

ACADEMIC PROGRAMS

Undergraduate

Bachelor of Business Administration

Learn how to pursue your passion in a systematic and profitable manner. Economics, finance, business law, marketing, technology, and management skills will prepare you for a lifetime of leadership and accomplishment. Make one of the best investments of your life by earning a bachelor's degree in business administration from Grace University.

The Bachelor of Business Administration program consists of two main components:

1. General Education: These foundational courses cover written communication, critical thinking, and managerial accounting.
2. Business Administration Major: Delve deeper into the intricacies of business by examining marketing principles and business ethics.

The program requires 180 quarter units, including 88 units of general education and business administration major requirements include either 92 units or 68 units plus one concentration course.

Along with a general BBA in Business Administration, we offer three concentrations.

BA (Business Administration) – this is the general business administration degree program.

- BA (Business Administration) with a concentration in Sports Management
- BA (Business Administration) with a concentration in Kinesiology and Wellness Management
- BA (Business Administration) with a concentration in Sport Psychology and Performance Management

Concentration in Sport Management

The Business Administration program offers a specialized curriculum in sports management. It provides students with theoretical knowledge and practical skills in the business aspects of the sports industry. This concentration provides a comprehensive understanding of the unique challenges and opportunities within the sports business world.

Admission Requirements:

Students interested in pursuing the Sport Management concentration must meet the business admission requirements for the Business Administration program.

What kind of courses will you take?

- BSM 301 Sports Marketing and Sponsorship
- BSM 302 Sports Law, Ethics, and Organizational Behavior
- BSM 303 Facility and Event Management in Sports
- BSM 404 Sports Finance and Economics
- BSM 405 Sports Analytics and Strategic Management
- BSM 406 Global Sports Management and Entrepreneurship

What can I do with this degree?

- Sports Marketing and Branding Coordinator
- Sports Events and Operations Manager
- Sports Business Development and Community Relations Specialist
- Sports Communication and Public Relations Coordinator
- International Sports Marketing and Branding Manager
- Global Sports Events and Operations Manager

Concentration in Kinesiology and Wellness Management

The Business Administration program, with a concentration in Kinesiology and Wellness Management, aims to provide students with a comprehensive understanding of business principles and human movement science. This concentration prepares graduates for leadership roles in the health, fitness, sports, and wellness industries. Students will gain expertise in managing wellness programs, understanding the biomechanics of movement, promoting healthy lifestyles, and applying business strategies to health-related fields.

Admission Requirements:

Students interested in pursuing Kinesiology and Wellness Management concentration must meet the business admission requirements for the Business Bachelor Administration program.

What kind of courses will you take?

KWM 301 Foundation of Kinesiology

KWM 302 Introduction to Wellness Programming and Business Design

KWM 303 Prevention of Injury through Physical Activity and Business Management

KWM 401 Leadership in Health and Wellness

KWM 402 Health, Wellness, and Nutrition Promotion

KWM 403 Sports, Media, and American Popular Culture

What can I do with this degree?

- Wellness Program Manager
- Sports Marketing Manager
- Corporate Wellness Coordinator
- Health and Fitness Consultant
- Media and Communications Specialist in Sports
- Health and Fitness Consultant
- Sports Facility Manager

Concentration in Sport Psychology and Performance Management

The Business Administration program, with a concentration in Sports Psychology and Performance Management, focuses on the psychological aspects of sports performance and program management. It covers motivation, mental skills training, performance analysis, and coaching psychology. Students gain practical skills to enhance athlete performance, improve coaching techniques, and effectively manage sports programs. This concentration prepares students for sports psychology, coaching, performance analysis, and athletic administration careers.

Admission Requirements:

Students interested in pursuing Sport Psychology and Performance Management concentration must meet the business admission requirements for the Business Bachelor Administration program.

What kind of courses will you take?

SPM301 Foundation of Sports Psychology

SPM 302 Performance Management in Sports

SPM 303 Psychology of Coaching

SPM 401 Psychology of Injury and Rehabilitation

SPM 402 Observational Field Experience in Exercise Science and Allied Health Professions

SPM 403 Culture of Sports Psychology

What can I do with this degree?

- Athletic Administrator
- Sport teams' Coach
- Performance Analyst
- Sports Consultant
- Rehabilitation Specialist
- Sports Psychology Educator