

Bachelor of Business Administration (BBA) with a Concentration in Management and Marketing
Curriculum Requirements

MiraCosta Courses (AS Business Administration) ⁽⁸⁾	BUS Core	GE
<u>Business and Related</u>		
BUS 120 Intro To Business <i>OR</i>	3	
CSIT 12C Fundamentals of Computer Info Systems <i>OR</i>		
BUS 29C Business Communication		
ECON 101 Macroeconomics	3	
ECON 102 Microeconomics	3	
ACCT 201 Financial Accounting	4	
ACCT 202 Managerial Accounting	4	
BUS 140 Legal Environment of Business	3	
MATH 115 Calculus with Applications	4	(1)
BUS 204 Business Statistics <i>OR</i>	3 4	(1)
MATH 103 Statistics		

<u>General Education (PLNU Requirements)</u>		
Communication (at least one course in English Composition)	6	(2)
Humanities/Fine Arts (at least one course from: literature, philosophy, art or music appreciation, art or music history, fine arts, or history)	6	(3)
Natural Science and Math (at least one course in Math)	0	(5)
Social and Behavioral Sciences	0	(6)
Bible and Theology (at least one course taken from PLNU)	0	(7)
Additional earned in any of the above areas	6	(4)

Total Mira Costa **60**

Notes

PLNU Courses	BUS Core	Other
<u>Business Core</u>		
BBU 313 Administrative Communication	3	
BBU 480 International Business	3	
BBU 489 Internship in Business	3	
BFN 335 Business Finance	3	
BMG 212 Principles of Management	3	
BMG 488/488L Strategic Management	3	
BMK 332 Principles of Marketing	3	

<u>Concentration in Management</u>		
BMG 320 Organizational Behavior		3
BMG 374 Human Resources		3
BMG 382 Entrepreneurship		3
BMG 412 Leadership Theory and Practice		3

<u>Concentration in Marketing</u>		
BMK 333 Consumer and Organizational Buying Behavior		3
BMK 334 Professional Selling and Sales Management		3
BMK 336 Integrated Marketing Communications		3
BMK 350		

ETH 301 Foundations of Ethics		1
ETH 401 Applications of Ethics		1
SUS 475 Sustainability in Action		3

Total PLNU Business Core and Other