

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 2018 through Spring 2019

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 P660/264/309/640/021
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 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
			Major Requirements - 15 hours
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. Additional course options are available to fulfill the PCB behavioral and social science requirement. Please consult with your advisor.	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.
			Upper-Division Electives 6 hours
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.	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.
			Additional Requirements
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)	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.
			Free Electives - 2 hours
Basic Business <small>Minimum grade of C required in all courses marked with an *</small>	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 Communications* 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*	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.
			GRADUATE REQUIREMENTS
§Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List .			Required: MIT 5602, Management Information Systems 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.
			Approved list of MKT courses: MKT 3343 Retailing Management, MKT 3413 New Product Development, MKT 3613 Healthcare Marketing and Administration, MKT 3713 Fundamentals of Franchising, MKT 3723 Integrated Franchising Communications, MKT 4713 Policies and Strategy in Franchising Any 3000- or 4000-level MKT course will count in the Marketing major grade point average unless otherwise specified, including additional hours taken to fulfill electives.

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.**
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| 1. One upper-division course in each of the following areas is required: FIN, LS, MGT, and MKT.
2. Pass/No Pass WILL NOT be accepted for any Business or General Education courses or any specifically required courses. | 3. Students must complete the GMAT exam with a score of 500 or greater.
4. Comprehensive written exam required at end of program.
5. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution. |
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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	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	3
	HIST 1483, United States 1492-1865, or 1493, United States 1865-Present	3	EXPO 1213, Expository Writing (Core I)	
	MATH 1643, Precalculus for Business, Life, and Social Sciences	3	MATH 1743, Calculus I for Business, Life & Social Sciences (Core I)	3
	B AD 1000, Price Passport to Success I	0	MIS 2113, Computer-Based Information Systems	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	PHIL 1273, Introduction to Business Ethics (Core IV: Western Civ.)	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
	P SC 1113, American Federal Government (Core III)	3	†Understanding Artistic Forms (Core IV)	3
	B C 2813, Business Communications	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:				
			<ul style="list-style-type: none"> • Take GMAT • Interview for internship • Apply for admission to Master's program 	
JUNIOR	Concentration course	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 3513, Social Media Marketing	3
	MKT 3013, Principles of Marketing	3	‡Upper-Division General Education	3
	FIN 3303, Business Finance	3	Concentration course	3
	Free Elective	2	Concentration course	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	Concentration course	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	Upper-division elective/Advertising concentration course	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) <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 Culture—3 hours, 1 course
Senior Capstone Experience (3 hours, 1 course)	