

# BACHELOR OF BUSINESS ADMINISTRATION (BBA) WITH A CONCENTRATION IN MANAGEMENT AND MARKETING

The Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing provides students who attain an Associate of Science in Business Administration degree or complete equivalent coursework with a means to complete a quality four-year bachelor's degree in business. Students who complete the BBA will be prepared to lead organizations through core knowledge in management and marketing, and skilled business practices including critical analysis, communication, problem solving and ethical values.

The BBA with a Concentration in Management and Marketing is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Program Learning Outcomes

*Students who complete the Bachelor of Business Administration with a Concentration in Management and Marketing will be able to:*

- Exhibit general knowledge of theories and practices in the core areas of business.
- Critically analyze and apply business knowledge to solve complex business situations.
- Demonstrate effective business communication through both written and verbal means.
- Formulate decisions informed by ethical values.
- Collaborate effectively in teams.
- Exhibit an in-depth knowledge of management theory.
- Propose organizational improvements using management knowledge and concepts.
- Exhibit an in-depth knowledge of marketing theory and concepts.
- Evaluate an integrated marketing communication plan using marketing knowledge and concepts.

## Admissions Requirements

To be admitted to the first 60 semester units of the Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing program, the following admission requirements must be met:

1. For all students with less than 24 semester units of completed college coursework, possess an official high school diploma:
  - with a minimum cumulative GPA of at least 2.500
  - from an accredited institution that meets approved requirements
  - as evidenced by an official transcript sent direction from each institution attended.
2. Students transferring into the BBA program may have some of their requirements met by classes taken at other institutions. Any previous college coursework transferred into the BBA program must:
  - have a combined coursework minimum cumulative GPA of at least 2.500

- be from an accredited institution that meets approved requirements
- be evidenced by an official transcript sent directly from each institution attended<sup>1</sup>.

3. Submit an application for admission.
4. Complete an interview with the Associate Dean.

For those students only completing their second 60 semester units of the Bachelor of Business Administration (BBA)<sup>2</sup> with a Concentration in Management and Marketing program at PLNU, the following admission requirements must be met:

1. Complete an Associates degree in Business Administration containing 60 units of business core and general education or equivalent coursework that meets approved requirements (first 60 semester units):
  - with a minimum cumulative GPA of at least 2.500
  - from an accredited institution that meets approved requirements
  - as evidenced by an official transcript sent directly from each institution attended<sup>3</sup>.
2. Submit an application for admission.
3. Complete an interview with the Associate Dean.

<sup>1</sup> Only courses from a regionally accredited institution will be considered for transfer.

<sup>2</sup> A total of 21 units of the required first 60 units may be completed after admittance to the second 60 semester units of the BBA.

<sup>3</sup> Only courses from a regionally accredited institution will be considered for transfer.

**Note(s):** All students are expected to have some proficiency with computer technology (email, Internet, spreadsheets and word processing) and own their own personal notebook computer for the duration of their enrollment in the program.

## First 60 Semester Units

The first 60 semester units of the Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing may be satisfied with the completion of an Associates degree in Business Administration containing 60 units of business core and general education or equivalent coursework that meets approved requirements. The approved requirements include the following business core and general education coursework:

### Business Core

The following 25 credit units of business core requirements are required for graduation:

1. Introduction to Business or Information Systems - 3 semester units
2. Economics - 6 semester units (of which one course must be in macroeconomics and one course must be in microeconomics)
3. Accounting - 7 semester units (of which one course must be in financial accounting and one course must be in managerial accounting)
4. Business Law - 3 semester units
5. Math - 6 semester units (of which one course must be college algebra or higher and one course must be statistics)

## General Education

The following 36 credit units of general education core requirements are required for graduation:

1. Communication - 6 semester units (of which one course must be in English Composition)
2. Humanities/Fine Arts - 6 semester units (at least one course must be from the following: literature, art or music appreciation, art or music history, fine arts, or history)
3. Natural Science and Math - 6 semester units (at least one course must be in Math)
4. Social and Behavioral Sciences - 6 semester units
5. Bible, Theology, Philosophy, and Ethics - 6 semester units (at least one course must be taken from PLNU)
6. An additional 6 semester units must be earned in any of the above areas.

## Second 60 Semester Units

Students may begin the second 60 semester units of coursework as long as 39 units of the required first 60 semester units are complete. The following outlines the courses required for the second 60 semester units.

Code	Title	Units
<b>Core Courses</b>		
BBU 3013	Business Communication	3
BBU 4080	International Business	3
BBU 4089	Business Practicum	3
BFN 3035	Business Finance	3
BMG 2012	Principles of Management	3
BMG 4088 and BMG 4088L	Strategic Management and Strategic Management Lab	3
BMK 3032		3
<b>Management Courses</b>		
BLD 4012	Leadership Theory and Practice	3
BMG 3020	Organizational Behavior	3
BMG 3074	Human Resources Management	3
BMG 4084	Operations Management	3
<b>Marketing Courses</b>		
BMK 3033	Consumer and Organizational Buying Behavior	3
BMK 3036	Integrated Marketing and Sales Communications	3
BMK 3050	Digital Marketing Essentials	3
BMK 4050	Digital Marketing Content	3
<b>Other Courses</b>		
BBU 3010	Data-Driven Decision Making	3
BLD 4060	Leading Innovation	3
BST 3004 (B,C,J,L)	Biblical Perspectives (GE)	4
SUS 4075	Sustainability in Action	3
Choose one (1) of the following:		2
ETH 3001 and ETH 4001	Foundations of Ethics and Applications of Ethics	
ETH 4011	Organizational Ethics	
<b>Total Units</b>		<b>60</b>

## Graduation Requirements

In order for a student to earn and receive the Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing, all of the following requirements must be met:

1. A total of 120 semester units must be earned with an overall 2.000 grade point average and all general education requirements met.
2. Completion of an Associates degree in Business Administration, containing 60 semester units of business core and general education or equivalent coursework that meets approved requirements (first 60 semester units). For certain community colleges, students in the PLNU BBA Program at the same location in which they completed their Associates degree coursework will be required to have their Associates degree conferred before graduating with their PLNU BBA degree.
3. Completion of the required second 60 semester units in the Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing from Point Loma Nazarene University with a minimum grade of "C" in each course and an overall 2.750 grade point average for all units in residency. Students may repeat courses in which they earn a grade lower than C a maximum of two times.
4. Application for graduation must be made prior to the start of the final semester. All program requirements must be complete prior to participation in Commencement ceremonies. All candidates must complete all program courses to participate unless all of the following are met.
  - There are no more than six (6) units lacking to complete the required 120 unit minimum, and
  - There is an approved plan to complete remaining units in the immediately following term.
5. Payment in full of all tuition, fees, and other financial obligations owed to the university, including a degree processing fee.