



# Accounting

## Concentration

### Program and Concentration Summary

ECPI University's Bachelor of Science in Business Administration (BSBA) program provides a comprehensive foundation in business principles, equipping students with the knowledge and skills necessary for today's dynamic business environment. The program emphasizes practical application, critical thinking, and problem-solving, preparing graduates to excel in various business roles. You should consider ECPI University's year-round program. In as little as 2.5 years, you could earn a Bachelor of Science Degree in Business Administration with a concentration in Accounting.

The Accounting concentration provides students with a deep understanding of accounting principles and their application in business. This concentration prepares graduates for fields in public accounting, business, or government. Students can choose from the Accounting Data Analytics track or General Accounting track to tailor their education to their specific interests and career goals.

### Degree Tracks

Students may choose from one of the following degree tracks:

#### Accounting Data Analytics

This track provides students with an opportunity to engage with auditing and analytics knowledge that adds to their accounting concentration. The additional analytics focus allows students to look at data output while combining financial and accounting insights.

#### General Accounting

This track covers the additional topics of auditing and personal taxation, providing students with a broad overview of accounting. By taking the additional core areas, students are prepared to become well-rounded accounting graduates.

### Program Outcomes

Upon program completion, graduates will be able to:

- ▶ Apply accounting principles to record and analyze financial information for a firm's financial position
- ▶ Conduct organizational research and analysis
- ▶ Apply critical thinking and analytical skills to make strategic decisions
- ▶ Demonstrate effective communication in a global environment
- ▶ Apply ethical behavior and professional values
- ▶ Examine an organizational community of learning and positive change

Program information is subject to change without notice.  
 Consult the University Catalog for the most up to date information.