48

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
- Economics 6 semester units (of which one course must be in macroeconomics and one course must be in microeconomics)
- 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
- 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:

- Communication 6 semester units (of which one course must be in English Composition)
- 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)
- 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	Choose one (1) of the following:		
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.			
Management Min	or 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

BMK 4050

Total 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 ETH 4011 Organizational Ethics Elective Courses Choose six (6) units from BBU, BLD, BMG, or BMK upper-division 6 courses not included in the required core or selected minor. Marketing Minor Courses BMK 3033 Consumer and Organizational Buying Behavior 3	Code	Title	Units		
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 ETH 4011 Organizational 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. Marketing Minor Courses BMK 3033 Consumer and Organizational Buying Behavior 3	Core Courses				
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 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. Marketing Minor Courses BMK 3033 Consumer and Organizational Buying Behavior 3	BBU 3010	Data-Driven Decision Making	3		
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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 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. Marketing Minor Courses BMK 3033 Consumer and Organizational Buying Behavior 3	BBU 4080	International Business	3		
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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. Marketing Minor Courses BMK 3033 Consumer and Organizational Buying Behavior 3	BMG 2012	Principles of Management	3		
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Marketing Minor Courses BMK 3033 Consumer and Organizational Buying Behavior 3	Choose six (6) un	its from BBU, BLD, BMG, or BMK upper-division	6		
BMK 3033 Consumer and Organizational Buying Behavior 3	courses not included in the required core or selected minor.				
	Marketing Minor Courses				
DMI/ 2026 Integrated Marketing and Calca Communications 2	BMK 3033	Consumer and Organizational Buying Behavior	3		
bivik 3030 integrated marketing and Sales Communications 3	BMK 3036	Integrated Marketing and Sales Communications	3		
BMK 3050 Digital Marketing Essentials 3	BMK 3050	Digital Marketing Essentials	3		

Digital Marketing Content

BBA with Organizational Leadership Minor

Core Courses BBU 3010 Data-Driven Decision Making BBU 3013 Business Communication BBU 4080 International Business BBU 4089 Business and Leadership Practicum BFN 3035 Business Finance BMG 2012 Principles of Management BMG 4088 Strategic Management BMK 2032 Principles of Marketing BST 3004 (B,C,J,L, Biblical Perspectives (GE) Choose one (1) of the following: ETH 3001 Foundations of Ethics and ETH 4011 Organizational Ethics ETH 4011 Organizational 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. Organizational Leadership Minor Courses BLD 4012 Leadership Theory and Practice BMG 3020 Organizational Behavior Choose two (2) courses from the following: 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	Code	Title	Units
BBU 3013 Business Communication BBU 4080 International Business BBU 4089 Business and Leadership Practicum BFN 3035 Business Finance BMG 2012 Principles of Management BMG 4088 Strategic Management BMK 2032 Principles of Marketing BST 3004 (B,C,J,L, Biblical Perspectives (GE) Choose one (1) of the following: 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. Organizational Leadership Minor Courses BLD 4012 Leadership Theory and Practice BMG 3020 Organizational Behavior Choose two (2) courses from the following: 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 4070 Leading Innovation BLD 4070 Leading Through Organizational Crisis	Core Courses		
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BMG 3020 Organizational Behavior Choose two (2) courses from the following: 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	Organizational Le	adership Minor Courses	
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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	BMG 3020	Organizational Behavior	3
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	Choose two (2) co	ourses from the following:	6
BLD 4040 Leading Teams in Organizations BLD 4050 Leading Organizational Change BLD 4060 Leading Innovation BLD 4070 Leading Through Organizational Crisis	BLD 4020	Cultural Influences and Diversity in the Workplace	9
BLD 4050 Leading Organizational Change BLD 4060 Leading Innovation BLD 4070 Leading Through Organizational Crisis	BLD 4030	Organizational Leadership Communication	
BLD 4060 Leading Innovation BLD 4070 Leading Through Organizational Crisis	BLD 4040	Leading Teams in Organizations	
BLD 4070 Leading Through Organizational Crisis	BLD 4050	Leading Organizational Change	
	BLD 4060	Leading Innovation	
Total Units 4	BLD 4070	Leading Through Organizational Crisis	
	Total Units		48