

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

First 60 Semester Units

The first 60 semester units of the Bachelor of Business Administration (BBA) 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 48 Semester Units

The following outlines the courses required for the second 48 semester units of the program.

Required Minor

Students seeking a Bachelor of Business Administration (BBA) are required to complete one of the following minors as part of the degree:

- Management (p. 1)
- Marketing (p. 1)
- Organizational Leadership (p. 2)

BBA with Management Minor

Code	Title	Units
Core Courses		
BBU 3010	Data-Driven Decision Making	3
BBU 3013	Business Communication	3
BBU 4080	International Business	3
BBU 4089	Business and Leadership Practicum	3
BFN 3035	Business Finance	3
BMG 2012	Principles of Management	3
BMG 4088	Strategic Management	3
BMK 2032	Principles of Marketing	3
BST 3004 (B,C,J,L, Biblical Perspectives (GE)		4
Choose one (1) of the following:		2
ETH 3001 and ETH 4001	Foundations of Ethics and Applications of Ethics	
ETH 4011	Organizational Ethics	
Elective Courses		
Choose six (6) units from BBU, BLD, BMG, or BMK upper-division courses not included in the required core or selected minor.		6
Management Minor Courses		
BLD 4060	Leading Innovation	3
BMG 3020	Organizational Behavior	3
BMG 3074	Human Resources Management	3
BMG 4084	Operations Management	3
Total Units		48

BBA with Marketing Minor

Code	Title	Units
Core Courses		
BBU 3010	Data-Driven Decision Making	3
BBU 3013	Business Communication	3
BBU 4080	International Business	3
BBU 4089	Business and Leadership Practicum	3
BFN 3035	Business Finance	3
BMG 2012	Principles of Management	3
BMG 4088	Strategic Management	3
BMK 2032	Principles of Marketing	3
BST 3004 (B,C,J,L, Biblical Perspectives (GE)		4
Choose one (1) of the following:		2
ETH 3001 and ETH 4001	Foundations of Ethics and Applications of Ethics	
ETH 4011	Organizational Ethics	
Elective Courses		
Choose six (6) units from BBU, BLD, BMG, or BMK upper-division courses not included in the required core or selected minor.		6
Marketing Minor Courses		
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
Total Units		48

BBA with Organizational Leadership Minor

Code	Title	Units
Core Courses		
BBU 3010	Data-Driven Decision Making	3
BBU 3013	Business Communication	3
BBU 4080	International Business	3
BBU 4089	Business and Leadership Practicum	3
BFN 3035	Business Finance	3
BMG 2012	Principles of Management	3
BMG 4088	Strategic Management	3
BMK 2032	Principles of Marketing	3
BST 3004 (B,C,J,L, Biblical Perspectives (GE)		4
Choose one (1) of the following:		2
ETH 3001	Foundations of Ethics	
and ETH 4001	and Applications of Ethics	
ETH 4011	Organizational Ethics	
Elective Courses		
Choose six (6) units from BBU, BLD, BMG, or BMK upper-division courses not included in the required core or selected minor.		6
Organizational Leadership Minor Courses		
BLD 4012	Leadership Theory and Practice	3
BMG 3020	Organizational Behavior	3
Choose two (2) courses from the following:		6
BLD 4020	Cultural Influences and Diversity in the Workplace	
BLD 4030	Organizational Leadership Communication	
BLD 4040	Leading Teams in Organizations	
BLD 4050	Leading Organizational Change	
BLD 4060	Leading Innovation	
BLD 4070	Leading Through Organizational Crisis	
Total Units		48