REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION/MASTER OF SCIENCE IN MANAGEMENT OF INFORMATION TECHNOLOGY

MICHAEL F. PRICE COLLEGE OF BUSINESS (price.ou.edu/advising) — THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education
Summer 2016 through Spring 2017

GENERAL REQUIREMENTS

Minimum Total Hours. **148**
For OU and Combined Retention Grade Point Averages:
Minimum Overall Grade Point Average **3.00**
Minimum Grade Point Average in Major **3.00**
Minimum Grade Point Average in Upper-Division Business Courses . . . **3.00**

BBA (Marketing)/Master of Science in Management of Information Technology

A665 F659 Q434

OU encourages students to complete at least 30 hours of applicable coursework each year to have the opportunity to graduate in five years.

Subject	Hours	Courses
Communications	**9-19**	**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 2613**, 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	**6**	**P SC 1113**, American Federal Government (Core III) Elect 3 hours from the following fields: Anthropology, Geography (economic, human, or political), Political Science, Psychology, or Sociology. _____
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 - _____ It is recommended that students take either Non-Western Culture or Understanding Artistic Forms at the 3000/4000 level. This will fulfill the University of Oklahoma requirement of one upper-division course from the approved **University-Wide General Education** course list. The selected course must be outside the major and in addition to the capstone course. An approved list of courses is available online. This requirement may also be satisfied in the upper-division or free elective categories.
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 Minimum grade of C required in all courses marked with an *	**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 price.ou.edu/advising.

Core Requirements - 15 hours

FIN 3303, Business Finance
L S 3323, Legal Envir. of Business
MGT 3013, Principles of Organization and Management
MKT 3013, Principles of Marketing
†B AD 4013, Business Strategy and Policy
†=requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising Services.

Support Courses 6 hours

6 hours from the following:
B C 3003, Workplace Skills
COMM 1113 or **2613** (if not used to fulfill Gen Ed requirement)
H R 3013, Intro to Human Relations
PSY 3203, Cognitive Psychology
PSY 3703, Social Psychology

Upper-Division Electives 9 hours

No more than 3 credit hours may be taken in Price College.

Free Electives - 2 hours

2 hours if exempt from foreign language. Free electives may be taken in any lower- or upper-division area.

B AD 2110, 2113, MKT 2013 and MGT 2013 will not count for credit toward a BBA. A maximum of 2 hours of physical education courses will count toward this degree.

Major Requirements - 18 hours

NO INDEPENDENT STUDY OR ONLINE COURSES. A maximum of 6 hours of transfer work is allowed.

MKT 3053, Market Research
MKT 3323, Purchasing & Buyer Behavior
MKT 4123, Negotiation and Selling
MKT 4333, Marketing Strategy & Policy

Balance of 6 hours chosen from:
MKT 3223, Logistics Management
MKT 3313, Electronic Marketing
MKT 3343, Retailing Management
MKT 3413, New Product Develop.
MKT 3513, Social Media Marketing
MKT 3613, Healthcare Marketing & Admin.
MKT 3713, Fundamentals of Franchising
MKT 3723, Integrated Franchising Comm.
MKT 3980, Honors Research
MKT 4153, Integrated Marketing Comm.
MKT 4523, International Marketing
MKT 4713, Policies & Strat. in Franchising
MKT 4800, Current Issues in Marketing
MKT 4900, Marketing Reading

Any 3000- or 4000-level MKT course will count in the Marketing major grade point average unless otherwise specified.

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.

GRADUATE REQUIREMENTS

Required:
MIT 5602, Management InformationSystems

MIT Electives:
10 to 13 credit hours of graduate level MIT courses as necessary to reach 32 hours for the degree.

Graduate Electives:
13 credit hours of graduate-level Business, MIT electives or other electives as approved by MIT Division.

The Non-Thesis degree is a coursework-only degree; a Non-Thesis exam is not required, **OR 3 credit hours** of Thesis (MIT 5980)

4 credit hours of additional required coursework from a list maintained by the department and approved by the Graduate Liaison.

Up to 12 hours of graduate level MIT or MIS courses from a list maintained by the department and approved by the graduate liaison can be shared between BBA and MS-MIT programs.

