

# REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

**MICHAEL F. PRICE COLLEGE OF BUSINESS ([www.ou.edu/biz](http://www.ou.edu/biz))**

THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education  
**Summer 2008 through Spring 2009**

### 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
Minimum Grade Average—OU Residence . . . . .	2.50

Marketing  
**0509A**  
Major

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

Subject	Hours	Courses	To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites. See <a href="http://www.ou.edu/biz">www.ou.edu/biz</a> .	
<b>Communications</b>	15-25	<b>ENGL 1113</b> , Principles of English Composition (Core I) <b>ENGL 1213</b> , Principles of English Composition (Core I), or <b>EXPO 1213</b> , Expository Writing (Core I)  <b>COMM 1113</b> , Principles of Communication, or <b>COMM 2613</b> , Public Speaking Six hours chosen from the following: <b>COMM 1113</b> or <b>2613</b> (if not used above) <b>COMM 3253</b> , Persuasion Principles <b>H R 3013</b> , Intro. to Human Relations <b>PSY 2213</b> , Info. Processing, Perception, & Cognition <b>PSY 3703</b> , Social Psychology  <b>Foreign Language</b> , 0-10 hours, (Core)—Students who have completed two years of high school foreign language are exempt from the general education foreign language requirement.	<b>Core Requirements - 15 hours</b>	<b>Major Requirements - 18 hours</b>
			<b>FIN 3303</b> , Business Finance <b>L S 3323</b> , Legal Environment of Business <b>MGT 3013</b> , Principles of Organization and Management <b>MKT 3013</b> , Principles of Marketing <b>†B AD 4013</b> , Business Strategy and Policy—Capstone (to be taken last semester of senior year)	<b>NO CORRESPONDENCE COURSES</b> <b>MKT 3053</b> , Marketing Research <b>MKT 3323</b> , Purchasing and Buyer Behavior <b>MKT 4123</b> , Negotiation and Selling <b>MKT 4333</b> , Marketing Strategy and Policy  Balance of 6 hours from the following: <b>MKT 3223</b> , Logistics Management <b>MKT 3313</b> , Electronic Marketing <b>MKT 3343</b> , Retailing Management <b>MKT 3413</b> , New Product Develop. <b>MKT 3980</b> , Honors Research <b>MKT 4153</b> , Integrated Marketing Communications <b>MKT 4523</b> , International Marketing <b>MKT 4900</b> , Marketing Reading
<b>Behavioral &amp; Social Science</b>	6	<b>P SC 1113</b> , American Federal Government (Core III) Elect 3 hours from the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (economic, human or political).	† = requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising.	
<b>Humanities</b>	12	<b>HIST 1483</b> or <b>1493</b> , 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 at <a href="http://www.ou.edu/admrec/gened.htm">www.ou.edu/admrec/gened.htm</a> . This course may be taken in the upper-division elective category.		
<b>Science &amp; Mathematics</b>	16	<b>§Natural Sciences</b> —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)  _____  <b>MATH 1643</b> , Precalculus for Business, Life and Social Sciences (Core I—Substitute: <b>1523</b> , Elementary Functions) <b>MATH 1743</b> , Calculus I for Business, Life & Social Sciences (Core I—Substitute: <b>1823</b> , Calculus & Analytic Geom. I) <b>MATH 2123</b> , Calculus II for Business, Life & Social Sciences (Substitute: <b>2423</b> , Calculus & Analytic Geom. II)	<b>ELECTIVE REQUIREMENTS</b>	
<b>Basic Business</b>	22	<b>ACCT 2113</b> , Fundamentals of Financial Accounting <b>ACCT 2123</b> , Fundamental Managerial Accounting <b>B AD 1001</b> , Personal Computing Productivity Tools <b>B C 2813</b> , Business Communication <b>ECON 1113</b> , Principles of Economics—Macro (Core III) <b>ECON 1123</b> , Principles of Economics—Micro <b>ECON 2843</b> , Elements of Statistics <b>MIS 2113</b> , Computer-Based Information Systems*†	<b>Upper-Division Business Electives - 3 hours</b>	<b>Upper-Division Electives 12 hours</b>
			Three hours selected from the following areas: ACCT, B AD, B C, ECON, EMGT, ENT, FIN, L S, MGT, or MIS.	Upper-division electives may be taken in any area inside or outside Price College except Marketing or Supply Chain Management.
			<b>Free Electives — 3 hours</b>	<b>Advertising Option</b>
			3 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 will not count for credit toward a BBA. A maximum of 2 hours of physical education activity courses will count toward this degree.	The following courses will be absorbed in the upper-division elective category. <b>JMC 3303</b> , Intro. to Advertising <b>JMC 3333</b> , Advertising Research <b>JMC 3363</b> , Advertising Media <b>JMC 4343</b> , Advertising Campaigns  <b>NOTE:</b> JMC 4343 fulfills the upper-division general education requirement.
<b>§Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.</b>				

\* 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.

