

# BUSINESS ADMINISTRATION (BBA)

The Bachelor of Business Administration (BBA) at Gordon State College is designed to provide students with a comprehensive foundation in business with the integration of theoretical knowledge and practical application. This program introduces students to key areas like management, marketing, finance, accounting, economics, human resources, and entrepreneurship. The program will expose students to business ethics, global markets, and modern business practices, preparing them to work in a competitive and international environment. The program focuses on decision-making, problem-solving, communication, teamwork, and leadership. These are essential skills for managing people, projects, and organizations in real-life business settings. Many students use the BBA as a stepping-stone to higher education like MBA or other specialized business degrees.

## Admission Requirements

Students may begin taking the BBA upper division courses as early as the second semester of their sophomore year, providing they have a GPA of 2.0, with a minimum of three (3) hours in a business (BUSA), accounting (ACCT), or economics (ECON) course. Students should also read individual course descriptions for additional prerequisites.

## Curriculum

The Bachelor in Business Administration (BBA) in Business Administration requires students to complete coursework which integrates a business-oriented core with the liberal arts and sciences. It requires 24 core hours in the key areas of management, finance, marketing, economics, and technology. Toward the end of their course of studies, students will complete a capstone experience, embodying either an internship or a research project and submit a portfolio. This capstone experience will be developed throughout the junior and senior years, demonstrating the ability to integrate management and public service concepts and practices, including examples of communication skills in diverse areas of written, verbal, and visual communication, and developing self-actualization skills enabling them to maximize their potential in the labor market. The Bachelor in Business Administration (BBA) in Business Administration E-Degree is a degree-completion program for learners in a fully online format.

All concentrations require 42 to 46 semester hours of Core IMPACTS, and 18 credit hours of courses related to field of study.

Code	Title	Hours
<b>Required Courses</b>		<b>24</b>
BLAW 3310	Service Sector Economics	3
BLAW 3400	Management Information System	3
BUSA 3341	Applied Statistics	3
ECON 3200	Managerial Economics	3
FINA 3200	Financial Management	3
MGNT 3000	Principles of Management	3
MIST 3400	Mgmt Information Systems	3
MKTG 3100	Marketing Mgmt Principles	3
<b>Business and Professional Studies Electives</b>		
Choose 6 courses from the following:		18
MKTG 3250	Consumer Behavior	3

ACCT 3311		
ENTR 3500	Entrepreneurship & Small Bus	3
MGNT 3050	Human Resource Mgmt	3
LSCM 3600		
FINA 4100		
<b>Capstone Seminar</b>		
BUSA 4900	Mgmt & Admin Senior Seminar	3
<b>Additional Requirements</b>		<b>15</b>
Select up to 15 semester hours of electives from courses numbered 1000 or above. <sup>1</sup>		
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> However, students who have not completed the following courses in their Areas IMPACTS of the Core Curriculum must take them here to fulfill the degree requirements: ACCT 2101 Principles of Accounting I, ACCT 2102 Principles of Accounting II; BUSA 2101 Intro to Business Info Sys, BUSA 2105 Communicating in Envir of Bus, BUSA 2106 Environment of Business; ECON 2105 Prin Macroeconomics, ECON 2106 Prin Microeconomics

## FinTech Concentration

BBA majors who would like to follow the FinTech Concentration should complete the following courses in addition to the 42 credits in Core IMPACT classes, the 18 credits of the Business Administration Field of Study, and the 24 upper level required courses in the BBA.

Code	Title	Hours
<b>Select three of the following:</b>		
Business and Professional Studies Electives		3
MKTG 3250	Consumer Behavior	3
ACCT 3311		
ENTR 3500	Entrepreneurship & Small Bus	3
MGNT 3050	Human Resource Mgmt	3
LSCM 3600		
FINA 4100		
<b>Required FinTech Courses</b>		<b>9</b>
Select three of the following:		
FTA 4001	Foundations of FinTech	
FTA 4002	Financial Technologies	
FTA 4003	Commercial Banking & FinTech	
FTA 4005	Intro Financial Data Analytics	
FTA 4100	Intro Info. Secur. for FinTech	

## Logistics and Supply Chain Management Concentration

BBA majors who would like to follow the Logistics and Supply Chain Management Concentration should complete the following courses in addition to the 42 credits in Core IMPACT classes, the 18 credits of the Business Administration Field of Study, and the 24 upper level required courses in the BBA.

Code	Title	Hours
<b>Required Logistics and Supply Chain</b>		
		<b>15</b>
MGNT 3800	Introduction to Logistics	
MGNT 3810	Principles of Supply Chain Mgt	
MGNT 4000	Intro to Supply Chain Tech	
MGNT 4200	Risk Assessment & Management	

ECON 4400	International Economics	
Free Electives:		18
Choose any 6 1000-4000 level courses		18
Capstone Seminar:		3
BUSA 4900	Mgmt & Admin Senior Seminar <sup>1</sup>	

<sup>1</sup> Taken in last semester.

