BACHELOR OF BUSINESS ADMINISTRATION (COMPETENCY-BASED)

Program Entry Options
The BBA program has three program options:

1. Accelerated Bachelor of Business Administration to Master of Business Administration
2. Credit-hour Bachelor of Business Administration
3. Competency-based Bachelor of Business Administration

Bachelor of Business Administration (Competency-Based)

Colleges and universities traditionally award credit for classroom hours attended, conferring degrees based on students’ completion of a certain set of courses for a given number of credit hours. The focus of a competency-based program is the mastery of student learning outcomes – what they know and can do – rather than on how many hours, semesters, or years a student spends in school. A competency-based program allows students to demonstrate through assessments that they have acquired the set of competencies (levels of knowledge, skill, or ability) required for a particular degree including general education and the major. Some students have often acquired many of the knowledge, skills and abilities necessary for a degree through their life or previous work experience. Brandman University's competency-based BBA allows students to prove their competency through assessments thereby reducing the time needed to earn a degree.

Students must demonstrate mastery of all competencies required for the BBA degree.

Brandman University offers a competency-based Bachelor of Business Administration degree (BBA) in one of the following emphasis areas:

- General Business
- GIS and Data Analytics
- Information Systems Management
- Supply Chain Management and Logistics
- Management and Organizational Leadership
- Marketing

BBA Mission
The Bachelor of Business Administration (BBA) prepares students for career opportunities and advancement in a dynamic, global business environment.

Brandman University Institutional Learning Outcomes
The Brandman University competencies are based on the American Association of Colleges and Universities (AAC&U) Liberal Education and America’s Promise (LEAP) Essential Learning Outcomes and the Lumina Degree Qualifications Profile (DQP). Of special importance in the framing of the DQP was recognition of graduates’ need to prepare for jobs that are rapidly changing in today’s contemporary workplace. The DQP framework provided Brandman a basis for establishing 21st century competencies for all of our baccalaureate students. As a result, the following Brandman institutional learning outcomes are threaded throughout the Brandman Competency-Based BBA program with a strong foundation built into the general education domain:

- **Applied Learning**: Design a project, paper, performance, or other appropriate task linking knowledge skills from work, experiential learning, or community activities with knowledge acquired in academic disciplines.
- **Innovation and Creativity**: Construct a novel or unique idea, question, format, or product.
- **Civic Engagement**: Describe insights gained from engaging physically and/or intellectually with activities of personal and public concern that are both individually life enriching and socially beneficial to the community.
- **Global Cultures**: Explain the relationship between a global issue and the history, values, politics, economy, communication styles, or beliefs and practices of one or more cultures affected by that issue.
- **Integrated Learning**: Devise connections among experiences inside and outside the formal classroom, or connections among multiple fields of study.

BBA Program Learning Outcomes

- **Communication**: Demonstrate effective oral and written communication skills in organizational and professional settings.
- **Ethics**: Identify and evaluate ethical issues and formulate a defensible resolution in business environments.
- **Global**: Apply cultural differences, diversity issues, and business functions and processes, in domestic and global settings.
- **Technology**: Apply technology to support decision making in businesses; leadership.
- **Business Functions/Processes**: Interpret and implement business functions and processes.

Bachelor of Business Administration (Competency-Based)

Orientation:

ORIC 100 Orientation
Gain familiarity with Brandman University’s MyPath and explore strategies to succeed in the program.

Completion is required prior to graduation.

Degree Requirements
The BBA consists of three major components or domains:

1. General Education (13 Competencies)
2. Business Core (34 Competencies)
3. Emphasis Areas: General Business; GIS and Data Analytics, Information Systems Management; Supply Chain Management and Logistics; Management and Organizational Leadership; and, Marketing (9 – 12 Competencies each)

I. Domain: General Education
The General Education Requirements at Brandman University provides the liberal arts tradition the intellectual foundation that enables students to expand their perspectives beyond the focus of a major. Brandman University graduates will be intellectually flexible, creative, articulate, and prepared for active and life-long participation in the knowledge-
based world of 21st century. The Brandman University General Education requirements are comprised of 6 Subdomains and 13 Competencies:

**Subdomain: Communications**

**COMC 410 Interpersonal Communications**
Understand the skills required to interact effectively with others.

**COMC 101 Oral Communications**
Deliver a well-organized oral presentation using delivery techniques and supporting materials appropriate for the audience.

