



SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

BUSINESS ADMINISTRATION PROGRAM

OVERVIEW

ACCREDITATION

The Bachelor of Business Administration degree program is accredited by the International Accreditation Council for Business Education (IACBE) until 2026.

PROSPECTUS

Current Trends in Business Education

The Bachelor of Business Administration (BBA) Pathways Program responds to current trends in business education that match the demands of business and society. Economists predict that half of the jobs in the developed world will be lost to technology in a generation. Employers are increasingly seeking college graduates with an integrated set of skills — the technical analytics and applied strategies to collaborate, communicate, think, lead, and solve problems. Current trends among business schools are to move toward more individualized learning to match the interests and talents of students with the world of work.

Real-World Immersion

In addition to the classroom learning, each pathway incorporates ways for students to be heavily immersed in the real business world. Students will be given appropriate levels of interaction in the business community from the beginning of their program to the end. This could mean service learning, internship, and research experiences for students in the program. Opportunities for international or stateside travel, such as for research internships, have also been built into the pathways as part of a course, student activity, or program option.

Choosing UOG for Business

Learning at UOG is better for business where you can experience first-hand the partnership of faculty and community working together to understanding how business works and how to make it work on Guam, in the region, and wherever business opportunities take you around the world. The diversity of business approaches in our learning community and the challenges of small-island economies far from supply chains on the front lines of growth prepares our students for working in challenging places.

LEARNING OUTCOMES

Successful students will:

1. Know, apply, and integrate fundamental business concepts
2. Understand local, regional, and global business in the context of the economic environment, ethics, law, and society
3. Solve business problems using research, technical, quantitative, collaborative, and decision-support tools
4. Think critically, communicate effectively, act decisively; and
5. Be prepared for a business career

In conjunction with business leaders from the region, SBPA has developed a BBA curriculum with program learning outcomes for personal and professional success. The curriculum is integrated with the University's [General Education requirements](#). The curriculum and activities do not stop at the University walls. The school, its students, and its alumni set the stage for lifelong learning and growth through business service learning, membership in student and business organizations, community and University service, and applied research and consulting.

[Student Advisement](#)

PATHWAYS

BBA PATHWAYS

Students pursue their degree through one of three pathways below, each of which leads to the same BBA degree. Each pathway offers 24 credit hours of upper division business preparation. Working with an [SBPA advisor](#), students choose a pathway for which they meet the merit-based standards (i.e., minimum GPA requirements). To receive the BBA degree, students complete 124 semester credit hours.

General Business Pathway

The General Business Pathway is designed for the majority of BBA students. The pathway is business interdisciplinary, preparing well-rounded graduates for Guam's and the region's business workforce.

Business Professional Pathway

The Business Professional Pathway is for select BBA students who have demonstrated the interest and capacity for intensive, upper-division coursework in one of the professional fields of economics/finance, management (includes entrepreneurship, human resources, international tourism/ hospitality), or marketing.

Business Honors Pathway

The Business Honors Pathway is for the highest performing BBA students. This pathway can be either business interdisciplinary or focused on one of the professional fields of economics/finance, or management (includes entrepreneurship, human resources, international tourism/hospitality), or marketing.

DEGREE REQUIREMENTS

PROGRAM REQUIREMENTS (124 CREDIT HOURS)

Description	Credit Hours
General Education	47
BBA Foundation	50
BBA Pathway	24
Upper Division Free Electives	3
Total Credit Hours	124

Note:

1. It is SBPA's policy and a business accreditation standard that at least 50% of the BBA Foundation and BBA Pathway components must be earned at the University of Guam.
2. There are three alternative BBA Pathways.

GENERAL EDUCATION (47 CREDIT HOURS)

The BBA Program requires students to complete 47 semester credit hours of General Education. While there are many choices among the General Education courses offered, it is strongly recommended that BBA students include the following courses as part of their General Education Requirements. (See General Education [Student Advisement Sheet](#).)

RECOMMENDED COURSES

Tier I: Core Foundation

Course	Course Title	Credits	Term Offered
CT101	CRITICAL THINKING	3	FALL/SPRING/ ALL YEARS
MA110	BASIC MATHEMATICAL APPLICATIONS	3	FALL/SPRING/ ALL YEARS
EN110	FRESHMAN COMPOSITION	3	FALL/SPRING/ ALL YEARS
CO210	FUNDAMENTALS OF COMMUNICATION	3	FALL/SPRING/ ALL YEARS
EN111	WRITING FOR RESEARCH	3	FALL/SPRING/ ALL YEARS

Tier II: Diversity Foundation

SCIENCE & MATH

Course	Course Title	Credits
Science & Math	Any	4

HUMAN SCIENCES

Select one of the following:

Course	Course Title	Credits	Term Offered
PY101	GENERAL PSYCHOLOGY	3	FALL/SPRING/ ALL YEARS
SO101	INTRODUCTION TO SOCIOLOGY	3	FALL/SPRING/ ALL YEARS

