

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)



This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Bachelor of Business Administration

Unit: Business (BU) (<https://www.louisville.edu/business/>)

Department: BBA (<https://business.louisville.edu/academics-programs/undergraduate-programs/businessadministration/>)

Academic Plan Code(s): BA\_BBA, BA\_BBAB

## Program Information

The Bachelor of Business Administration (BBA) program will give students 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 ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	31
Six (6) credit hours of General Education requirements may be satisfied through coursework required by the degree program.		
	College/School Requirements <sup>1, 2</sup>	41
	Program/Major Requirements	27
	Supporting Courses	27
	<b>Minimum Total Hours</b>	<b>120</b>

<sup>1</sup> Some hours from the General Education Requirements must be satisfied by courses defined by the unit or program to complete the

degree in the **minimum number of hours** listed. Using other courses to fulfill General Education requirements will require additional hours to complete the degree requirements. See the Degree Requirements tab for specific coursework.

<sup>2</sup> College/School Requirements total 44 credit hours, including six (6) credit hours of required courses that also cover General Education requirements.

## Departmental Admission Requirements

### New Students and Transfer Students

Admission to the College of Business (<https://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 22; 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 ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) <sup>1</sup>	31

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

ECON 201 Principles of Microeconomics - SB (<https://catalog.louisville.edu/undergraduate/general-education-requirements/>)

or ECON 202 Principles of Macroeconomics - SB (<https://catalog.louisville.edu/undergraduate/general-education-requirements/>)

MATH 111 College Algebra - QR (<https://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
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
BSTA 201	Business Statistics <sup>2</sup>	3
BUS 301	Business Communication	3
BUS 201	Career Development	1
CAMP 100	Campus Culture/Business Students	1
CIS 205	Information Systems in Organizations	3

CIS 305	Data Analysis for Decision-Making	3
CLAW 301	Legal Environment of Business	3
ECON 201	Principles of Microeconomics - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
ECON 202	Principles of Macroeconomics - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) <sup>3</sup>	3
MATH 111	College Algebra - QR ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) <sup>3</sup>	3
MGMT 301	Management and Organizational Behavior	3
MKT 301	Principles of Marketing	3
Select one of the following Ethics courses:		3
PHIL 222	Contemporary Moral Problems - AH ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
<b>Minimum Total Hours</b>		<b>41</b>

The total of 41 credit hours includes 3 CH of ECON and 3 CH of MATH, which are also counted in the 31 General Education credit hours above.

## Program/Major Requirements

Students must complete 12 of the 18 credit hours of Business Administration electives at UofL.

Code	Title	Hours
<b>Program Requirements</b>		
Students must complete the following courses that are specific to the BBA Degree.		
FIN 302	Business Finance <sup>4</sup>	3
MGMT 320	Principles of Operations Management <sup>5</sup>	3
MGMT 441	Business and Corporate Level Strategy - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
<b>Program Electives<sup>6</sup></b>		
Provided the student meets course prerequisites, select 18 hours from a combination of any 300/400 level College of Business course, including the following:		18
CIS 150	Fundamentals of Information Systems	
CIS 199	Software Development I	
BUS 397	Co-op in Business I	
BUS 398	Co-op in Business II <sup>7</sup>	
ECON 290	Economics of Social Issues	
EQIN 202	Horse Industry Overview	
EQIN 204	Equine Management	
FIN 201	Money Management and Personal Finance	
MGMT 290	Managing A Diverse Workplace - D1 ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ), SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	

MKT 201	Multiculturalism in the Marketplace - D1 ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ), SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
MKT 202	Design Thinking for Creative Problem Solving - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 290	Emerging Topics in Marketing	
<b>Minimum Total Hours</b>		<b>27</b>
<b>Supporting Courses</b>		
General Electives		27
<b>Culminating Undergraduate Experience (Graduation requirement)</b>		
Requirement fulfilled by completing:		
MGMT 441	Business and Corporate Level Strategy - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	

