### Department Course Requirements

#### Communications
- **ENGL 1113**: Principles of English Composition (Core I)
- **ENGL 1213**: Principles of English Composition (Core I), or
- **EXPO 1213**: Expository Writing (Core I)
- **COMM 1113**: Principles of Communication, or
- **COMM 2013**: Public Speaking

**Foreign Language**: 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.

#### Behavioral & Social Science
- **PSC 1113**: American Federal Government (Core III)

#### Humanities
- **HIST 1483 or 1493**: U.S. (Core IV)
- **PHIL 1273**: Introduction to Business Ethics (Core IV: W. Civ.)

*It is recommended that students take either Non-Western Culture or Understanding Artistic Forms at the 2000/3000 level. This will fulfill the University of Oklahoma requirement of one upper-division course from the approved University-Wide General Education course list.*

#### Science & Mathematics
- **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
- **ACCT 2113**: Fundamental Financial Accounting*
- **ACCT 2123**: Fundamentals of 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*

### 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

### Major Requirements

- **FIN 3303**: Business Finance
- **L S 3323**: Legal Environment of Business
- **MGMT 3013**: Principles of Organization and Management
- **MKT 3013**: Principles of Marketing
- **B AD 4013**: Business Strategy and Policy—Capstone (to be taken last semester of senior year)

The Integrated Business Core is strongly recommended.

### Additional Requirements

- **B AD 1000**: Price Passport to Success I
- **B AD 1010**: Price Passport to Success II

A combined total of 40 milestone points is required.

### Required Courses — 9 hours

- Three courses chosen from any ENT course not required in the major.

### Free Electives — 5 hours

- 5 hours if exempt from foreign language.
- Free electives may be taken in any lower- or upper-division area. B AD 2110, 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.

### Upper-Division Electives — 12 hours

- Courses may not include those in the Major Requirements or other Required courses. A double business major or business minor is preferred and may be substituted for these upper-division electives.

### ADDITIONAL REQUIREMENTS

1. 3000-level core courses must be completed to enroll in 4000-level business courses.
2. Candidates for the B.B.A. degree must complete their last 30 hours as resident students at 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.
3. Pass/No Pass WILL NOT be accepted for any Business or General Education courses or any specifically required courses.
4. One upper-division course in each of the following areas is required: FIN, L S, MKT, and MGT.
5. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.
# Suggested Semester Advisement Plan

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><strong>FRESHMAN</strong></td>
<td><strong>COMM 1113, Principles of Communication, or</strong></td>
<td>3</td>
<td><strong>B AD 1000, Personal Computing Productivity Tools</strong></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>COMM 2613, Public Speaking</strong></td>
<td></td>
<td><strong>ECON 1123, Principles of Economics—Micro (Core III)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>ECON 1113, Principles of Economics—Macro (Core III)</strong></td>
<td>3</td>
<td><strong>ENGL 1213, Principles of English Composition (Core I)</strong>, or</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>ENGL 1113, Principles of English Composition (Core I)</strong></td>
<td>3</td>
<td><strong>EXPO 1213, Expository Writing (Core I)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>HIST 1483, United States 1492–1865, or</strong></td>
<td>3</td>
<td><strong>MATH 1743, Calculus I for Business, Life &amp; Social Sciences (Core I)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>1493, United States 1865–Present</strong></td>
<td></td>
<td><strong>P SC 1113, American Federal Government (Core III)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>MATH 1643, Precalculus for Business, Life, and Social Sciences</strong></td>
<td>3</td>
<td><strong>Natural Science (Core II)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>B AD 1000, Price Passport to Success I</strong></td>
<td>0</td>
<td><strong>B AD 1000, Price Passport to Success I</strong></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>15</strong></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td><strong>SOPHOMORE</strong></td>
<td><strong>ACCT 2113, Fundamental Financial Accounting</strong></td>
<td>3</td>
<td><strong>ACCT 2123, Fundamental Managerial Accounting</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>B AD 2091, Business and Professional Basics</strong></td>
<td>1</td>
<td><strong>B C 2813, Business Writing</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>ECON 2843, Elements of Statistics</strong></td>
<td>3</td>
<td><strong>Natural Science with Lab (2nd discipline) (Core II)</strong></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>MATH 2123, Calculus II for Business, Life &amp; Social Sciences</strong></td>
<td>3</td>
<td><strong>Non-Western Culture (Core IV)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>MIS 2113, Computer-Based Information Systems</strong></td>
<td>3</td>
<td><strong>Understanding Artistic Forms (Core IV)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>PHIL 1273, Introduction to Business Ethics (Core IV: Western Civ.)</strong></td>
<td>3</td>
<td><strong>B AD 1000, Price Passport to Success I</strong></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>B AD 1000, Price Passport to Success I</strong></td>
<td>0</td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>16</strong></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td><strong>JUNIOR</strong></td>
<td><strong>FIN 3303, Business Finance</strong></td>
<td>3</td>
<td><strong>ENT 3113, New Venture Development I</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>LS 3323, Legal Environment of Business</strong></td>
<td>3</td>
<td><strong>ENT Elective</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>MGT 3013, Principles of Organization and Management</strong></td>
<td>3</td>
<td><strong>ENT Elective</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>MKT 3013, Principles of Marketing</strong></td>
<td>3</td>
<td><strong>Upper-Division General Education Elective</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>B AD 3013, IBC Practicum, or</strong></td>
<td>3</td>
<td><strong>Behavioral &amp; Social Science</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Upper-Division Elective</strong></td>
<td>3</td>
<td><strong>B AD 1010, Price Passport to Success II</strong></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>B AD 1010, Price Passport to Success II</strong></td>
<td>0</td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>15</strong></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td><strong>SENIOR</strong></td>
<td><strong>ENT 3513, Venture Capitalization I</strong></td>
<td>3</td>
<td><strong>B AD 4013, Business Strategy and Policy—Capstone</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>ENT 3603, New Venture Development II</strong></td>
<td>3</td>
<td><strong>Upper-Division Elective, or</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>ENT Elective</strong></td>
<td>3</td>
<td><strong>ENT 3193, Social Entrepreneurship, or, 4813, Entrepreneurial Law, or, 4823, Venture Capitalization (if B AD 3013 is not taken)</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Free Elective</strong></td>
<td>3</td>
<td><strong>ENT 4603, New Venture Development III</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Upper-Division Elective</strong></td>
<td>3</td>
<td><strong>Free Elective</strong></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td><strong>B AD 1010, Price Passport to Success II</strong></td>
<td>0</td>
<td><strong>Upper-Division Elective</strong></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>15</strong></td>
<td><strong>TOTAL CREDIT HOURS</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

♦ = 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)