

Bachelor of Business Administration (BBA) (Bachelor's Completion Program)

54 units

Today's business leaders must be agile and able to adapt to a rapidly changing business world while leading employees by modeling character, integrity, and compassion. Azusa Pacific's Bachelor of Business Administration (BBA) (<https://www.apu.edu/business/programs/bba-degree/>) bachelor's completion program equips students with the leadership and analytical skills needed to advance their career, achieve their goals, and help shape the future of business.

Designed for working professionals with at least 15 units of transferable college credit, the BBA program allows immediate application of learning in the workplace. Relevant coursework addresses current issues in business and encourages the integration of real-world work experiences and hands-on projects. Students combine these experiences with internships or international study opportunities to further expand their portfolio and network.

Throughout the program, students build on existing experience while gaining a strong foundation in strategic management, finance, marketing, accounting, and more.

Highlights

- Designed for working professionals, the BBA degree completion program equips students with the leadership and analytical skills needed to lead change in today's business world.
- Relevant coursework and real-world projects guided by faculty with business experience allow students to immediately apply learning at work.
- Focused certificates and credentials provide in-demand skills, know-how, and experience and verify students' skills and abilities to current and future employers.
- Learn from Fulbright Scholars and world-renowned professors with industry experience.
- Flexible course scheduling allows students to advance their academic and professional goals at their own pace.

Certificates, Credentials, and Microcredentials

Today, employers are looking for new hires with technical skills and leadership abilities such as decision making and teamwork. In the BBA program, students have the opportunity to earn industry-valued, internationally recognized certificates and microcredentials that can be added to résumés and uploaded to online portfolios, showcasing these skills and abilities to current and future employers.

Requirements

The Bachelor of Business Administration degree completion program requires 120 total units, including general education units and 54 units of core business courses (BBA students may also add an optional 9-unit concentration).

Code	Title	Units
Core Courses		
PRBA 110	Business and Entrepreneurship	3
PRBA 120	Principles of Accounting I	3
PRBA 121	Principles of Accounting II	3
PRBA 200	Survey of Economics ¹	3
PRBA 210	Principles of Management	3
PRBA 211	Organizational Leadership ¹	3
PRBA 212	Managing Diverse Teams and Groups ¹	3
PRBA 240	Introduction to Information Systems and Business Applications	3
PRBA 244	Data Analytics, Spreadsheets, and Data Visualization	3
PRBA 260	Marketing Principles	3
PRWR 261	Writing in Business	3
PRBA 296	Business Law	3
PRBA 300	Business Finance for Managers	3

PRBA 305	Operations Management	3
PRBA 370	International Business ²	3
PRBA 448	Organization and Administrative Behavior	3
PRBA 445	Human Resource Management	3
PRBA 450	Strategic Management	3
Optional Concentrations		
Accounting		
ACCT 525	Accounting Ethics	
or ACCT 515	Accounting Information Systems	
ACCT 540	Forensic Accounting and Fraud Investigation	
FIN 567	Advanced Financial Analysis	
Human Resource Development		
HROD 500	Foundations of Human Resource Development	
HROD 531	Designing and Managing Compensation and Benefit Systems	
HROD 532	Human Resource Law	
Leading Teams and People		
LDRS 512	EQ I: Self-Leadership	
LDRS 523	EQ 2: Relational Leadership	
MGMT 561	Managing Teams and Conflict	
Marketing and Digital Media		
COMM 504	Digital Analytics and Consumer Insights	
COMM 513	Strategic Branding	
COMM 520	Global Strategic Communication	
Public Administration		
PADM 501	Origin of Public Administration	
PADM 503	The Policy Process	
PADM 504	Economic and Urban Development	
Total Units		54

¹ Meets the APU Core: Social Science general education requirement.

² Meets the APU Core: Intercultural Competence general education requirement.

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Business Knowledge: Apply business knowledge from multiple business disciplines to plan, design, and execute business strategies.
2. Critical Thinking: Identify and solve business problems using analytical and critical thinking skills.
3. Quantitative Reasoning: Analyze quantitative data to address real-world or discipline-specific business problems.
4. Christian Business Ethics: Use biblically-based ethics to make moral and virtuous ethical and socially responsible business decisions.
5. Written Communication: Convey ideas clearly and effectively through professional written communication.
6. Oral Communication: Communicate in informative or persuasive ways using the appropriate genre, channel, structure, and style.
7. Collaborative Teamwork: Effectively participate in business-focused teams as members and leaders in diverse environments.
8. Global/Multicultural Awareness: Identify and respond to cultural, economic, and political aspects of business in multicultural and global environments, informed by biblically based ethics.
9. Discipline Knowledge: Demonstrate knowledge of business concepts.
10. Discipline Problem Solving: Solve core business problems and effectively analyze and address business situations.