A combined maximum of 8 hours of general military experience, flight instruction, and physical education activity courses will count toward the 148 hours, with a maximum of 2 hours of physical education activity courses.

ADDITIONAL REQUIREMENTS.

1. 3000-level core courses must be completed to enroll in 4000-level business courses.
2. One upper-division course in each of the following areas is required: FIN, LS, MGT, and MKT.
3. Pass/No Pass WILL NOT be accepted for any Business or General Education courses or any specifically required courses.
4. Students must complete the GMAT exam with a score of 500 or greater.
5. Comprehensive written exam required at end of program.
6. 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.

Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
FRESHMAN	COMM 1113, Principles of Communication, **or**	3	B AD 1001, Personal Computing Productivity Tools	1
	COMM 2613, Public Speaking		**ECON 1123**, Principles of Economics—Micro (Core III)	3
	ECON 1113, Principles of Economics—Macro (Core III)	3	ENGL 1213, Principles of English Composition (Core I), **or**	3
	ENGL 1113, Principles of English Composition (Core I)	3	EXPO 1213, Expository Writing (Core I)	
	HIST 1483, United States 1492-1865, **or**	3	MATH 1743, Calculus I for Business, Life & Social Sciences (Core I)	3
	1493, United States 1865-Present		P SC 1113, American Federal Government (Core III)	3
	MATH 1643, Precalculus for Business, Life, and Social Sciences	3	†Natural Science (Core II)	3
	B AD 1000, Price Passport to Success I	0	B AD 1000, Price Passport to Success I	0
	TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**16**
	Apply for permission to take upper division business courses the semester in which you will complete the prebusiness courses in bold.			
SOPHOMORE	**ACCT 2113**, Fundamental Financial Accounting	3	ACCT 2123, Fundamental Managerial Accounting	3
	B AD 2091, Business & Professional Basics	1	B C 2813, Business Writing	3
	ECON 2843, Elements of Statistics	3	†Natural Science with Lab (2nd discipline) (Core II)	4
	MATH 2123, Calculus II for Business, Life & Social Sciences	3	†Non-Western Culture (Core IV)	3
	MIS 2113, Computer-Based Information Systems	3	†Understanding Artistic Forms (Core IV)	3
	PHIL 1273, Introduction to Business Ethics (Core IV: Western Civ.)	3	B AD 1000, Price Passport to Success I	0
	B AD 1000, Price Passport to Success I	0		
	TOTAL CREDIT HOURS	**16**	**TOTAL CREDIT HOURS**	**16**
	During the 2nd semester, third year:		• **Take GMAT** • **Interview for internship** • **Apply for admission to Master's program**	
JUNIOR	COMM Elective	3	MKT 3053, Marketing Research	3
	L S 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	3
	FIN 3303, Business Finance	3	Upper-Division Elective	3
	Free Elective	2	Upper-Division Elective	3
	B AD 1010, Price Passport to Success II	0	B AD 1010, Price Passport to Success II	0
	TOTAL CREDIT HOURS	**17**	**TOTAL CREDIT HOURS**	**18**
SENIOR	Marketing Elective	3	MKT 4333, Marketing Strategy & Policy	3
	MKT 4123, Negotiation and Selling	3	Graduate Requirement Course	3
	Graduate Requirement Course	2	Graduate Requirement Course	2
	Graduate Requirement Course	2	COMM Elective	3
	MIT 5602, Management Information Systems	2	♦Behavioral & Social Science	3
	B AD 1010, Price Passport to Success II	0	B AD 1010, Price Passport to Success II	0
	TOTAL CREDIT HOURS	**12**	**TOTAL CREDIT HOURS**	**14**
FIFTH YEAR	Graduate Requirement Course	3	Graduate Requirement Course	2
	Graduate Requirement Course	2	Graduate Requirement Course	2
	Graduate Requirement Course	2	Graduate Requirement Course	2
	Graduate Requirement Course	2	Graduate Requirement Course	3
	Graduate Requirement Course	3	B AD 4013, Business Strategy & Policy - Capstone	3
	TOTAL CREDIT HOURS	**12**	**TOTAL CREDIT HOURS**	**12**

♦ = 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 course is 3000-4000-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)	