

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	To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites. See price.ou.edu/advising .		
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.	Core Requirements - 15 hours		
			FIN 3303, Business Finance LS 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.	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.	
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.	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		
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.	Upper-Division Electives 9 hours		
			No more than 3 credit hours may be taken in Price College and may not include MKT courses.		
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)	Free Electives - 2 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 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.		
			Additional Requirements		
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*	GRADUATE REQUIREMENTS		
§ Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.					

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 COMM 2613, Public Speaking	3	B AD 1001, Personal Computing Productivity Tools	1
	ECON 1113, Principles of Economics—Macro (Core III)	3	ECON 1123, Principles of Economics—Micro (Core III)	3
	ENGL 1113, Principles of English Composition (Core I)	3	ENGL 1213, Principles of English Composition (Core I), or EXPO 1213, Expository Writing (Core I)	3
	HIST 1483, United States 1492-1865, or 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
	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		
	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	†Non-Western Culture (Core IV)	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
During the 2nd semester, third year:				
			<ul style="list-style-type: none"> • Take GMAT • Interview for internship • Apply for admission to Master's program 	
JUNIOR	COMM Elective	3	FIN 3303, Business Finance	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		
	MKT 3053, Marketing Research	3	‡Upper-Division General Education	3
	Free Elective	2	♦Behavioral & Social Science	3
		COMM Elective	3	
	TOTAL CREDIT HOURS	17	TOTAL CREDIT HOURS	18
SENIOR	Marketing Elective	3	MKT 4333, Marketing Strategy & Policy	3
	MKT 4123, Negotiation and Selling	3	MIT 5970, Intro to Programming	3
	MIT 5612, Database Design & Administration	2	Graduate Business Elective	2
	MIT 5622, System Analysis & Design	2	Upper-Division Elective	3
	MIT 5602, Management Information Systems	2	Upper-Division Elective	3
		TOTAL CREDIT HOURS	12	TOTAL CREDIT HOURS
FIFTH YEAR	Graduate Business Elective	3	Graduate MIT Elective	2
	Graduate Business Elective	2	Graduate MIT Elective	2
	Graduate Business Elective	2	Graduate Business Elective	2
	Graduate Business Elective	2	MIT 5993, System Design & Implementation	3
	Graduate MIT Elective	3	B AD 4013, Business Strategy & Policy - Capstone	3
		TOTAL CREDIT HOURS	12	TOTAL CREDIT HOURS

♦ = 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) <ul style="list-style-type: none"> • 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) <ul style="list-style-type: none"> • 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) <ul style="list-style-type: none"> • One course must be P SC 1113, "American Federal Government"
Core IV	Humanities (12 hours, 4 courses) <ul style="list-style-type: none"> • 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)	