

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



This program was approved for students entering the university in the Summer 2023–Spring 2024 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Bachelor of Business Administration

Unit: Business (BU) (<http://www.louisville.edu/business/>)
 Department: BBA (<https://business.louisville.edu/academics-programs/undergraduate-programs/businessadministration/>)
 Academic Plan Code(s): BA_BBA, BA_BBAO

Program Information

The Bachelor of Business Administration (BBA) program will focus on providing students with a general overview of business, economics, accounting, and marketing consistent with the broader distinction between Bachelor of Arts and Bachelor of Science degrees.

This program will provide students with a generalist program that covers the essential disciplines of business administration and management: economics, marketing, accounting, finance, statistics, operations, management, leadership, and computer systems. The BBA prepares students with a broad business education toward a responsible and rewarding career.

Degree Summary

Code	Title	Hours
	General Education Requirements (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	31
	Six (6) hours of General Education requirements may be satisfied through coursework required by the degree program	
	College/School Requirements ^{1, 2}	41
	Program/Major Requirements	21
	Supporting Courses	27
	Minimum Total Hours	120

¹ To complete the degree in the **minimum number of hours** listed, some hours from the General Education Requirements must be satisfied by courses defined by the unit and/or program. Using other courses to

satisfy General Education requirements will require additional hours to complete the degree requirements. See the Degree Requirements tab for specific coursework.

² College/School Requirements total of 44 hours includes 6 hours of required courses that also cover General Education requirements.

Departmental Admission Requirements

New Students and Transfer Students

Admission to the College of Business (<http://catalog.louisville.edu/undergraduate/admission/college-business/>) ensures admission to the Bachelor of Business Administration.

New High School Students: ACT composite of 23; ACT Math of 21; High School GPA 2.75

Transfer Students: Cumulative GPA of 2.5 (will use only UofL if there is an established UofL GPA)

Current Students - Admission in Good Standing

Students must:

Earned a 2.5 cumulative GPA (students with an established UofL GPA may not include grades for coursework at another institution in consideration for admission)

General Education Requirements

Code	Title	Hours
	General Education Requirements (http://catalog.louisville.edu/undergraduate/general-education-requirements/) ¹	31

The following courses are required by the program and can satisfy the respective General Education Requirement:

MATH 111	College Algebra - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
ECON 201	Principles of Microeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
	or ECON 202 Principles of Macroeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)

All degrees require the completion of the University-wide General Education Program (link provided above). Some General Education requirements may be met in the requirements for the major or supporting coursework, in which case additional electives may be required to complete the minimum hours for the degree.

College/School Requirements

Code	Title	Hours
CAMP 100	Campus Culture/Business Students	1
MATH 111	College Algebra - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
CIS 205	Information Systems in Organizations	3
BUS 201	Career Development	1
ECON 201	Principles of Microeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3

ECON 202	Principles of Macroeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
BSTA 201	Business Statistics	3
Select one of the following Ethics courses:		3
PHIL 222	Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
CIS 305	Data Analysis for Decision-Making	3
FIN 302	Business Finance	3
MKT 301	Principles of Marketing	3
MGMT 301	Management and Organizational Behavior	3
MGMT 320	Principles of Operations Management	3
CLAW 301	Legal Environment of Business	3
MGMT 441	Business and Corporate Level Strategy - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3

Minimum Total Hours **47**

Total of 41 credit hours includes 3 credit hours of ECON and 3 credit hours of MATH that are also counted in the 31 General Education hours above.

Program/Major Requirements

Please check with the Reinhardt Academic Center for an updated list of electives. 12 hours of Business Administration electives must be taken at UofL.

Code	Title	Hours
Business Administration		
Supporting electives		
Select 21 hours from the following:		21
BUS 301	Business Communication	
BUS 397	Co-op in Business I	
BUS 398	Co-op in Business II ¹	
CIS 150	Fundamentals of Information Systems	
CIS 310	Database Design	
CIS 443	Analytics Programming	
CIS 444	Data Analytics	
CIS 445	Machine Learning	
CIS 450	Special Topics in Data Analytics	
ECON 301	Intermediate Microeconomics	
ECON 302	Intermediate Macroeconomics	
ECON 431	International Trade	
ECON 490	Special Topics in Economics	
ENTR 350	Entrepreneurial Creativity and Innovation	
ENTR 401		
ENTR 402	Venture Finance	
ENTR 403	Venture Planning and Management	
EQIN 202	Horse Industry Overview	