**ENGC 103 Written Communications, Level A**
Identify and apply key components of effective writing skills and APA.

**ENGC 104 Written Communications, Level B**
Compose written arguments that are coherent, grammatically correct, and rhetorically aware.

**Subdomain: Humanities**

**PHLC 110 Creative and Critical Thinking**
Develop a creative solution to a historical, social, ethnic, economic, technological, and/or geographic problem.

**HUMC 110 Disciplineal Relationships**
Analyze relationships between disciplines such as history, literature, religion, philosophy, and the fine arts.

**HUMC 115 Human Experience**
Analyze the ways in which the human experience is influenced by historical, social, ethnic, economic, technological, and/or geographic contexts.

**Subdomain: Information Literacy**

**LBSC 320 Information Literacy, Level A**
Evaluate and cite various information resources to understand ethical research practices.

**LBSC 321 Information Literacy, Level B**
Apply academic research practices to complete an academic research project.

**Subdomain: Natural Sciences**

**NSCC 115 Methods and Applications**
Apply the principles, concepts, and methods of the natural sciences.

**NSCC 111 Principles and Concepts, Level A**
Understand the Scientific Method as a process and master the fundamental principles, concepts, and methods of biology.

**NSCC 112 Principles and Concepts, Level B**
Master the fundamental principles, concepts, and methods of chemistry and environmental science.

**Subdomain: Quantitative Reasoning**

**MATC 203 Quantitative Fluency, Level B**
Apply the concepts of statistical reasoning, data analysis, modeling, and interpretation.

**MATC 103 Quantitative Literacy, Level A**
Explain accurate calculations and symbolic operations to interpret social and economic trends.

**Subdomain: Social Sciences**

**SOSC 110 Behavior and Cognition**
Evaluate individual, organizational, and social behavior.

**SOSC 115 Social Systems**
Using a social systems perspective, investigate global problems and develop possible solutions.

**II. Domain: Business Core**

The Brandman University Business Core requirements are comprised of 7 Subdomains and 34 Competencies.

**Subdomain: Accounting, Economics and Finance**

**ACCC 215 Accounting Cycle & Transaction Analysis**
Demonstrate an understanding of the accounting cycle and the analysis of accounting transactions.

**ACCC 230 Accounting for Long-Term Investing Financing Decisions**
Demonstrate how to account for long-term investment and financing decisions.

**ACCC 240 Accounting for Managerial Decisions**
Demonstrate knowledge and application of managerial accounting tools and techniques used in making decisions.

**ACCC 225 Accounting for Working Capital**
Demonstrate an understanding of working capital management decisions and issues involving short-term credit and the management and accounting for cash, accounts receivable, and inventory.

**ACCC 235 Financial Planning and Control**
Demonstrate knowledge and application of the 3 key steps of financial planning (1) forecasting the firm’s short-term and long-term financial needs; (2) developing budgets to meet those needs; and (3) establishing financial controls to see if the company is achieving its goals.

**ACCC 220 Financial Reporting**
Demonstrate an understanding of financial reports and their use by decision-makers.

**ACCC 360 Financial Statement Analysis**
Analyze the financial performance of a business using financial statement analysis.

**ACCC 210 Fundamentals of Accounting**
Demonstrate an understanding of the fundamentals of accounting.

**FINC 305 Fundamentals of Finance**
Demonstrate an understanding of the fundamentals of finance.

**ECNC 201 Fundamentals of Macroeconomics**
Demonstrate an understanding of the structure of economies and the impact of policies on their performance.

