

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

The Bachelor of Business Administration (BBA) 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 skilled business practices including critical analysis, communication, problem solving and ethical values.

The BBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Program Learning Outcomes

*Students who complete the Bachelor of Business Administration 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.

## Admissions Requirements

To be admitted to the Bachelor of Business Administration (BBA) 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.

<sup>1</sup> Only courses from an 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) 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. 2)
- Organizational Leadership (p. 2)

## BBA with Management Minor

Code	Title	Units
<b>Core Courses</b>		
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	
<b>Elective Courses</b>		
Choose six (6) units from BBU, BLD, BMG, or BMK upper-division courses not included in the required core or selected minor.		6
<b>Management Minor Courses</b>		
BLD 4060	Leading Innovation	3
BMG 3020	Organizational Behavior	3
BMG 3074	Human Resources Management	3
BMG 4084	Operations Management	3
<b>Total Units</b>		<b>48</b>

## BBA with Marketing Minor

Code	Title	Units
<b>Core Courses</b>		
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	
<b>Elective Courses</b>		
Choose six (6) units from BBU, BLD, BMG, or BMK upper-division courses not included in the required core or selected minor.		6
<b>Marketing Minor 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>Total Units</b>		<b>48</b>

## BBA with Organizational Leadership Minor

Code	Title	Units
<b>Core Courses</b>		
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	
<b>Elective Courses</b>		
Choose six (6) units from BBU, BLD, BMG, or BMK upper-division courses not included in the required core or selected minor.		6
<b>Organizational Leadership Minor Courses</b>		
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	
<b>Total Units</b>		<b>48</b>

## Graduation Requirements

In order for a student to earn and receive the Bachelor of Business Administration (BBA), 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. Students may transfer up to 72 units from an outside accredited institution to reach the 120 units required for graduation.
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 48 semester units in the Bachelor of Business Administration (BBA) 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.