# REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

**MICHAEL F. PRICE COLLEGE OF BUSINESS (www.ou.edu/biz)**

**THE UNIVERSITY OF OKLAHOMA**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hours</th>
<th>Courses</th>
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</thead>
</table>
| **Communications** | 15-25 | ENGL 1113, Principles of English Composition (Core I)  
ENG 1213, Principles of English Composition (Core I), or  
EXPO 1213, Expository Writing (Core I)  
COMM 1113, Principles of Communication, or  
COMM 2613, Public Speaking  
Six hours chosen from the following:  
COMM 1113 or 2613 (if not used above)  
COMM 3253, Persuasion Principles  
H R 2013, Intro. to Human Relations  
PSY 2213, Info. Processing, Perception, & Cognition  
PSY 3703, Social Psychology  
Foreign Language: 0-10 hours, (Core)—Students who have completed two years of high school foreign language are exempt from the general education foreign language requirement. |
| **Behavioral & Social Science** | 6 | PSC 1113, American Federal Government (Core III)  
Elect 3 hours from the following fields: Anthropology, Psychology, Sociology, Political Science, Geography, economic, human or political. |
| **Humanities** | 12 | HIST 1483 or 1493, 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 online. This course may be taken in the upper-division elective category. |
| **Science & Mathematics** | 16 | §Natural Sciences—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)  
MATH 1643, Precalculus for Business, Life and Social Sciences (Core I—Substitute: 1523, Precalculus & Trigonometry)  
MATH 1743, Calculus I for Business, Life and Social Sciences (Core I—Substitute: 1823, Calculus & Analytic Geom. I)  
MATH 2123, Calculus II for Business, Life and Social Sciences (Substitute: 2423, Calculus & Analytic Geom. II) |
| **Basic Business** | 23 | ACCT 2113, Fundamentals of Financial Accounting  
ACCT 2123, Fundamental Managerial Accounting  
B AD 1001, Personal Computing Productivity Tools  
B AD 2091, Business and Professional Basics  
B C 2013, Business Communication  
ECON 1113, Principles of Economics—Macro (Core III)  
ECON 1123, Principles of Economics—Micro  
ECON 2843, Elements of Statistics  
MIS 2113, Computer-Based Information Systems  
E 1 |  |

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hours</th>
<th>Courses</th>
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</thead>
<tbody>
<tr>
<td><strong>Marketing</strong></td>
<td>B665</td>
<td>Major</td>
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</tbody>
</table>

**GENERAL REQUIREMENTS**

- Minimum Total Hours: 122
- Minimum Overall Grade Point Average: 2.50
- Minimum Grade Point Average in Major: 2.50
- Minimum Grade Point Average in Upper-Division Business Courses: 2.50

**ELECTIVE REQUIREMENTS**

- Free Electives: 2 hours
- Upper-Division Electives: 15 hours

**ADDITIONAL REQUIREMENTS**

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

$Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.

† A 2.50 cumulative and OU grade point average is required for upper-division marketing beyond 3013.

‡ 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.

1. No more than 18 hours of 3000-4000-level marketing beyond 3013 can be taken to count toward the required 122 hours.
2. No more than 9 hours credit hours may be taken in Price College; none of these may be taken in MKT.
3. Six hours of upper-division business courses or any specifically required course.
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, M GT, and M KT.

**ADDITIONAL REQUIREMENTS**

- 1. Thirty-three hours of upper-division business courses (3000-4000-level) are required.
## 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.

<table>
<thead>
<tr>
<th>Year</th>
<th>FIRST SEMESTER</th>
<th>Hours</th>
<th>SECOND SEMESTER</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESHMAN</td>
<td>COMM 1113, Principles of Communication, or</td>
<td>3</td>
<td>B AD 1001, Personal Computing Productivity Tools</td>
<td>1</td>
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<tr>
<td></td>
<td>COMM 2613, Public Speaking</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECON 1113, Principles of Economics—Macro (Core III)</td>
<td>3</td>
<td>ECON 1123, Principles of Economics—Micro (Core III)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ENGL 1113, Principles of English Composition (Core I)</td>
<td>3</td>
<td>ENGL 1213, Principles of English Composition (Core I), or</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HIST 1483, United States 1865-Present</td>
<td>3</td>
<td>MATH 1743, Calculus I for Business, Life &amp; Social Sciences (Core I)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MATH 1643, Precalculus for Business, Life, and Social Sciences</td>
<td>3</td>
<td>PHYS 1113, American Federal Government (Core III)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td>16</td>
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### Sophomore

| | ACCT 2113, Fundamentals of Financial Accounting | 3 | ACCT 2123, Fundamentals of Managerial Accounting | 3 |
| | B AD 2091, Business and Professional Basics | 1 | B C 2813, Business Communication | 3 |
| | ECON 2843, Elements of Statistics | 3 | | |
| | MATH 2123, Calculus II for Business, Life & Social Sciences | 3 | Natural Science with Lab (2nd discipline) (Core II) | 4 |
| | MISS 2113, Computer-Based Information Systems | 3 | Non-Western Culture (Core IV) | 3 |
| | *Behavioral & Social Science | 3 | Understanding Artistic Forms (Core IV) | 3 |
| | | **TOTAL CREDIT HOURS** | **TOTAL CREDIT HOURS** | 16 |

During the 2nd semester, sophomore year:
- Apply for degree candidacy
- Recommended semester to study abroad

This major normally requires three semesters of study beyond the business core requirements.

| JUNIOR | COMM Elective | 3 | FIN 3303, Business Finance | 3 |
| | L S 3223, Legal Environment of Business | 3 | MKT 3223, Purchasing and Buyer Behavior | 3 |
| | MGT 3013, Principles of Organization and Management | 3 | MKT Elective | 3 |
| | MKT 3013, Principles of Marketing | 3 | Upper-Division General Education Elective | 3 |
| | MKT 3053, Marketing Research | 3 | Western Civilization and Culture (Core IV) | 3 |
| | | **TOTAL CREDIT HOURS** | **TOTAL CREDIT HOURS** | 15 |

### Senior

| | COMM Elective | 3 | B AD 4013, Business Strategy and Policy—Capstone | 3 |
| | MKT 4123, Negotiation and Selling | 3 | Free Elective | 2 |
| | MKT Elective | 3 | MKT 4333, Marketing Strategy and Policy | 3 |
| | Upper-Division Elective | 3 | Upper-Division Elective | 3 |
| | Upper-Division Elective | 3 | Upper-Division Elective | 3 |
| | | **TOTAL CREDIT HOURS** | **TOTAL CREDIT HOURS** | 15 |

### University-Wide General Education Requirements (minimum 40 hours)

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.

**Core I**
- Symbolic and Oral Communication (9-19 hours, 3-5 courses)
  - 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)

**Core II**
- Natural Science (7 hours, 2 courses)
  - Courses must be taken from different disciplines in the biological and/or physical sciences; one of which must include a laboratory.

**Core III**
- Social Science (6 hours, 2 courses)
  - One course must be P SC 1113, “American Federal Government”

**Core IV**
- Humanities (12 hours, 4 courses)
  - 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

**Senior Capstone Experience** (3 hours, 1 course)

* = 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 online listing.
‡ = May be free elective if artistic form, Western civilization and culture, Non-Western culture or science is 3000- or 4000-level.