#### ADDITIONAL REQUIREMENTS

1. Thirty-six 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.

## 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.				
Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
<b>FRESHMAN</b>	COMM 1113, Principles of Communication, <b>or</b> COMM 2613, Public Speaking	3	B AD 1001, Personal Computing Productivity Tools	1
	<b>ECON 1113</b> , Principles of Economics—Macro (Core III) ENGL 1113, Principles of English Composition (Core I) HIST 1483, United States 1492-1865, <b>or</b> 1493, United States 1865-Present MATH 1643, Precalculus for Business, Life, and Social Sciences	3 3 3 3	<b>ECON 1123</b> , Principles of Economics—Micro (Core III) ENGL 1213, Principles of English Composition (Core I), <b>or</b> EXPO 1213, Expository Writing (Core I) MATH 1743, Calculus I for Business, Life & Social Sciences (Core I) P SC 1113, American Federal Government (Core III) †Natural Science (Core II)	3 3 3 3 3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>16</b>
<b>SOPHOMORE</b>	ACCT 2113, Fundamentals of Financial Accounting <b>ECON 2843</b> , Elements of Statistics MATH 2123, Calculus II for Business, Life & Social Sciences <b>MIS 2113</b> , Computer-Based Information Systems  ♦Behavioral & Social Science	3 3 3 3 3	ACCT 2123, Fundamentals of Managerial Accounting B C 2813, Business Communication  †Natural Science with Lab (2nd discipline) (Core II)  †Non-Western Culture (Core IV)  †Understanding Artistic Forms (Core IV)	3 3 4 3 3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>16</b>
During the 2nd semester, sophomore year: <ul style="list-style-type: none"> <li>• Apply for permission to enroll in upper-division Price College courses</li> <li>• Take Price College Assessment Test (PCAT) (see <a href="http://www.ou.edu/biz">www.ou.edu/biz</a>)</li> <li>• Recommended semester to study abroad</li> </ul>				
<b>This major normally requires three semesters of study beyond the business core requirements.</b>				
<b>JUNIOR</b>	COMM Elective L S 3323, Legal Environment of Business MGT 3013, Principles of Organization and Management MKT 3013, Principles of Marketing MKT 3053, Marketing Research	3 3 3 3 3	FIN 3303, Business Finance MKT 3323, Purchasing and Buyer Behavior MKT Elective  ‡Upper-Division General Education Elective  †Western Civilization and Culture (Core IV)	3 3 3 3 3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
<b>SENIOR</b>	COMM Elective MKT 4123, Negotiation and Selling MKT Elective Upper-Division Elective Upper-Division Elective	3 3 3 3 3	B AD 4013, Business Strategy and Policy—Capstone Free Elective MKT 4333, Marketing Strategy and Policy Upper-Division Business Elective Upper-Division Elective	3 3 3 3 3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
♦ = 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 <a href="http://www.ou.edu/admrec/gened.htm">http://www.ou.edu/admrec/gened.htm</a> . ‡ = May be free elective if artistic form, Western civilization and culture, Non-Western culture or science is 3000- or 4000-level.				
<b>University-Wide General Education Requirements (minimum 40 hours)</b>				
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.				
<b>Core I</b>	<b>Symbolic and Oral Communication (9–19 hours, 3–5 courses)</b> • 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)			
<b>Core II</b>	<b>Natural Science (7 hours, 2 courses)</b> • Courses must be taken from different disciplines in the biological and/or physical sciences; one of which must include a laboratory.			
<b>Core III</b>	<b>Social Science (6 hours, 2 courses)</b> • One course must be P SC 1113, "American Federal Government"			
<b>Core IV</b>	<b>Humanities (12 hours, 4 courses)</b> • 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			
<b>Senior Capstone Experience (3 hours, 1 course)</b>				