

Bachelor of Business Administration

Business Administration B.B.A.

The Bachelor of Business Administration (BBA) exposes students to a broad range of topics such as business law, economics, finance, management, marketing and international business. The accredited BBA program curriculum provides a strong professional education within a broad liberal arts context.

Program outcomes include strong verbal and written communication skills, an aptitude for technology, data analysis proficiency, a global perspective on business and the ability to maintain good professional relationships. Flexible course schedules make it easy for full-time employees to earn their degrees as part-time students.

Accredited

The KU School of Business is proud to be accredited by the Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>). AACSB accreditation is the gold standard of quality in the world of business education.

Requirements

Ideal candidates are individuals wanting to gain business theory, practical knowledge and professional skills in preparation for careers as business leaders. Those interested should have earned an associate's degree or equivalent credit hours and seek to complete requirements for a bachelor's degree.

B.B.A. Admission

Admission is competitive. Students should apply during the semester in which they will complete the minimum requirements for admission and after gaining admission to KU. Information about the application process can be found on the School of Business admissions website (<https://business.ku.edu/undergraduate-programs/undergraduate-admissions/>). Deadlines are **December 1** for spring, **May 1** for summer, and **July 1** for fall entry. Students who meet the minimum admission standards are not guaranteed admission.

Prebusiness Preparation

Students planning to enter the School of Business should work toward completing pre-admission requirements first. Every student contemplating the BBA degree should ensure that they have completed a college algebra course such as KU's MATH 101 and then taken a statistics course for which college algebra is a prerequisite, such as KU's MATH 365. Students must complete the following courses or their equivalents before admission to the school:

Code	Title	Hours
PSYC 104	General Psychology	3
ECON 142	Principles of Microeconomics	3
ECON 144	Principles of Macroeconomics	3
ACCT 200	Fundamentals of Financial Accounting	4

ACCT 201	Managerial Accounting I	3
MATH 365	Elementary Statistics	3

ECON 142, ECON 144, ACCT 200, and ACCT 201 must be completed with a letter grade. Grades of pass/no pass or credit/no credit are not accepted.

Minimum Requirements

To satisfy minimum standards for admission to the B.B.A. degree program in the School of Business, a student must

1. Complete 60 college credit hours, including courses equivalent to ACCT 200, ACCT 201, MATH 365, ECON 142, ECON 144, and PSYC 104.
2. Have a cumulative GPA exceeding 2.5 in the following categories:
 - All coursework
 - All professional coursework (business and economics)
 - All KU coursework
 - All KU professional coursework

Because admission is competitive, students who meet the minimum admission standards may not be admitted.

Transfer Students

Transfer students may find it to their advantage to enter KU before the completion of their associate's degree, because some required courses may be available only at KU. Students attending Kansas community colleges should consult their advisors and a Jayhawk Academic Advisor about course equivalents and articulation agreements to ensure progress toward the degree. The Office of Admissions provides a guide (<http://credittransfer.ku.edu/>) to how classes at your current or former school transfer to KU. You must submit official transcripts of course work completed to the Office of Admissions (<http://admissions.ku.edu/>) before a final determination can be made.

At least 30 hours of junior/senior School of Business course work must be completed at KU (courses in residence) for the student to be eligible for graduation. As of fall 2008, only transfer grades of C- or higher apply toward graduation from the KU School of Business.

75-Hour Rule

A maximum of 75 hours of community college course work can be applied toward a KU business degree. All subsequent credit hours earned at a community college or other 2-year institution add an equivalent number of hours to the 120-hour minimum required to graduate.

10-Year Rule

Transfer business credits are limited to a 10-year span in which they can be considered equivalent to a KU School of Business course and satisfy any corresponding requirement. This 10-year limit begins on the date of completion of the credit. After 10 years, transfer business credits are treated as elective business credit, and a course repeat or update may be necessary.

Tentative Evaluation of Credit

Before enrolling in a non-KU course, students may submit KU's standard Request for Tentative Evaluation of Credit form to Student and Academic

Services (<https://business.ku.edu/services/student-and-academic-services/>) for approval.