CREATIVE & EXPRESSIVE ARTS

Course	Course Title	Credits
Creative & Expressive Arts	Any	3

HUMAN SYSTEMS & ORGANIZATIONS

Course	Course Title	Credits	Term Offered
PA233	IMPACT OF GOVERNMENT REGULATORY ADMINISTRATION ON BUSINESS	3	FALL/SPRING/ ALL YEARS

CULTURAL PERSPECTIVES

Course	Course Title	Credits
Cultural Perspectives	Any	3

Tier II: Uniquely UOG

Course	Course Title	Credits
Language	Any	4
Regional	Any	3

Tier II: Direction Building

Course	Course Title	Credits	Term Offered
BA110	PRINCIPLES OF ECONOMICS	3	FALL/SPRING/ ALL YEARS
BA180	BUSINESS ESSENTIALS	3	FALL/SPRING/ ALL YEARS
PA205	DATA AND STATISTICS FOR BUSINESS AND GOVERNMENT	3	FALL/SPRING/ ALL YEARS

Tier III: Capstone Experience

Course	Course Title	Credits	Term Offered
BA480	BUSINESS STRATEGY AND POLICY	3	FALL/SPRING/ ALL YEARS

BBA FOUNDATION COURSES (50 CREDIT HOURS)

Students are required to complete 50 semester credit hours in the BBA Foundation. These courses are fundamental to understanding the commercial world and developing sound business skills. All BBA majors must earn a grade of "C" or better in the BBA Foundation requirements.

BBA Foundation courses are to be taken in each of a student's four years at the University. Courses beginning with the number 1 are suggested for freshmen (e.g. BA-131); 2 for sophomores (e.g. BA-260); 3 for juniors (e.g. BA-310); and 4 for seniors (e.g. BA-440). During the senior year, after having completed most of the General Education and BBA Foundation coursework, students take BA-483 Business Professional and Career Development. The course is also a prerequisite for the BA-480 Business Policy and Strategy capstone. As graduating seniors, students take BA-480 Business Strategy and Policy capstone course that integrates the fundamental concepts learned and challenges the students to apply their skills.

Required Courses

Course	Course Title	Credits	Term Offered
BA131	INTRODUCTION TO INFORMATION MANAGEMENT	3	FALL/SPRING/ ALL YEARS
BA230	DATA PROCESSING AND DATA ADMINISTRATION WITH MAC APPLICATION	3	FALL ONLY/ ODD YEARS
BA200	PRINCIPLES OF FINANCIAL ACCOUNTING	3	FALL/SPRING/ ALL YEARS
BA201	PRINCIPLES OF MANAGERIAL ACCOUNTING	3	FALL/SPRING/ ALL YEARS
BA220	BASIC BUSINESS FINANCE	3	FALL/SPRING/ ALL YEARS
BA240	MANAGEMENT OF ORGANIZATIONS	3	FALL/SPRING/ ALL YEARS
BA241	HUMAN RESOURCE MANAGEMENT	3	FALL/SPRING/ ALL YEARS
BA260	FUNDAMENTALS OF MARKETING	3	FALL/SPRING/ ALL YEARS
BA310	APPLIED STATISTICS FOR BUSINESS DECISION	3	FALL/SPRING/ ALL YEARS
BA335	CYBERSECURITY AND CLOUD SERVICE	3	FALL/SPRING/ ALL YEARS
BA347	LEADERSHIP AND COLLABORATION IN	3	FALL/SPRING/ ALL YEARS

Course	Course Title	Credits	Term Offered
	ORGANIZATIONS AND SOCIETY		
BA386	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	FALL/SPRING/ ALL YEARS
BA440	ORGANIZATIONAL BEHAVIOR	3	FALL/SPRING/ ALL YEARS
LW442	LAW AND ETHICS IN BUSINESS AND GOVERNMENT	3	FALL/SPRING/ ALL YEARS
BA483	BUSINESS PROFESSIONAL AND CAREER DEVELOPMENT	2	FALL/SPRING/ ALL YEARS
BA480	BUSINESS STRATEGY AND POLICY	3	FALL/SPRING/ ALL YEARS

Choice of (3 credits):

Course	Course Title	Credits	Term Offered
BA333	MANAGEMENT INFORMATION SYSTEMS	3	FALL/SPRING/ ALL YEARS
BA334	BUSINESS ANALYTICS	3	SPRING ONLY/ EVEN YEARS
BA380	E-BUSINESS	3	SPRING ONLY/ ALL YEARS

Choice of (3 credits):

Course	Course Title	Credits	Term Offered
BA252	INTERNATIONAL TOURISM	3	FALL/SPRING/ ALL YEARS
BA341	INTERNATIONAL BUSINESS ENVIRONMENT	3	SPRING ONLY/ ALL YEARS
BA420	INTERNATIONAL CORPORATE FINANCE	3	SPRING ONLY/ ALL YEARS
BA460	INTERNATIONAL MARKETING	3	FALL ONLY/ ALL YEARS

BBA PATHWAYS COURSES (24 CREDIT HOURS)

A BBA pathway identifies the upper division BA coursework required beyond the BBA Foundation. There are three alternative BBA pathways. Each has its own merit-based qualification standards, which students must meet before taking upper division BA courses in their pathway.*

1. BBA General Business Pathway OR
2. BBA Business Professional Pathway OR
3. BBA Business Honors Pathway.

* Note:

1. Each pathway leads to the same BBA degree. Diplomas and transcripts will state that the student was awarded the BBA degree but will not state the pathway.
2. BBA pathways are not concentrations.

