

BBA PROGRAM

Objectives

Within the context of the Lubin School's mission, the goal of the Bachelor of Business Administration (BBA) program is to prepare students for successful business careers in a global economy. This is achieved by providing students with the knowledge, skills and experiences needed to meet the challenges and opportunities of a global business market characterized by complexity, uncertainty, and diversity.

Specifically, the BBA Program strives to:

- provide a strong foundation in the arts and sciences through which students gain an appreciation and understanding of the humanities, behavioral sciences, social sciences, fine arts and natural sciences;
- provide the fundamental concepts and theory of business practice and specialized study in a business discipline;
- develop effective oral and written communication skills;
- develop the ability to think critically, analyze problems quantitatively, and use technology to solve business problems;
- develop an awareness and understanding of the global context in which business operates;
- develop an understanding of the ethical and social issues that are a concern to the business community;
- prepare students to become responsible and contributing members of the community.

In addition to using their undergraduate experience to build successful careers in business, Lubin graduates are well prepared for careers in government, education, healthcare, and other fields. In addition, they often use their well-recognized undergraduate degree as a stepping stone to continuing their education through graduate study, particularly in business and law.

Curriculum Management and Assessment of Learning Outcomes

As part of its commitment to quality, the Lubin School of Business has an ongoing curriculum management process to track students' accomplishment of program-related learning goals. These educational goals go beyond the subject matter of individual courses and develop students' skills and abilities to succeed in the business world. The learning goals fall into two broad categories: general education and discipline-specific education.

General education goals include: Persuasive and impactful communication, critical analysis and data integration, ethical and socially responsible global decision making and innovative and collaborative problem solving. Discipline-specific goals relate to business skills students learn in their majors, which prepare students for careers in business with a solid set of professional competencies.

To continually improve our programs, Lubin faculty members use the knowledge gleaned through various assessments to develop programs and course materials. Faculty actively participate in development activities to provide optimal experiences and opportunities for our students.

Curriculum Overview

The Lubin BBA program is organized to provide each student with fundamental study in the arts and sciences (University Core Curriculum (<http://catalog.pace.edu/undergraduate/university-core-curriculum/>)), core study in business, a major program of study, and the opportunity to develop individual interests and talents through the selection of elective courses or a professional concentration. The BBA Program requires 128 credits, except for the BBA in Public Accounting, which requires 150 credits. Students in the Combined BBA/MBA or BBA/MS programs will complete a total of 150-155 credits of undergraduate and graduate courses. A minimum of 53 credits must be completed in the liberal arts and sciences, which is required in the University Core.

International Focus

A strong international business focus is integrated into the BBA curriculum in which students are required to complete at least one international business course in their major. Please refer to the outline of course requirements for each major program for more information.

Technology-Enhanced Learning

Students are required to use a learning management system (LMS) for their business courses. The LMS provides a virtual classroom environment in which students and faculty can access course materials over the Internet at anytime from anywhere. This enhances the traditional classroom learning experience and facilitates online learning.

Majors

Depending upon individual academic and career interests, a student may select either a business major that is highly structured and incorporates an intensive specialization, as in the case of public accounting, or one that has more flexible requirements and offers the opportunity to take more elective courses. Students often use their open elective credits to pursue a second major or a minor concentration or to explore the wide range of courses offered through the other college or schools of the University.

Minors

Business students may select a minor in a business or a non-business field, if they wish. Minors are offered in all the business disciplines and specialized minors are offered in such areas as Arts and Entertainment Management (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/arts-entertainment-management-minor-nyc/>), Entrepreneurship (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/entrepreneurship-minor/>), Law (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/law-minor/>), Fashion Marketing (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/fashion-marketing-minor/>), Sports Marketing (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/sports-marketing-minor/>), Special Events Marketing (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/special-events-marketing-minor/>), and Business Analytics (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/business-analytics-ba-minor-nyc/>). Students can also enhance their academic preparation by declaring a minor in other areas such as computer science, computer information technology and many liberal arts areas including:

- digital design
- foreign languages
- history
- mathematics
- nonprofit studies
- political science

An interdisciplinary Pre-Law (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/pre-law-minor/>) minor is also available for students considering law school. Interested students should consult the Lubin School Minors (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/>) section and the Dyson College of Arts and Sciences and the Seidenberg School of Computer Science and Information Systems sections of the catalog for specific requirements. A Business Minor (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/minors/business-minor-non-business-students/>) is also offered for non-business majors.