Readmission

Students must submit an application for readmission to KU if their lapse in attendance is one semester or more. See the Office of Admissions (<https://admissions.ku.edu/>) for more information. Students may be readmitted to the School of Business if they left the School in good standing and it has been less than 5 years since they last attended.

5-Year Rule

If a student does not complete the business degree within five years of last attendance, the student must reapply through the competitive admission process. Students also must complete degree requirements in effect at the time of readmission to the business school regardless of the initial program.

Dismissal

Students who have been dismissed from the School must reapply through the competitive admission process.

Bachelor of Business Administration Degree Requirements

This online Jayhawk Global program is for students who want to attain practical knowledge, business theory, and professional skills in preparation for careers as business leaders. It covers a broad range of topics including business law, economics, finance, management and leadership, marketing, and analytics. Calculus is not required.

This program responds to the needs and goals of non-traditional part-time students. The degree requires the completion of 60 hours of pre-admission requirements, 39 credit hours of post-admission BBA courses, and 21 hours of additional electives. To complete the degree, 45 hours must be at the junior/senior level, with at least 30 hours completed at KU. In addition to the credit hours listed below, School of Business graduation requirements apply.

B.B.A. Curriculum

Code	Title	Hours
Pre-Admission Requirements (60 credit hours)		
KU Core 34 -- 34 Hours		34
MATH 101	College Algebra is the designated "math pathway" for students pursuing a BBA major and must be completed to satisfy the KU Core 34 math and statistics requirement.	
ECON 142	Principles of Microeconomics, ECON 144 Principles of Macroeconomics, and PSYC 104 General Psychology are required pre-admission courses for all B.B.A. majors. Students are strongly advised to satisfy 6 credits of their KU Core 34 social/behavioral sciences requirement with two of these courses to enhance flexibility for elective coursework.	
Required Pre-Admission Courses -- 19 Hours		
PSYC 104	General Psychology	3
or PSYC 105	General Psychology, Honors	
ECON 142	Principles of Microeconomics	3
or ECON 143	Principles of Microeconomics, Honors	
ECON 144	Principles of Macroeconomics	3
or ECON 145	Principles of Macroeconomics, Honors	

ACCT 200	Fundamentals of Financial Accounting	4
ACCT 201	Managerial Accounting I	3
MATH 365	Elementary Statistics	3
Pre-Admission Elective Courses -- 7 Hours		7
Required Post-Admission Courses -- 24 Hours		
BBA 301	Business and the Economy	3
BBA 302	Legal Aspects of Business	3
BBA 303	Survey of Management and Leadership	3
BBA 304	Marketing	3
BBA 305	Operations and Supply Chain Management	3
BBA 306	Finance	3
BBA 309	Business Analytics	3
Capstone Course		
BBA 308	Business Policy and Strategy	3
BBA Advanced Business Electives -- 15 Hours		15
BBA 400	Special Topics in Business Administration: _____	
BBA 402	Human Resources Management	
BBA 403	Ethical Decision Making in Business	
BBA 404	Entrepreneurship	
BBA 407	Excel Expertise and Certification	
BBA 409	Management of Small Business	
BBA 410	Project Management	
BBA 411	Introduction to International Business	
BBA 412	Professional Selling Skills	
BBA 413	Advanced Leadership Principles	
BBA 500	Individual Research in Business	
Post-Admission Electives -- 21 Hours		21
Total Hours		120

Graduation Requirements

Grade-Point Average Required for Graduation

To be eligible to graduate from the School of Business, a student must earn a grade-point average of 2.2 in

1. Total hours attempted from all schools (including Independent Study through KU Continuing Education),
2. All professional (business and economics) courses attempted from all schools,
3. Total hours attempted at KU, and
4. All professional hours attempted at KU.

Tentative Evaluation of Credit

Before enrolling in a non-KU course, students must submit KU's standard Request for Tentative Evaluation of Credit form to Student and Academic Services (<https://business.ku.edu/services/student-and-academic-services/>) for approval.