GENERAL BUSINESS PATHWAY REQUIREMENTS

Students must meet the merit-based qualification standards to take upper division BA courses in the General Business Pathway. Students need a minimum



2.7 GPA in all prior lower division coursework and must maintain at least a 2.7 GPA overall.

All students in this pathway take eight upper division, business-interdisciplinary BA courses (24 credit hours), as follows:

With SBPA advisor guidance and approval, students choose five upper division, business-interdisciplinary BA courses that suit their personal and career interests. As the pathway is business interdisciplinary, students may not choose more than three upper division courses in a single business discipline (e.g., no more than nine credit hours in accounting, economics, finance, management {includes entrepreneurship, human resources, information technology, international tourism/ hospitality}, or marketing).

Required Courses

Course	Credit Hours
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Five upper division, business-interdisciplinary BA courses (see above)	15
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Course	Course Title	Credits	Term Offered
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BA410	MANAGERIAL ECONOMICS	3	FALL/SPRING/ ALL YEARS
BA441	OPERATIONS AND PROJECT MANAGEMENT	3	SPRING ONLY/ ALL YEARS
BA482A	BUSINESS SERVICE LEARNING: SENIOR TEAM FIELD PROJECT	3	FALL/SPRING/ ALL YEARS

BUSINESS PROFESSIONAL PATHWAY REQUIREMENTS

Students must meet the merit-based qualification standards to take upper-division BA courses in the Business Professional Pathway. Students need a minimum 3.3 GPA in all prior lower division coursework and must maintain at least a 3.3 GPA overall.

All students in this pathway take eight upper division courses (24 credit hours), as follows:

Students must take six courses from economics/finance, or management (includes entrepreneurship, human resources, international tourism/ hospitality), or marketing. Advisor must approve. Coursework must be related to the selected field and may be from upper division BA courses and/or independent study. If approved, one of the upper division courses may be from any upper division course offered at the University that the advisor judges relevant to the chosen field and course of study.

Required Courses

Course	Credit Hours
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Six courses from economics/ finance, management, or marketing	18
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Course	Course Title	Credits	Term Offered
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BA431	TOPICS IN THE MANAGEMENT OF TECHNOLOGY AND INNOVATION	3	SPRING ONLY/ ALL YEARS
BA482A	BUSINESS SERVICE LEARNING: SENIOR TEAM FIELD PROJECT	3	FALL/SPRING/ ALL YEARS

BUSINESS HONORS PATHWAY

Students must meet the merit-based qualification standards to take upper division BA courses in the Business Honors Pathway. Students need a minimum 3.7 GPA in all prior lower division coursework and must maintain at least a 3.7 GPA overall.

All students in this pathway take eight upper division courses (24 credit hours), as follows:

Students must take five courses from economics/ finance, management (includes entrepreneurship,

human resources, information technology, international tourism/hospitality), or marketing. Advisor must approve. Coursework must be related to the selected field and may be from upper division BA courses and/or independent study. If approved, one of the upper division courses may be from any upper division course offered at the University that the advisor judges relevant to the selected field and course of study.

Required Courses

Course	Credit Hours
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Five courses from economics/ finance, management, or marketing 15

Course	Course Title	Credits	Term Offered
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BA431	TOPICS IN THE MANAGEMENT OF TECHNOLOGY AND INNOVATION	3	SPRING ONLY/ ALL YEARS
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Two Business Service Learning courses*:

*Depending on their interests, students may select one course in BA-482b and one in BA-482c or two courses in either BA-482b or BA-482c

Course	Course Title	Credits	Term Offered
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BA482B	BUSINESS SERVICE LEARNING: BUSINESS/ RESEARCH INTERNSHIP	3	FALL/SPRING/ ALL YEARS
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BA482C	BUSINESS SERVICE LEARNING: BUSINESS FORMATION/ INNOVATION/ TRANSFORMATION	3	FALL/SPRING/ ALL YEARS
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UPPER DIVISION FREE ELECTIVE (3 CREDIT HOURS)

Students must complete three semester credit hours in an upper division, non-BA elective course (i.e., the course cannot begin with BA; nor can the course be a non-BA course, such as LW-442 as this course is required in the BBA Foundation). For BBA majors, upper division [Legal Studies \(LW\)](#) and [Public Administration \(PA\)](#) courses may be used to fulfill the upper-division elective requirement.

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