**ECNC 202 Fundamentals of Microeconomics Level A**
Understand the basic principles and concepts of supply and demand and consumer behavior.

**ECNC 205 Fundamentals of Microeconomics Level B**
Explain firm producer, behavior, market structures and the different forms of competition.

**MGTC 400 Global Economics**
Understand the fundamentals and significance of international trade theories and systems.

**BUSC 305 Managerial Economics**
Apply macroeconomic and microeconomic theories in making economic business decisions in forecasting.

**Subdomain: Business Law and Ethics**

**MGTC 315 Consumer Protection**
Demonstrate an understanding of a business’s legal and ethical responsibilities for warranties, product liability, and consumer protection.

**MGTC 310 Contracting and Negotiation**
Demonstrate an understanding of whether a contractual relationship exists and satisfies legal requirements.
OLCC 350 Ethics Social Responsibility
Describe the importance of ethical principles and social responsibility to business decisions.

MGTC 305 Legal Environment
Demonstrate an understanding of the U.S. legal system and the legal environment of business.

MGTC 330 Risk Management
Identify and describe the different types of risk and the techniques used by businesses to control risk.

Subdomain: Business Strategy
MGTC 415 Competitive Advantage
Demonstrate knowledge of competitive advantage and strategic positioning.

BUSC 300 Implementing and Monitoring Business Plan
Demonstrate the ability to prepare a business plan and evaluate organizational performance.

MGTC 420 Strategic Development
Demonstrate an understanding of the appropriate tools and options for developing business strategies.

MGTC 410 Strategic Fundamentals and Environment
Demonstrate an understanding of the business environment and the fundamentals of strategy.

Subdomain: Information Technology
CSCC 200 Fundamentals of Information Technology
Develop an understanding of information technology fundamentals

Subdomain: Management and Leadership
MGTC 301 Fundamentals of Management
Demonstrate an understanding of management theory and practice.

OLCC 430 Human Resources
Develop an understanding of human resource management best practices (e.g., identifying talent and motivating, developing, and directing people as they work).

OLCC 425 Leadership in Diverse and Multicultural Organizations
Demonstrate an understanding of leadership in the context of diverse and multicultural organizations.

MGTC 405 Organizational Change
Demonstrate an understanding and application of effective change strategies to enhance business performance.

OLCC 355 Organizational Dynamics
Demonstrate an understanding of the impact organizational dynamics has on performance.

Subdomain: Marketing
MKTC 305 Fundamentals of Consumer Behavior
Demonstrate an understanding of consumer behavior fundamentals (e.g., demographics and purchasing behavior) and promotional practices.

MKTC 301 Fundamentals of Marketing
Develop an understanding of marketing fundamentals.

Subdomain: Supply Chain/Operations Management (Logistics)
MGTC 325 Fundamentals of Supply Chain
Develop an understanding of supply chain fundamentals including project management.

MGTC 335 Negotiating and Managing Supplier Relationships
Develop an understanding of how to negotiate and manage supplier relationships.

MGTC 320 Operations Management
Develop an understanding of the role of operations management in business.

III. Domain Emphasis Areas

General Business
The purpose of the General Business emphasis is to serve those students who want a broad business education without an in-depth study in one discipline. This program provides students a broad business education that permits them the freedom to take coursework in multiple business disciplines. The general business emphasis consists of 24 equivalent credits of electives from any of the business disciplines.

GIS and Data Analytics
The Brandman University Data Analytics Emphasis requirements are comprised of 4 Subdomains and 8 Competencies.

Subdomain: Introduction Technology Foundations
CSCC 301 Introduction to Programming
Develop basic designing, coding, and documenting skills in a programming language.

Subdomain: Information Technology Management
CSCC 302 GIS Methods and Ethics
Apply research ethics and multiple spatial research methods using GIS quantitative and qualitative approaches.

CSCC 303 Foundations in Spatial Communications
Communicate information using spatial data analytics across a variety of media formats.

