

BACHELOR OF BUSINESS ADMINISTRATION

The LAPU Bachelor of Business Administration (BBA) degree program equips students with a theoretical framework, practical skills, and ethical values essential for success as a business professional.

Preparation for a successful business career requires a broad appreciation for the major elements of the business enterprise and how they relate to one another. Thus, the BBA degree equips students with professional knowledge and practical skills in strategic leadership, management, operations, marketing, finance, technology, human relations, and business law. The program promotes personal and spiritual growth by emphasizing Christian values, ethical principles, and effective interpersonal relationships in diverse settings. The BBA program also provides students with a broad liberal arts foundation for lifelong learning. The online BBA program enables students to apply their learning immediately in the workplace.

The BBA program prepares students for service in a variety of public and private sector organizations, including first-line management, retail and sales, commercial banking, marketing, big data, information systems, human resource management, healthcare administration, government service, and nonprofits. Students complete the BBA degree program to gain promotions, change careers, or prepare for MBA studies. Some graduates may begin new ventures, operate small companies, launch new products, or return to the family business.

Students in the Bachelor of Business Administration who intend to apply to the Master of Business Administration have an opportunity to substitute up to three graduate-level classes to satisfy BBA major requirements. Allowable substitutions include BUSN 520 for BUSN 320, BUSN 580 for BUSN 350, and SCHM 590 for SCHM 300. Undergraduate students considering substitution courses should work with their success coach to determine whether this option fits with their future goals. In addition, students must have a minimum GPA of 3.0 and obtain approval from the assistant dean of the graduate program. Please be aware that graduate-level substitution courses have a different tuition rate (<https://catalog.lapu.edu/grad/financial/#costofattendancetext>).

Program Learning Outcomes (PLOs) for the B.B.A. Degree

Graduates of the Bachelor of Business Administration degree program will be able to:

- **PLO 1:** Apply management theory and principles in culturally diverse, global business contexts.
- **PLO 2:** Integrate biblical concepts and principles in the management decision-making process.
- **PLO 3:** Utilize data-driven decision-making strategies to propose solutions to complex business problems.
- **PLO 4:** Effectively communicate business concepts through oral forms utilizing 21st century communication skills and technology.
- **PLO 5:** Demonstrate the technical skills and competencies required to effectively manage the functional areas of global business operations.
- **PLO 6:** Demonstrate the ability to evaluate and implement ethically sound and legal decisions in dynamic business environments.

- **PLO 7:** Effectively communicate business concepts through written forms utilizing 21st century communication skills and technology.

Transition to a Master's Degree Program

LAPU strives to encourage and prepare students to seek graduate degrees. The BBA curriculum is designed to meet the general admissions requirements of accredited graduate-level programs, including the MBA program offered at LAPU. Students should seek advisement regarding additional admissions requirements from the selected graduate programs.

Core

The Los Angeles Pacific University Core comprises the General Education requirements and the LAPU Distinctives. Students are encouraged to complete the Core before beginning their major requirements. General Education requirements may be met by transfer work. The LAPU Distinctives are required for all undergraduate degrees at LAPU.

Requirement	Title	Credits
General Education Requirements		25
LAPU Distinctives		9
Total Credits		34

General Education

Requirement	Title	Credits
English Communication		
COMM 105	Public Communication	3
ENGL 105	Introduction to Academic Research and Writing	3
Arts and Humanities		
ARTS 110	Introduction to Art	3
Humanities		
ENGL 115	Introduction to Literature	3
or PHIL 205	Introduction to Philosophy	
or PHIL 210	Introduction to Ethics	
Quantitative Reasoning		
STAT 280	Applied Statistics	3
Behavioral Sciences		
ECON 203	Principles of Microeconomics	3
Social Sciences		
HIST 202	World Civilizations	3
or HIST 204	U.S. History from 1865	
or HIST 420	United States History and the Constitution	
Physical and Biological Sciences		
BIOL 105	General Biology/Lab	4
or BIOL 230	Anatomy and Physiology I/Lab	
or CHEM 115	Chemistry for Health Sciences/Lab	
or NSCI 150	Introduction to Astronomy/Lab	
Total Credits		25

LAPU Distinctives

Requirement	Title	Credits
BIBL 100	Introduction to Biblical Literature: Exodus/Deuteronomy	3
BIBL 230	Introduction to Biblical Literature: Luke/Acts	3
ISTU 101	Success in the University ¹	3
Total Credits		9

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Must be taken at LAPU.

Program Requirements

To earn the Bachelor of Business Administration degree, students must complete the following degree components:

Requirement	Title	Credits
Core ¹		28
Program Requisites		15
Major Requirements		45
Electives		32
Total Credits		120

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34 credits total; 6 credits are counted below in Program Requisites.

In order to earn the Bachelor of Business Administration degree, students must complete the following required courses while achieving a minimum cumulative grade point average (GPA) of 2.0 in their major courses.

Requirement	Title	Credits
Core		
Core Requirement ¹		28
Program Requisites		
ACCT 210	Financial Accounting	3
ACCT 220	Managerial Accounting	3
ECON 203	Principles of Microeconomics	3
ECON 204	Principles of Macroeconomics	3
STAT 280	Applied Statistics	3
Major Requirements		
BUSN 270	Business Law and Ethics	3
BUSN 310	Statistical Analysis for Business Decisions	3
BUSN 320	Financial Management and Markets	3
BUSN 340	Introduction to Business Analytics	3
BUSN 350	Marketing and E-Commerce	3
BUSN 395	Project Management	3
BUSN 415	Operations Management	3
BUSN 450	International Business	3
BUSN 460	Leadership and People	3
BUSN 480	Strategic Management and Policy	3
BUSN 485	Management and Organizational Behavior	3
ECON 440	International Economics and Trade	3
ISYS 380	Information Systems Management	3
ORGS 400	Leading Disruptive Innovation	3
SCHM 300	Global Supply Chain Management	3
Electives		
Electives Requirement ²		32
Total Credits		120

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6 credits of the 34-credit Core are fulfilled within the Program Requisites.

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Students may choose from any course in the catalog. If students wish to complete a concentration, they may complete a maximum of two concentrations.

Students may also earn up to 30 credits of electives via Prior Learning Assessment (PLA).

Concentrations

Recommended Concentrations

- Cultural Psychology (<https://catalog.lapu.edu/undergrad/programs/conc/cultural-psychology/>)
- Digital Marketing (<https://catalog.lapu.edu/undergrad/programs/conc/digital-marketing/>)
- Healthcare Management (<https://catalog.lapu.edu/undergrad/programs/conc/healthcare-management/>)
- Human Services (<https://catalog.lapu.edu/undergrad/programs/conc/human-services/>)
- Industrial/Organizational Psychology (<https://catalog.lapu.edu/undergrad/programs/conc/business-psychology/>)
- Organizational Leadership (<https://catalog.lapu.edu/undergrad/programs/conc/organizational-leadership/>)
- Public Administration (<https://catalog.lapu.edu/undergrad/programs/conc/public-administration/>)
- Supply Chain Management (<https://catalog.lapu.edu/undergrad/programs/conc/scm/>)