

# REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

**MICHAEL F. PRICE COLLEGE OF BUSINESS ([www.ou.edu/biz](http://www.ou.edu/biz))**

THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education  
**Summer 2007 through Spring 2008**

### GENERAL REQUIREMENTS

Minimum Total Hours . . . . .	<b>122</b>
Minimum Overall Grade Point Average . . . . .	<b>2.50</b>
Minimum Grade Point Average in Major. . . . .	<b>*2.50</b>
Minimum Grade Point Average in Upper-Division Business Courses. . . . .	<b>‡2.50</b>
Minimum Grade Average—OU Residence . . . . .	<b>2.50</b>

Entrepreneurship and  
Venture Management  
**0506G**  
Major

**OU encourages students to complete at least 31 hours of applicable coursework each year to have the opportunity to graduate in four years.**

Subject	Hours	Courses	To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites. See <a href="http://www.ou.edu/biz">www.ou.edu/biz</a> .
<b>Communications</b>	<b>9-19</b>	<b>ENGL 1113</b> , Principles of English Composition (Core I) <b>ENGL 1213</b> , Principles of English Composition (Core I), or <b>EXPO 1213</b> , Expository Writing (Core I)  <b>COMM 1113</b> , Principles of Communication, or <b>COMM 2613</b> , Public Speaking  <b>Foreign Language</b> , 0-10 hours, (Core I)—Students who have completed two years of high school foreign language are exempt from the general education foreign language requirement.	<b>Core Requirements - 15 hours</b>
			<b>Major Requirements - 15 hours</b>
<b>Behavioral &amp; Social Science</b>	<b>6</b>	<b>P SC 1113</b> , American Federal Government (Core III)  Elect 3 hours from the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (economic, human or political).	<b>NO CORRESPONDENCE COURSES</b>
			<b>ENT 3113</b> , Starting & Managing the Entrepreneurial Venture
<b>Humanities</b>	<b>12</b>	<b>HIST 1483</b> or <b>1493</b> , U.S. (Core IV)  1 course from each of the following 3 fields (Core IV):  §Understanding Artistic Forms - _____  §Western Civilization and Culture - _____  §Non-Western Culture - _____  One upper-division course from the approved University-Wide General Education course list (outside the major) must be selected in addition to the capstone course, B AD 4013. Courses taken to fulfill the University-Wide General Education requirements must be chosen from the list of approved courses available at <a href="http://www.ou.edu/admrec/gened.htm">www.ou.edu/admrec/gened.htm</a> . This course may be taken in the upper-division elective category.	<b>ENT 3413</b> , New Product Development
			<b>ENT 4103</b> , Entrepreneurial Field Studies, or <b>ENT 4303</b> , Entrepreneurship Practicum
<b>Science &amp; Mathematics</b>	<b>16</b>	§ <b>Natural Sciences</b> —7 hours, 2 courses taken from the biological and/or physical sciences. The two courses must be from different disciplines and at least one course must include a laboratory component. (Core II)  _____  _____  <b>MATH 1643</b> , Precalculus for Business, Life, and Social Sciences (Core I—Substitute: <b>1523</b> , Elementary Functions)  <b>MATH 1743</b> , Calculus I for Business, Life & Social Sciences (Core I—Substitute: <b>1823</b> , Calculus & Analytic Geom. I)  <b>MATH 2123</b> , Calculus II for Business, Life & Social Sciences (Substitute: <b>2423</b> , Calculus & Analytic Geom. II)	<b>ENT 4603</b> , Business Plan
			<b>FIN 3513</b> , Entrepreneurial Finance
<b>Basic Business</b>	<b>22</b>	<b>ACCT 2113</b> , Fundamentals of Financial Accounting <b>ACCT 2123</b> , Fundamental Managerial Accounting <b>B AD 1001</b> , Personal Computing Productivity Tools <b>B C 2813</b> , Business Communication <b>ECON 1113</b> , Principles of Economics—Macro (Core III) <b>ECON 1123</b> , Principles of Economics—Micro <b>ECON 2843</b> , Elements of Statistics <b>MIS 2113</b> , Computer-Based Information Systems <sup>‡</sup>	<b>The Integrated Business Core is strongly recommended.</b>
			<b>†</b> = requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising.
<b>§Courses taken to fulfill the University General Education Requirements must be chosen from the <a href="#">University-Wide General Education Approved Course List</a>.</b>			<b>BUSINESS CONCENTRATION — 15 hours minimum</b>
			Additional business major, minor or choose 15 hours from the following courses, a maximum of six hours from the same designator is allowed. (If the business minor is chosen, one additional course from this list is required): ACCT 3313, Cost Accounting B AD 3013, Integrated Business Core Practicum B AD 3513, International Business EMGT 3113, Energy Production and Markets ENT 3613, Market Development ENT 3980, Honors Research ENT 3990, Independent Study ENT 4710, Topics in Entrepreneurship FIN 4303, Advanced Business Finance MIS 4433, Project Management MIS 4453, Technology Management MIS 4483, Electronic Business MKT 3053, Marketing Research MKT 3323, Purchasing and Buyer Behavior
			<b>Free Electives 9 hours</b>
			<b>Upper-Division Electives 3 hours</b>
			9 hours if exempt from foreign language. Free electives may be taken in any lower- or upper-division area outside Price College or the Department of Economics. B AD 2110 will not count for credit toward a BBA. A maximum of 2 hours of physical education activity courses will count toward this degree.
			Upper-division electives may be taken in any area inside or outside the Price College of Business, except entrepreneurship.