CSCC 363 Data and Information Management
Utilize industry best practices to manage and organize organizational data and information.

Subdomain: Project Management
CSCC 383 Applied Project Management
Create a project management plan using applications and tools including GIS.

Subdomain: Data Analysis
CSCC 304 Spatial Visualization and Data Analytics
Create spatial visualizations based on the data type and analysis outcomes.

CSCC 305 Applied Data Wrangling
Apply data wrangling by finding, cleaning, extracting, storing and organizing data for a project.

CSCC 395 Data Analytics Capstone
Address predictive and prescriptive analytics with insights gained from organizational data analysis.

Information Systems Management
The Brandman University Information Systems Management Emphasis requirements are comprised of 7 Subdomains and 9 Competencies.

Subdomain: Computer Systems Organization
CSCC 251 Computer Systems Architecture
Demonstrate an understanding of computer systems architecture.

Subdomain: Database
CSCC 408 Database
Demonstrate an understanding of database systems, their applications and tools used to develop databases.
Subdomain: Fundamentals of Management Information Systems
CSCC 315 Organizations, Management, and the Network Enterprise
Demonstrate an understanding of information systems in global business.

Subdomain: Networking
CSCC 353 Networking
Demonstrate an understanding of networks, and create a network.

Subdomain: Programming
CSCC 205 Computer Programming
Demonstrate an understanding of computer programming and its applications.

CSCC 210 Program Applications
Develop a program for a business application (e.g. mobile or web-based applications).

Subdomain: Project Management
CSCC 383 Applied Project Management
Create a project management plan using applications and tools including GIS.
CSCC 410 Systems Analysis and Design
Demonstrate an understanding of systems analysis and design, applications and tools used.

Subdomain: Security
CSCC 270 Security
Demonstrate an understanding of information system security, applications, and the tools used.

Management and Organizational Leadership
The Brandman University Management and Organizational Leadership Emphasis requirements are comprised of 5 Subdomains and 12 Competencies.

Subdomain: Human Resource Management and Diversity
HRCC 445 Human Resource Management
Demonstrate an understanding of the fundamentals of human resource management.

OLCC 303 Managing Change
Demonstrate an understanding how leaders effectively implement and manage change.

OLCC 300 Organizational Behavior
Demonstrate an understanding of organizational behavior factors, processes and theoretical concepts as they relate to organizational effectiveness and productivity.

OLCC 325 Personal Leadership
Develop a personal philosophy of leadership through a personal assessment, and focused on personal and professional development.

HRCC 406 Workforce Diversity
Develop an understanding of the impact a diverse workforce can have on an organization.

Subdomain: Leading and Controlling
HRCC 430 Conflict Management
Develop and apply conflict management skills in an organizational setting.

OLCC 445 Operations Control
Understand and apply the tools used for operational control.

OLCC 440 Organizational Control
Develop an understanding of organizational control systems and the related use of qualitative and quantitative tools for an organization.

Subdomain: Organizational Structures and Culture
OLCC 400 Organizational Structure and Control
Demonstrate an understanding of the impact organizational structure and culture has on organizations.
OLCC 414 Team Building
Demonstrate an understanding of the importance of team dynamics to organizational effectiveness, productivity, and communication within an organization.

Subdomain: Project Management
CSCC 383 Applied Project Management
Create a project management plan using applications and tools including GIS.

MGTC 435 Social Responsibility & Risk
Apply an understanding of how to integrate the theoretical concepts of sustainability and social responsibility and risk throughout the supply chain.

Marketing
The Brandman University Marketing Emphasis requirements are comprised of 7 Subdomains and 14 Competencies.

Subdomain: Ethical Issues Affecting the Marketplace
MKTC 415 Marketing Ethics
Understand and apply marketing ethics.

Subdomain: Marketing Communications
MKTC 450 Advertising, Public Relations, Direct Marketing, and Sales Promotion
Develop an understanding of advertising, public relations, direct marketing, and sales promotion.

