**GENERAL REQUIREMENTS**

Minimum Total Hours ........................................................................ 122
For OU and Retention Grade Point Averages:
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

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

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hours</th>
<th>Courses</th>
</tr>
</thead>
</table>
| **Communications** | 9-19 | ENGL 1113, Principles of English Composition (Core I)  
ENGL 1213, Principles of English Composition (Core II), or  
EXPO 1213, Expository Writing (Core I)  
COMM1113, Principles of Communication, or  
COMM2613, Public Speaking  
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)  
Three (3) hours from one of the following fields:  
Anthropology, Psychology, Sociology, Political Science, Geography (economic, human or political). |

| Humanities | 12 | HIST 1483 or 1493, U.S. (Core IV)  
PHIL 1273, Introduction to Business Ethics (Core IV: W. Civ.)  
1 course from each of the following 2 fields (Core IV):  
§Understanding Artistic Forms -  
§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, II 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 & Social Sciences (Core I—Substitute: 1823, Calculus & Analytic Geom. I; or 1914, Differential & Integral Calculus I)  
MATH 2123, Calculus II for Business, Life & Social Sciences (Substitute: 2423, Calculus & Analytic Geom. II; or 2924, Differential & Integral Calculus II) |

| Basic Business | 23 | ACCT 2113, Fundamental Financial Accounting  
ACCT 2123, Fundamental Managerial Accounting  
B AD 1001, Personal Computing Productivity Tools  
B AD 2091, Business and Professional Basics  
B C 2813, Business Writing  
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 |

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

To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites. See www.ou.edu/biz.

<table>
<thead>
<tr>
<th>Core Requirements - 15 hours</th>
<th>Major Requirements - 18 hours</th>
</tr>
</thead>
</table>
| FIN 3303, Business Finance  
LS 3323, Legal Environment of Business  
MGT 3013, Principles of Organization and Management  
MKT 3013, Principles of Marketing  
IB AD 4013, Business Strategy and Policy—Capstone (to be taken last semester of senior year) |
| NO INDEPENDENT STUDY OR ONLINE COURSES. A maximum of 6 hours of transfer work is allowed.  
MGT 3053, Marketing Research  
MKT 3323, Purchasing & Buyer Behavior  
MKT 4123, Negotiation and Selling  
MKT 4333, Marketing Strategy and Policy  
Balance of 6 hours from the following:  
MKT 3223, Logistics Management  
MKT 3313, Electronic Marketing  
MKT 3343, Retailing Management  
MKT 3413, New Product Development  
MKT 3980, Honors Research  
MKT 4153, Integrated Marketing Communications  
MKT 4523, International Marketing  
MKT 4900, Marketing Reading |

Additional Requirements - 6 hours

Six hours chosen from the following:

- B C 3003, Workforce Skills  
- COMM1113 or 2613 (if not used to fulfill General Educ. requirement)  
- COMM3253, Persuasion Principles  
- H R 3013, Intro. to Human Relations  
- PSY 3203, Cognitive Psychology  
- PSY 3703, Social Psychology

**ELECTIVE REQUIREMENTS**

Free Electives — 2 hours

Upper-Division Electives 15 hours

2 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 2130, 2113, MGT 2013, and MKT 2013 will not count for credit toward a BBA. A maximum of 2 hours of physical education activity courses will count toward this degree.

No more than nine credit hours may be taken in business; none of these nine may be taken in MKT.

**ADDITIONAL REQUIREMENTS**

1. Thirty-three hours of upper-division business courses (3000-4000-level) are required.
2. No more than 18 hours of 3000-4000-level marketing beyond 3013 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, MGT, and MKT.
7. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.

**Advertising Option**

The following courses will be absorbed in the upper-division elective category.

- JMC 3303, Intro. to Advertising  
- JMC 3333, Advertising Research  
- JMC 3363, Advertising Media  
- JMC 4343, Advertising Campaigns

NOTE: JMC 4343 fulfills the upper-division general education requirement.

**REVISED 10-13**
# 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>
<td>3</td>
<td>ECON 1123, Principles of Economics—Micro (Core III)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ECON 1113, Principles of Economics—Macro (Core III)</td>
<td>3</td>
<td>ENGL 1213, Principles of English Composition (Core I), or</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ENGL 1113, Principles of English Composition (Core I)</td>
<td>3</td>
<td>EXPO 1213, Expository Writing (Core I)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HIST 1483, United States 1492-1865, or</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>1493, United States 1865-Present</td>
<td>3</td>
<td>P SC 1113, American Federal Government (Core III)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MATH 1643, Precalculus for Business, Life, and Social Sciences</td>
<td>3</td>
<td>(Natural Science (Core II))</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>15</td>
<td>TOTAL CREDIT HOURS</td>
<td>16</td>
</tr>
</tbody>
</table>

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

| SOPHOMORE | ACCT 2113, Fundamental Financial Accounting | 3 | ACCT 2123, Fundamental Managerial Accounting | 3 |
| | B AD 2091, Business and Professional Basics | 1 | B C 2813, Business Writing | 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 |
| | MIS 2113, Computer-Based Information Systems | 3 | | |
| | PHIL 1273, Introduction to Business Ethics (Core IV: Western Civ.) | 3 | (Understanding Artistic Forms (Core IV) | 3 |
| | TOTAL CREDIT HOURS | 16 | TOTAL CREDIT HOURS | 16 |

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

| JUNIOR | COMM Elective | 3 | FIN 3303, Business Finance | 3 |
| | LS 3323, Legal Environment of Business | 3 | MKT 3323, 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 | Behavioral & Social Science | 3 |
| | TOTAL CREDIT HOURS | 15 | TOTAL CREDIT HOURS | 16 |

| 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 | 15 | TOTAL CREDIT HOURS | 14 |

* = 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, Non-Western culture or science is 3000- or 4000-level.

## 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)**