

# BACHELOR OF BUSINESS ADMINISTRATION

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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 (PLO) 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 and written forms utilizing 21<sup>st</sup> 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.

## 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.

