

Bachelor of Business Administration (BBA) Degree Requirements with Gen Ed Curriculum

Unofficial Student Worksheet

General Education (Gen Ed) Requirements

Gen ED requirements and International Honors (IHON) requirements vary based on year of entry to PLU and completion of transfer coursework prior to admission.

For details on the Gen Ed or IHON requirement you still need to complete please refer to the "Degree Evaluation" (CAPP report) on Banner Web.

To view your Degree Evaluation:

1. Log in at bss.plu.edu
2. Select "Student Services & Financial Aid"
3. Select "Student Records"
4. Select "Degree Evaluations"
5. Select "View Previous Evaluation"
6. Select the most recent evaluation

The following 2023 Gen Ed requirements are automatically fulfilled by required Business Foundation courses. Avoid duplicating course requirements in these lines:

- PHIL 225 - Philosophy (VW)
- ECON 101 - Human Behavior, Culture & Institutions (ES)
- MATH 128 - Mathematical Reasoning (QR)
- STAT 231 - Natural Sciences (QR)
- BUSA 499 - Senior Seminar (SR)

Business Requirements

Required Foundation Courses:

- BUSA 201/190 - Intro to Business in a Global Envi
- ECON 101 - Principles of Microeconomics
- MATH 128 - Linear Models & Calculus
- PHIL 225 - Business Ethics
- STAT 231 - Introductory Statistics

Business Core Courses:

- BUSA 202 - Financial Accounting
- BUSA 203 - Managerial Accounting
- BUSA 302 - Business Finance
- BUSA 303 - Business Law & Ethics
- BUSA 305 - Behavior in Organizations
- BUSA 308 - Principles of Marketing
- BUSA 309 - Creating Value in Operations
- BUSA 310 - Info Systems & Database Management
- BUSA 499 - Capstone - Strategic Management

Concentration - or - 16 credits of upper division Business coursework (details on back)

Additional University Requirements for all PLU Students

Credit Requirements:

- Minimum of 128 total semester credits
- Minimum of 40 upper division (300-400 level) credits
- Minimum of 56 BUSA/BBA approved credit hours
- At least 32 credits must be completed at PLU

GPA Requirements:

- BBA requires minimum 2.5 cumulative GPA
- Must earn a C- or better in all BBA courses
- Minimum 2.5 GPA on Business coursework
- Minimum 3.0 GPA for concentration courses

BBA Concentrations

Accounting (24 semester credits)

- BUSA 320 - Accounting Information Systems
- BUSA 321 - Intermediate Accounting I
- BUSA 322 - Intermediate Accounting II
- BUSA 422 - Consolidations & SEC Reporting
- BUSA 424 - Auditing
- BUSA 427 - Tax Accounting

Students are also encouraged to take electives in BUSA 323 and BUSA 423

Management (16 semester credits)

Select four from the following:

- BUSA 340 - Nonprofit Management
- BUSA 342 - Managing Human Resources
- BUSA 352 - Global Management
- BUSA 358 - Entrepreneurship
- BUSA 442 - Leading Organizational Improvement
- BUSA 444 - Project Management
- ECON 325 - Industrial Organization, Management Strategy...
- Approved BUSA Special Topics courses

Finance (20 semester credits)

- BUSA 335 - Investments & Portfolio Management
- BUSA 337 - International Finance & Risk Management
- BUSA 437 - Financial Analysis & Strategy
- BUSA 438 - Empirical Finance

Select one of the following:

- BUSA 432 - Financial Derivatives & Trends
- ECON 344 - Econometrics

Marketing (16 semester credits)

- BUSA 363 - Consumer Behavior
- BUSA 467 - Marketing Research
- BUSA 468 - Marketing Management

Select one of the following:

- BUSA 361 - e-Marketing
- BUSA 366 - Multicultural Marketing
- BUSA 460 - International Marketing
- Approved BUSA Special Topics course

Individualized Concentration

On rare occasions a student who does not find a concentration that fits their interest and career plans may develop an individualized concentration in cooperation with a Business faculty member. Prior approval is required.

Non-concentration option (16 semester credits)

Students may chose to take any 16 hours of upper division BUSA electives rather than declaring a concentration.