\* A 2.50 cumulative and OU grade point average is required for all courses in the major.  
 ‡ A 2.50 cumulative and OU grade point average is required for upper-division business courses (3000-4000 level).  
 A combined maximum of 8 hours of military science, aviation and physical education activity courses will count toward the 122 hours, with a maximum of 2 hours of physical education activity courses.  
 † This course fulfills the Computer Literacy Requirement for graduation as required by the Oklahoma State Regents for Higher Education.

#### ADDITIONAL REQUIREMENTS

1. Forty-five hours of upper-division business courses (3000-4000-level) are required.

2. No more than 15 hours of 3000-4000-level ENT courses can be taken to count toward the required 122 hours.
3. 3000-level core courses must be completed to enroll in 4000-level business courses.
4. Candidates for the B.B.A. degree must complete their last 30 hours as resident students in Price College. However, if a candidate has completed the last 51 hours as a resident student at the University of Oklahoma, 9 of the last 60 hours may be taken at another university or by correspondence from OU.
5. Pass/No Pass **WILL NOT** be accepted for any Business or General Education courses or any specifically required courses.
6. One upper-division course in each of the following areas is required: FIN, L S, MKT, and MKT.

## Suggested Semester Advisement Plan

Courses in bold must be completed before student may apply for degree candidacy. Additional hours may be required if remedial math or foreign language is required. Please see an academic counselor to develop a plan of study.				
Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
<b>FRESHMAN</b>	COMM 1113, Principles of Communication, <b>or</b> COMM 2613, Public Speaking	3	B AD 1001, Personal Computing Productivity Tools	1
	<b>ECON 1113</b> , Principles of Economics—Macro (Core III)	3	<b>ECON 1123</b> , Principles of Economics—Micro (Core III)	3
	ENGL 1113, Principles of English Composition (Core I)	3	ENGL 1213, Principles of English Composition (Core I), <b>or</b> EXPO 1213, Expository Writing (Core I)	3
	HIST 1483, United States 1492-1865, <b>or</b> 1493, United States 1865-Present	3	MATH 1743, Calculus I for Business, Life & Social Sciences (Core I)	3
	MATH 1643, Precalculus for Business, Life, and Social Sciences	3	P SC 1113, American Federal Government (Core III)	3
			†Natural Science (Core II)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>16</b>
<b>SOPHOMORE</b>	<b>ACCT 2113</b> , Fundamentals of Financial Accounting	3	ACCT 2123, Fundamentals of Managerial Accounting	3
	<b>ECON 2843</b> , Elements of Statistics	3	B C 2813, Business Communication	3
	MATH 2123, Calculus II for Business, Life & Social Sciences	3	†Natural Science with Lab (2nd discipline) (Core II)	4
	<b>MIS 2113</b> , Computer-Based Information Systems	3	†Non-Western Culture (Core IV)	3
	♦Behavioral & Social Science	3	†Understanding Artistic Forms (Core IV)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>16</b>
