Study Business like You Mean It
Plunk a savvy business person into a hyper-competitive environment with an unpredictable economic climate and they see opportunities everywhere. They are far more multifaceted than their predecessors, and know that mastering only a narrow specialty won’t serve them well.

When individuals and companies hire, they look for grads who can think creatively; juggle multiple tasks; communicate up, down, across and outside the organization; and who are not afraid to wander into new territory.

Savvy business students master those sought-after skills and then choose to apply them in well-run companies that reflect their values – creating richer, more satisfying, more rewarding careers with organizations that make positive financial and social contributions.

People, Planet, Profits
Environmental sustainability, corporate governance and ethics, healthy and positive work settings, accountability to local communities, responsible products and services, and rates of return for investors are challenges all business organizations face as they blend good corporate citizenship with solid business practice.

Corporate social responsibility and social entrepreneurship are treated by some organizations as just the latest buzzwords. But others have figured out how to harness their power to manage successful economic, social and environmental relationships and engage with stakeholders, knowing these relationships are likely to have a powerful impact on the company’s long-term success.

Research into how corporate social responsibility impacts job satisfaction has also found companies with a good corporate social responsibility reputation are more attractive to prospective employees, especially high-caliber employees. People would rather work for a company that cares about consumers, employees and the general public.

Life University’s Stance
You’ll find a lot of those kinds of people at LIFE. We are independent thinkers, and we attract a lot of mavericks (you might be one of them), but we do share core values around doing good while doing well. We respect the unique qualities of the individual and foster personal responsibility and integrity, taking ownership of our decisions and their impact on others and our interconnected global community.

A natural extension of those ideals is a profound desire to make the world a better place. Many of our students will find entrepreneurial ventures or join existing organizations where the social mission is as important as the profits.

Studying Business at LIFE
Business majors at Life University first gain a solid foundation in the overarching principles of management, then specialize in one area with additional coursework and potential internships, independent study and special projects.

Hot Spot for Business
Atlanta is a great place to study business. The city ranks No. 4 in the nation for Fortune 500 company headquarters, including Coca-Cola, UPS, Delta, SunTrust Banks and Home Depot. In terms of attracting faculty with impressive business experience, landing an internship with a top company, finding meaningful part-time work, and searching for that first job, Atlanta offers significant benefits.

Several studies sponsored by Forbes rank Atlanta:
- No. 1 city in the U.S. in minority-run firms
- Second-most wired city in the nation two years running
- Ninth best U.S. city for young professionals
Mentoring with Real-World Expertise

All business students need to master fundamentals in marketing, accounting, human resources and information technology. Just about any business program can give you those. But learning to become a modern-day influencer and mastering today’s business survival skills (multi-directional communication, critical thinking and entrepreneurship) isn’t likely to happen in a 250-seat lecture hall. It takes personal mentoring from people who already do them well.

Life University faculty members have impressive track records in diverse business ventures they bring to life in the classroom. They’ve served as senior executives in companies like IBM and Quaker, worked in top accounting firms, succeeded as owners of their own technology companies, marketing firms and insurance agencies, and served as international business consultants and business law attorneys. Many still serve as consultants.

These active professionals will help you land critical internships, conduct an effective career search and even apply to graduate schools. Their practical, hands-on approach will give you the tangible skills and business acumen to get your career moving quickly.

Because we maintain small classes taught by our seasoned faculty (never graduate teaching assistants) they can provide the personal attention to tailor classroom and internship experiences into a seamless active learning experience. An impressive Board of Advisors comprised of Atlanta’s corporate elite also ensures our business programs are in sync with emerging needs, and helps foster valuable networking connections to area business leaders. Our students have recently completed internships in such diverse settings as an IT firm specializing in cloud computing, law offices, and the Center for Family Resources.

Who We Are

Life University educates more than 2,600 students in bachelor’s degree programs in Biology, Biopsychology, Business Administration, Health Coaching, Computer Information Management, Exercise Science, General Studies, Nutrition, Dietetics and Psychology; our Master of Science in Sport Health Science; our Master of Science in Clinical Nutrition; and our Doctor of Chiropractic programs. All programs are uniquely focused on a positive, wellness-centered approach to health and human performance, and students are actively engaged in a diverse and highly supportive academic community.

Student Scholarships

Outstanding students applying to any major in LIFE’s College of Undergraduate Studies are eligible to apply for institutional scholarships for their superior performance and promise. Georgia resident students earning a Georgia HOPE Scholarship and/or Tuition Equalization Grant for attending private schools can also apply those toward further reducing their tuition costs. Contact the Enrollment Office at (800) 543-3202 or Admissions@LIFE.edu to learn more.

Life University is a proud partner of the Yellow Ribbon Program for military veterans. For information about this program and to see if you qualify, please visit: 

Dig Deeper – Talk to Alums and Students, Visit Campus

Prospective students tell us the most important thing they did while considering which school to attend was actually visiting campuses. To learn more about a successful career in business, talk to our faculty or schedule a campus visit. We also invite you to check out our website at www.LIFE.edu or contact our Admissions Department at Admissions@LIFE.edu; 800-543-3202.

Call or email us and we’ll connect you with a working professional you can email, call or even visit. We are also happy to connect you with current business students.

Move Seamlessly into an M.B.A.

Articulation agreements with major universities in the area provide attractive options for pursuing graduate study, moving directly from LIFE’s Bachelor’s Degree program into an M.B.A. without repeating coursework or experiencing downtime on your way to a career.

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““You get a very strong foundation and then the classes build on one another. For example, the Small Business/Entrepreneurship class brought together components from management, marketing and human resources so I could apply principles I’d learned before. There’s always a course project at the end of each class, too, that helps you tie all the material together.”

MAKE YOUR MARK