Students pursue diverse paths prior to admission to the B.B.A. program -- at two-year institutions such as community colleges as well as at four-year institutions including KU. Prior to admission students must complete at least 60 hours including the following courses required for admission: PSYC 104 (satisfies 3 credit hours toward KU Core 34 social and behavioral sciences), ECON 142 (satisfies 3 credit hours toward KU Core 34 social and behavioral sciences), ECON 144, ACCT 200,

ACCT 201, and MATH 365 (whose prerequisite of MATH 101 satisfies KU Core 34 math and statistics requirement).

The degree plan below identifies first a pre-admission plan of study in which students complete 60 hours of KU Core 34 requirements, courses required for admission to the B.B.A. program, and electives. Courses required for admission that also satisfy KU Core 34 requirements are indicated, as is MATH 101 which satisfies the KU Core 34 math and statistics requirement and serves as the prerequisite for MATH 365. The degree plan then identifies a 60-hour post-admission plan of study including the 39 hours toward the B.B.A. degree requirements and additional electives.

Students should meet with a Jayhawk Academic Advisor to discuss how their individual academic paths prior to admission to the B.B.A. program will affect their B.B.A. plan of study.

Pre-Admission Plan of Study

Freshman

Fall	Hours Spring	Hours
Core 34: English (SGE) ⁰¹⁰	3 ACCT 200	4
Core 34: Arts and Humanities (SGE) ⁰⁶⁰	3 Core 34: English (SGE) ⁰¹⁰	3
Core 34: Natural and Physical Sciences (SGE) ⁰⁴⁰	4 Core 34: Arts and Humanities (SGE) ⁰⁶⁰	3
Elective Course	2 PSYC 104 (Core 34: Social and Behavioral Sciences (SGE)) ^{050*}	3
MATH 101 (Core 34: Math and Statistics (SGE)) ^{030**}	3 Elective Course	2
15		15

Sophomore

Fall	Hours Spring	Hours
ACCT 201	3 ECON 144	3
MATH 365	3 Core 34: Global Culture (SGE) ⁰⁷⁰	3
ECON 142 (Core 34: Social and Behavioral Sciences (SGE)) ^{050*}	3 Core 34: Communications (SGE) ⁰²⁰	3
Core 34: US Culture (SGE) ⁰⁷⁰	3 Elective Course	3
Elective Course	3 Elective Course	3
15		15

Total Hours 60

Post-Admission Plan of Study

Junior

Fall	Hours Spring	Hours
BBA 301	3 BBA 304	3
BBA 302	3 BBA 306	3
BBA 400+ Elective Course	3 BBA 400+ Elective Course	3
BBA 400+ Elective Course	3 Elective Course	3
Elective Course	3 Elective Course	3
15		15

Senior

Fall	Hours Spring	Hours
BBA 303	3 BBA 308 (Capstone Course)	3
BBA 305	3 BBA 309	3
BBA 400+ Elective Course	3 BBA 400+ Elective Course	3
Elective Course	3 Elective Course	3
Elective Course	3 Elective Course	3
15		15

Total Hours 60

Notes:

* - This course is a Required major course and is also part of Core 34: Systemwide General Education. If this course is not taken to fulfill the Core 34:SGE requirement, it must be taken in place of elective hours.

** - This course is a Recommended Core 34: Systemwide General Education course. This specific course is not required but is recommended by the program's faculty.

*** - This course is a Required Core 34: Systemwide General Education course. This program is approved by the Kansas Board of Regents to require this specific Core 34: Systemwide General Education course. If a student did not take this course it must be taken in addition to other degree requirements.

At the completion of this program, students will be able to:

- Describe the importance and value of diversity in business organizations.
- Define the global context of business and be able to explain the interrelationships between organizations and economies across nation-states.
- Diagnose business-related problems using relevant business frameworks.
- Qualitatively and quantitatively evaluate available empirical data on a given business situation and make evidence-based recommendations for appropriate action.
- Demonstrate effective written communication.
- Compose and deliver professional business presentations.
- Understand the nature of working with others in teams and be able to generate examples of common interpersonal issues and leadership challenges that can occur in teams and organizations.
- Employ appropriate professional and ethical behavior for effective performance in organizations.
- Understand and appropriately interpret information as it relates to specific business functions and contexts within a given company and/or industry.
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