MKTC 460 Interactive Marketing and Customer Relationship Management
Develop and apply interactive marketing strategies using the internet and social media for customer relationship management.

MKTC 445 Integrated Marketing Communications and Promotions
Understand the fundamentals of integrated marketing communications and promotions.

Subdomain: Strategic Marketing
MKTC 425 Marketing Planning
Develop an understanding of strategic marketing and prepare a marketing plan.

MKTC 310 Marketing Research and Analysis
Develop an understanding of marketing research and analysis.

Subdomain: Understanding and Targeting the Marketplace
MKTC 465 Business-to-Business Marketing
Develop an understanding of business-to-business (B2B) marketing.

MKTC 320 Consumer Behavior
Develop an understanding of consumer behavior in marketing.

MKTC 410 Global Marketing
Understand and evaluate global markets and strategies.

MKTC 325 Segmentation Targeting and Positioning
Understand and apply segmentation targeting and positioning.
Subdomain: Value Capture
MKTC 440 Branding and Packaging Decisions
Explain the various components of brand equity.

MKTC 420 Pricing and Methods
Understand and apply pricing strategies.

Subdomain: Value Creation
MKTC 430 Product Development
Develop an understanding of how to increase value to an organization through the improvement in the design and/or implementation of products and services.

Subdomain: Value Delivery
MKTC 470 Middlemen and Multichannel Market
Understand and apply principles of multichannel marketing.

Supply Chain Management and Logistics
The Brandman University Supply Chain Management and Logistics Emphasis requirements are comprised of 8 Subdomains and 9 Competencies.

Subdomain: Materials and Inventory Management
MGTC 350 Materials and Inventory Management
Utilize inventory management tools to create value.

Subdomain: Product Development
MKTC 430 Product Development
Develop an understanding of how to increase value to an organization through the improvement in the design and/or implementation of products and services.

Subdomain: Project Management
CSCC 383 Applied Project Management
Create a project management plan using applications and tools including GIS.

Subdomain: Quality
MGTC 430 Quality
Develop an understanding of the necessity of quality and the measurements for continuous quality improvement and target setting.

Subdomain: Social Responsibility and Risk
MGTC 435 Social Responsibility & Risk
Apply an understanding of how to integrate the theoretical concepts of sustainability and social responsibility and risk throughout the supply chain.

Subdomain: Sourcing (Sourcing Analysis and International, Domestic, Local and In-sourcing)
CSCC 325 International, Domestic, Local and In-Sourcing
Develop an understanding of advantages and disadvantages of international, domestic, local, and in-sourcing options to source goods and services, including total cost of ownership.

CSCC 320 Sourcing Analysis
Develop the ability to identify, select and manage appropriate sources for procurement.

Subdomain: Supplier Relationship Management
MGTC 425 Supplier Relationship Management
Develop an understanding of the opportunities to create value through supplier relationship management (SRM).

Subdomain: Transportation
MGTC 345 Transportation
Apply an understanding of the principles and methods for moving people or goods by air, rail, sea, road, pipeline, or digitally, including the benefits, costs, and risks associated with each option.

Brandman University accepts the following industry standard certification examinations for college credit in the competency based Bachelor of Business Administration degree program:

<table>
<thead>
<tr>
<th>Industry Standard Certification</th>
<th>Substitution Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>CompTIA IT Fundamentals</td>
<td>CSCC 200</td>
</tr>
<tr>
<td>MTA Database Fundamentals Topics</td>
<td>CSCC 408</td>
</tr>
<tr>
<td>CompTIA A+ 220-901</td>
<td>CSCC 251</td>
</tr>
<tr>
<td>CompTIA Projects+</td>
<td>CSCC 383</td>
</tr>
<tr>
<td>CompTIA Network+ Exam</td>
<td>CSCC 353</td>
</tr>
<tr>
<td>CompTIA Security+</td>
<td>CSCC 270</td>
</tr>
</tbody>
</table>