



Bachelor of Business Administration
BBA
Business & Economics
GPS/Online

Program Coordinator: S. Roberson

The Bachelor of Business Administration (BBA) program at King is designed for adults and offers a high quality undergraduate degree. The BBA program combines the best that King has to offer – a business program complemented by optional integrated courses in the liberal arts. The end result is an academically superior experience that empowers students with excellent business, writing, speaking, and critical thinking skills. The BBA program at King allows students to directly integrate management knowledge, philosophy, skills, theory, and tools for a successful career in the 21st Century.

Required Hours

The total number of hours required at King to complete the BBA program is 48 semester hours, depending on a student's prior academic experience. The BBA is a full-time program. It is designed so that an incoming transfer student with 76 approved credit hours from an accredited college can graduate in four semesters. The business courses in the BBA program are modular and accelerated in nature.

To graduate from King a student must accumulate at least 124 hours, 48 of which must be completed at King. In this case, Quest or Pathway courses may be used to fulfill the 48 semester hour residency requirement. See the appropriate catalog sections for details on courses offered in the Quest and Pathway programs.

Student Learning Outcomes

The BBA program furthers the mission of King to build meaningful lives of achievement and cultural transformation in Christ through preparing students to excel in business in a principled manner, while recognizing personal and professional responsibilities.

Upon completion of the BBA program, graduates will:

1. Demonstrate effective written, oral, and visual communication skills appropriate for business contexts and settings.
2. Demonstrate the ability to discuss and apply business management principles and practices that enable firms to operate effectively in competitive environments.
3. Apply critical thinking and analysis skills to address business problems in a real-world context.
4. Use quantitative methods and financial models to solve business problems.
5. Recognize legal and ethical considerations and implications of business activities.
6. Demonstrate functional knowledge and skills in the following areas: accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics.

Technology Requirements

Students in the BBA program are required to supply their own laptop computer, with minimum of Microsoft Office 2010 or later, wireless capability, and webcam.

Comprehensive Assessment Requirement

During the last semester of their program of study, BBA students will take the Peregrine Academic Services Business Program Assessment Examination, which covers these functional areas: accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics. Students will score 40 percent or higher in each of the functional areas. Forty percent is the Peregrine-designated equivalent to an "average" score.

Business Administration Major Requirements

ECON 2000	
Introduction to Economic Principles	4 s.h.
BUSA 2100	
Management Communication.....	4 s.h.
BUSA 2200	
Management Information Systems	4 s.h.
BUSA 3200	
Financial Accounting.....	4 s.h.
BUSA 3210	
Management of Organizations.....	4 s.h.
BUSA 3230	
Corporate Finance.....	4 s.h.
BUSA 3231	
Managerial Accounting	4 s.h.
BUSA 3240	
Principles of Marketing	4 s.h.
BUSA 3260	
Statistics and Business Research Methods	4 s.h.
BUSA 3271	
Human Resource Management.....	4 s.h.
BUSA 3276	
Business Law	4 s.h.
BUSA 3280	
Strategic Management and Business Policy	4 s.h.
BUSA 4990	
Comprehensive Assessment	0 s.h.

Summary of Total Credits

General Education Minimum Requirements.....	30 s.h.
Major Requirements.....	48 s.h.
Electives	46 s.h.
Minimum to Earn Bachelor of Business Administration	124 s.h.