EQIN 204	Equine Management	
EQIN 302	Equine Economics	
EQIN 304	Equine Marketing	
EQIN 340	Leadership in Equine Business	
FIN 201	Money Management and Personal Finance	
FIN 330	Banking and Financial Administration	
MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MGMT 305	Human Resource Management	
MGMT 306	Talent Management Skills	
MGMT 310		
MGMT 315	Collaboration and Negotiation-SB - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MGMT 404	Project Management	
MGMT 409	Franchise HR & Leading Teams	
MGMT 410	Franchising Fundamentals and Legal Issues	
MGMT 413	Franchise Growth and Support	
MGMT 430	Compensation	
MGMT 460	Leadership	
MGMT 490	Special Topics in Management	
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 349	Business to Business Marketing	
MKT 350	Consumer Behavior	
MKT 352	Social Media II	
MKT 360	Professional Relationship Selling	
MKT 370	Global Marketing	
MKT 380	Services Marketing	
MKT 401	Strategic Sales Leadership	
MKT 410	Design Thinking in Marketing	
MKT 465	Consultative Sales	
MKT 490	Special Topics in Marketing	

¹ Second co-op must be a different learning experience than BUS 397.

Code	Title	Hours
Supporting Courses		
General Electives (12 hours must be 300+ level)		27

Code	Title	Hours
Culminating Undergraduate Experience (Graduation requirement)		
Requirement fulfilled by completing:		
MGMT 441	Business and Corporate Level Strategy - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	

Year 1		
Fall		
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3

ENGL 101	Introduction to College Writing - WC (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
MATH 111	College Algebra - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
General Education: Cardinal Core Natural Science - S		3
General Education: Cardinal Core Natural Science Lab - SL		1
Hours		14
Spring		
ENGL 102	Intermediate College Writing - WC (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ACCT 201	Principles of Financial Accounting	3
ECON 201	Principles of Microeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
General Education: Cardinal Core Oral Communication - OC		3
General Elective		3
Hours		15
Year 2		
Fall		
CIS 205	Information Systems in Organizations	3
BUS 201	Career Development	1
HIST 101 or HIST 102	History of Civilizations I - D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ACCT 202	Principles of Managerial Accounting	3
PHIL 222	Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) (or PHIL 225, PHIL 321, or PHIL 323)	3
BSTA 201	Business Statistics	3
Hours		16
Spring		
MKT 301	Principles of Marketing	3
CIS 305	Data Analysis for Decision-Making	3
MGMT 301	Management and Organizational Behavior	3
General Education: Cardinal Core Arts & Humanities US Diversity - AHD1		3
FIN 302: Introduction to Finance		3
Hours		15
Year 3		
Fall		
MGMT 320	Principles of Operations Management	3
CLAW 301	Legal Environment of Business	3
General Education: Cardinal Core Natural Sciences - S		3
General Elective		3
Business Elective from list		3
Hours		15
Spring		
General Education: Cardinal Core Arts & Humanities - AH		3
General Elective		3
Business Elective from list		3
Business Elective from list		3
Business Elective from list		3
Hours		15
Year 4		
Fall		
Business Elective from list		3
Business Elective from list		3
General Elective (300 level or above)		3

General Elective (300 level or above)		3
General Elective		3
Hours		15
Spring		
Business Elective from list		3
General Elective (300 level or above)		3
MGMT 441	Business and Corporate Level Strategy - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
General Elective (300 level or above)		3
General Elective		3
Hours		15
Minimum Total Hours		120

Degree Audit Report

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan. What-if reports allow you to compare the courses you have completed in your current academic plan to the courses required in another academic plan. Should you have questions about either report, please consult with your academic advisor.

Flight Planner

The Flight Planner tool is available for you to create a personalized Flight Plan to graduation. Advisors have access to review your Flight Planner and can help you adjust it to ensure you remain on track to graduate in a timely manner.

To create these reports:

- Log into your ULink account.
- Click on the Academic Progress tile.
- Select the appropriate report.
 - To run a Degree Audit report, click on "View my Degree Audit."
 - To create a What-if report, click on "Create a What-if Advisement Report."
 - To run a Flight Planner report, click on "Use My Flight Planner."

Click here to run a Degree Audit report, create a What-if report, or run a Flight Planner report. (<https://ulink.louisville.edu>)