

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

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.

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	Principles of Marketing	3
Management Courses		
BLD 4012	Leadership Theory and Practice	3
BMG 3020	Organizational Behavior	3
BMG 3074	Human Resources Management	3
BMG 4084	Operations Management	3
Marketing 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
Other Courses		
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	
Total Units		60

Code	Title	Units
Core Courses		
BBU 3013	Business Communication	3