and exceed. This college has truly changed my life and has allowed me to be aligned with my professional dreams and passion."*

**— Adrianna Romero, Bachelor of Science in Business Administration, Graduation 2022**

## BUSINESS ▶ *Top 5's*

- ▶ **Canyon Angels** *pg. 14*
- ▶ **Canyon Challenge** *pg. 16*
- ▶ **Canyon Enterprises** *pg. 20*
- ▶ **GCU Ad Agency** *pg. 21*
- ▶ **Internships and Employment** *pg. 22–23*

## NEXT *steps:*

- 1** ▶ Apply for free at **[gcu.edu/ApplyNow](https://www.gcu.edu/ApplyNow)**
- 2** ▶ Upload your transcripts and submit your test scores
- 3** ▶ Upon acceptance, visit campus  
(all-expenses paid\* programs available)
- 4** ▶ Register for courses and pay the registration deposit



*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](https://www.gcu.edu/CampusAdmissions)**

\*Restrictions for travel reimbursement may apply.

Grand Canyon University is accredited by the Higher Learning Commission ([hlcommission.org](https://www.hlcommission.org)), an institutional accreditation agency recognized by the U.S. Department of Education. Please note, not all GCU programs are available in all states and in all learning modalities. Program availability is contingent on student enrollment. Pre-licensure nursing students who begin or resume attendance in Fall 2020 and beyond will be ineligible to utilize most GCU institutional aid/scholarships for tuition and fees once accepted into the clinical portion of the program. Important policy information is available in the University Policy Handbook at <https://www.gcu.edu/academics/academic-policies.php>. The information printed in this material is accurate as of MARCH 2022. For the most up-to-date information about admission requirements, tuition, scholarships and more, visit [gcu.edu](https://www.gcu.edu). ©2022 Grand Canyon University 21GTR0625