Program Coordinator: V. Laughlin

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.

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 program is full-time and is designed so that an incoming student with 76 credit hours of work completed at 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. Up to 8 semester hours of prior major coursework may be submitted before matriculation for transfer consideration. In this case, Quest or Pathway courses may be used to fulfill the 48 semester hour residency requirement. See the appropriate sections for details on courses offered in the Quest and Pathway programs.

Program Outcomes

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.
BBA 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 3231  
Managerial Accounting ............................................................. 4 s.h.
BUSA 3230  
Corporate Finance .................................................................... 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.
Total .......................................................................................... 48 s.h.

Summary of Total Credits
General Education Minimum Requirements ................................. 30 s.h.
Major Requirements ..................................................................... 48 s.h.
Electives/Minor/2nd Major ........................................................... 46 s.h.
Minimum to Earn Bachelor of Science ....................................... 124 s.h.