## Hospitality Management Concentration

The Hospitality Management concentration equips business students to work in targeted industries such as Hotels & Resorts, Restaurants & Food Service, Event Planning, Tourism, and Cruise Lines.

Code	Title	Hours
<b>Required Hospitality Management Concentration</b>		<b>15</b>
MGNT 3300	Perspectives of Service Indust	
ECON 3310	Service Sector Economics	
MGNT 3050	Human Resource Mgmt	
MKTG 3250	Consumer Behavior	
BUSA 4300	Labor and Industrial Relations	
<b>Free electives</b>		<b>18</b>
Choose any 6 1000 - 4000 level courses		
Capstone Seminar		3
BUSA 4900	Mgmt & Admin Senior Seminar <sup>1</sup>	

<sup>1</sup> Taken in last semester

## Applied Economics

The Applied Economics concentration equips business students with tools to analyze markets, data, and policy in today's rapidly changing economy. The Applied Economics concentration provides practical skills and creates opportunities for careers in finance, analytics, coding, artificial intelligence, labor markets, policy, and global business. Students will develop expertise to solve real-world problems and take leadership in a data-driven economy.

BBA majors who would like to follow the Applied Economics Concentration should complete the following courses in addition to the 42 credits in Core IMPACT classes, the 18 credits of the Business Administration Field of Study, and the 24 upper level required courses in the BBA.

Code	Title	Hours
<b>Required Applied Economics</b>		<b>18</b>
ECON 3000	Econ of AI & Foun of Prompt En	
ECON 3001	Data Tools for Econ & Bus	
BUSA 3400	Bus Analytics & Decision Makin	
ECON 4080	Special Topics in Econ	
BUSA 4300	Labor and Industrial Relations	
ECON 4400	International Economics	
Free Electives		15
Capstone Seminar		3
BUSA 4900	Mgmt & Admin Senior Seminar <sup>1</sup>	3

<sup>1</sup> Taken in last semester

## Cybersecurity Concentration

The Cybersecurity concentration equips students with the knowledge and skills necessary to protect digital assets and secure information systems in today's technology-driven world. This program emphasizes the principles of network security, risk management, ethical hacking, and incident response. Students will gain hand-on experience with industry-standard tools and techniques while learning to identify vulnerabilities, mitigate threats, and ensure compliance with security policies and regulations.

Graduates of this concentration will be prepared for careers in cybersecurity analysis, network defense, digital forensics, and information assurance across a wide range of industries. The curriculum aligns with current best practices and emerging trends, providing a strong foundation for professional certifications and advanced study.

BBA majors who would like to follow the Cybersecurity Concentration should complete the following courses in addition to the 42 credits in Core IMPACT classes, the 18 credits of the Business Administration Field of Study, and the 24 upper level required courses in the BBA.

Code	Title	Hours
<b>Required Cybersecurity</b>		<b>18</b>
CYBR 3101	Intro to Cybersecurity	
CYBR 3200	Network Security Fundamentals	
CYBR 3400	Operating Systems & Admin	
CYBR 4101	Ethical Hacking & Pentesting I	
CYBR 4102	Ethical Hacking& Pentesting II	
CYBR 4300	Cloud Computing & Security	
<b>Free Electives</b>		<b>15</b>
Choose any 5 1000-4000 level courses		
Capstone Seminar		3
BUSA 4900	Mgmt & Admin Senior Seminar <sup>1</sup>	3

<sup>1</sup> Taken in last semester

## Entrepreneurship Concentration

The Concentration in Entrepreneurship provides students with the skills and knowledge to start, manage, and grow a business, focusing on areas like business development, marketing, and financial management.

Entrepreneurship prepares students to identify and exploit business opportunities, launch their own business, grow an existing business, assist others in starting or running a business, or contribute to entrepreneurial and innovative activities in an established organization. Career opportunities in Georgia with strong skills in entrepreneurship and innovation are successful in for-profit and not-for-profit organizations which require entrepreneurial and innovative capabilities.

BBA majors who would like to follow the Entrepreneurship Concentration should complete the following courses in addition to the 42 credits in Core IMPACT classes, the 18 credits of the Business Administration Field of Study, and the 24 upper level required courses in the BBA.

Code	Title	Hours
<b>Required Entrepreneurship</b>		<b>18</b>
ENTR 3000	Principles of Management	3
ENTR 4010	Entrepreneurial Finance	3
ENTR 4020	Tech & Innovation in Entrepren	3
ENTR 4100	Entrepreneurship Leadership	3

ENTR 4300	Management & Growth in Entr	3
ENTR 4500	Entrepreneurial Intership	3
<b>Free Electives</b>		<b>15</b>
Choose any 5 1000-4000 level courses		
<b>Capstone Seminar</b>		<b>3</b>
BUSA 4900	Mgmt & Admin Senior Seminar <sup>1</sup>	3

<sup>1</sup> Taken in last semester