During the second semester, sophomore year: <ul style="list-style-type: none"> <li>• Apply for permission to enroll in upper-division Price College courses</li> <li>• Take Price College Assessment Test (PCAT) (see <a href="http://www.ou.edu/biz">www.ou.edu/biz</a>)</li> <li>• Recommended semester to study abroad</li> </ul>				
<b>This major normally requires three semesters of study beyond the business core requirements.</b>				
<b>JUNIOR</b>	FIN 3303, Business Finance	3	ENT 3113, Starting & Managing the Entrepreneurial Venture	3
	L S 3323, Legal Environment of Business	3	Business Concentration	3
	MGT 3013, Principles of Organization and Management	3	Business Concentration	3
	MKT 3013, Principles of Marketing	3	‡Upper-Division General Education Elective	3
	Business Concentration	3	†Western Civilization and Culture (Core IV)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
<b>SENIOR</b>	FIN 3513, Entrepreneurial Finance	3	B AD 4013, Business Strategy and Policy—Capstone	3
	ENT 3413, New Product Development	3	ENT 4103, Entrepreneurial Field Studies, <b>or</b> ENT 4303, Entrepreneurship Practicum	3
	Free Elective	3	ENT 4603, Business Plan	3
	Free Elective	3	Free Elective	3
	Business Concentration	3	Business Concentration	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
♦ = Behavioral and Social Science courses must be chosen from the following: anthropology, psychology, sociology, political science, or geography (economic, human or political). † = University-Wide General Education course, refer to <a href="http://www.ou.edu/admrec/gened.htm">http://www.ou.edu/admrec/gened.htm</a> ‡ = May be free elective if artistic form, Western civilization and culture, Non-Western culture or science is 3000- or 4000-level.				
<b>University-Wide General Education Requirements (minimum 40 hours)</b>				
Courses designated as Core I, II, III, IV, or Capstone are part of the General Education curriculum. Students must complete a minimum of 40 hours of General Education courses, chosen from the approved list, including at least one upper-division Gen. Ed. course outside of the student's major. Courses graded S/U or P/NP will not apply.				
<b>Core I</b>	<b>Symbolic and Oral Communication (9–19 hours, 3–5 courses)</b> •English Composition—6 hours, 2 courses •Mathematics—3 hours, 1 course •Foreign Language—0–10 hours, 2 courses in the same language, (which can be met by successfully completing two years of the same foreign language in high school) •Other (courses such as communication, logic or public speaking)			
<b>Core II</b>	<b>Natural Science (7 hours, 2 courses)</b> •Courses must be taken from different disciplines in the biological and/or physical sciences; one of which must include a laboratory.			
<b>Core III</b>	<b>Social Science (6 hours, 2 courses)</b> •One course must be P SC 1113, “American Federal Government”			
<b>Core IV</b>	<b>Humanities (12 hours, 4 courses)</b> •Understanding Artistic Forms—3 hours, 1 course •Western Civilization and Culture—6 hours, 2 courses, including HIST 1483 or HIST 1493 •Non-Western Cultures—3 hours, 1 course			
<b>Senior Capstone Experience (3 hours, 1 course)</b>				