- College/School Requirements include six hours of General Education (3 hours of Quantitative Reasoning and 3 hours of Social & Behavioral Sciences). A course that satisfies the General Education Oral Communication requirement (e.g., COMM 111 (<https://catalog.louisville.edu/search/?P=COMM%20111>), COMM 112 (<https://catalog.louisville.edu/search/?P=COMM%20112>), or HON 214 (<https://catalog.louisville.edu/search/?P=HON%20214>)) is a prerequisite for BUS 301 (<https://catalog.louisville.edu/search/?P=BUS%20301>) but is not included in the degree requirements. Students who select PHIL 222 (<https://catalog.louisville.edu/search/?P=PHIL%20222>) to satisfy the Ethics requirement will also satisfy 3 hours of the Arts & Humanities requirement, which may require additional electives to complete the degree.
- Students entering College of Business as inter-unit transfers or transfers from another university having completed another statistics course may sit for an equivalency statistics examination to get credit for that course.
- Satisfies General Education requirements.
- Students can only earn credit for FIN 301 or FIN 302. Students transferring from a BSBA major (e.g., ACCT, CIS, ECON, FIN, MKT, MGMT, etc.) do not have to take FIN 302 but will only receive credit for one course. Students in the BBA degree program who change their major to a BSBA major MUST take FIN 301 and will only receive credit for that course even if they have already taken FIN 302.
- Students can only earn credit for MGMT 320 or MGMT 401. Students transferring from a BSBA major (e.g., ACCT, CIS, ECON, FIN, MKT, MGMT, etc.) do not have to take MGMT 320 but will only receive credit for one course. Students in the BBA degree program who change their major to a BSBA major MUST take MGMT 401 and will only receive credit for that course even if they have already taken MGMT 320.
- The College of Business requires students to complete at least 48 of the total semester hours, whether required or elective, in courses numbered 300 or higher. The BBA Program Elective requirement of 18 hours in the College of Business satisfies part of the 48 credit-hour requirement.

<sup>7</sup> The second co-op must be a different learning experience than BUS 397.

Year 1		
Fall		
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
ENGL 101	Introduction to College Writing - WC ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
MATH 111	College Algebra - QR ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
General Education: Cardinal Core Natural Science - S		3
General Education: Cardinal Core Natural Science Lab - SL		1
<b>Hours</b>		<b>14</b>
Spring		
ENGL 102	Intermediate College Writing - WC ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
ACCT 201	Principles of Financial Accounting	3
ECON 201	Principles of Microeconomics - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
General Education: Cardinal Core Oral Communication - OC		3
General Elective(s)		3
<b>Hours</b>		<b>15</b>
Year 2		
Fall		
CIS 205	Information Systems in Organizations	3
BUS 201	Career Development	1
HIST 101 or HIST 102	History of Civilizations I - SBH ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) or History of Civilizations II - D2 ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ), SBH ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
ACCT 202	Principles of Managerial Accounting	3
PHIL 222	Contemporary Moral Problems - AH ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) (or PHIL 225, PHIL 321, or PHIL 323)	3
BSTA 201	Business Statistics	3
<b>Hours</b>		<b>16</b>
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 Perspectives - AHP1		3
FIN 302: Introduction to Finance		3
<b>Hours</b>		<b>15</b>
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(s)		3
Program Elective(s)		3
<b>Hours</b>		<b>15</b>
Spring		
General Education: Cardinal Core Arts & Humanities - AH		3
General Elective(s)		3

Program Elective(s)		3
Program Elective(s)		3
Program Elective(s)		3
<b>Hours</b>		<b>15</b>
Year 4		
Fall		
Program Elective(s)		3
Program Elective(s)		3
General Elective(s) (300 level or above)		3
General Elective(s) (300 level or above)		3
General Elective(s)		3
<b>Hours</b>		<b>15</b>
Spring		
Program Elective(s)		3
General Elective(s) (300 level or above)		3
MGMT 441	Business and Corporate Level Strategy - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
General Elective(s) (300 level or above)		3
General Elective(s)		3
<b>Hours</b>		<b>15</b>
<b>Minimum Total Hours</b>		<b>120</b>

The Flight Plan outlined above is intended to demonstrate one possible path to completing the degree within four years. Course selection and placement within the program may vary depending on course offerings and schedule, elective preferences, and other factors (study abroad, internship availability, etc.). Please consult your advisor for additional information about building a flight plan that works for you.

#### Degree Audit Report

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan, and which requirements are still outstanding. Degree audits also take transfer credits and test credits into account. "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:

1. Log into your ULink account.
2. Click on the Academic Progress tile.
3. Select the appropriate report.
  - a. To run a Degree Audit report, click on "View my Degree Audit."
  - b. To create a What-if report, click on "What-if Advisement Report."
  - c. 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>)