

**REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION/MASTER OF SCIENCE**  
**PRICE COLLEGE OF BUSINESS**  
**THE UNIVERSITY OF OKLAHOMA**

Academic Year
For Students Entering the Oklahoma State System for Higher Education <b>Summer 2023 through Spring 2024</b>

General Requirements	
Minimum Total Credit Hours .....	140
Minimum Upper-Division Hours .....	40
<b>Minimum Retention/Graduation Grade Point Averages:</b>	
Overall - Combined and OU .....	3.00
Major - Combined and OU .....	3.00
Upper-Division Business Courses - Combined and OU .....	3.00

Program
<b>Marketing/Supply Chain Management</b>
<b>A667/F861 Q434</b>
Bachelor of Business Administration/Master of Science

OU encourages students to complete at least 28 hours of applicable coursework each year to have the opportunity to graduate in 5 years.

**GENERAL EDUCATION AND COLLEGE REQUIREMENTS**

Courses taken to fulfill the University General Education Requirements must be chosen from the approved General Education course list published at <http://www.ou.edu/gened/courses>.

**UNIVERSITY-WIDE GENERAL EDUCATION (MINIMUM 40 HOURS) AND COLLEGE REQUIREMENTS**

Code	Title	Credit Hours
<b>Core Area I: Symbolic and Oral Communication</b>		<b>6-16</b>
ENGL 1113	Principles of English Composition (Core I)	
ENGL 1213	Principles of English Composition (Core I)	
or EXPO 1213	Expository Writing	
Language (Core I) - Students who have completed two years of high school language are exempt from this general education requirement (0-10 hours).		
<i>Mathematics</i>		6
MATH 1643	Functions and Modeling for Business, Life and Social Sciences (Core I) <sup>1</sup>	
MATH 1743	Calculus I for Business, Life and Social Sciences (Core I) <sup>1</sup>	
<b>Core Area II: Natural Science</b>		7
Natural Sciences - Choose two 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>Core Area III: Social Science</b> <sup>2</sup>		
P SC 1113	American Federal Government (Core III)	3
<b>Core Area IV: Arts and Humanities</b>		12
HIST 1483	United States to 1865 (Core IV)	
or HIST 1493	United States, 1865 to the Present	
PHIL 1273	Introduction to Business Ethics (Core IV: Western Culture)	
Choose one course in each of the following fields (Core IV):		
Artistic Forms <sup>3</sup>		
World Culture <sup>3</sup>		
<b>Core Area V: First-Year Experience</b>		3
Choose one course <sup>1</sup>		
<b>Basic Business</b> <sup>4</sup>		22
ACCT 2113	Fundamental Financial Accounting <sup>5</sup>	
ACCT 2123	Fundamental Managerial Accounting	
B AD 1001	Personal Computing Productivity Tools	
B C 2813	Strategic Communication for Business Professionals <sup>5</sup>	
ECON 1113	Principles of Economics-Macro (Core III-SS) <sup>2, 5</sup>	
ECON 1123	Principles of Economics-Micro (Core III-SS) <sup>2, 5</sup>	
ECON 2843	Elements of Statistics (Core I-M) <sup>5</sup>	
MIS 2113	Computer-Based Information Systems <sup>5</sup>	
<b>Total Credit Hours</b>		<b>59-69</b>

<sup>1</sup>Substitute: MATH 1523 for MATH 1643; MATH 1823 or MATH 1914 for MATH 1743.  
<sup>2</sup>Two courses, 6 hours, of Core III Social Science are required and one course must be P SC 1113. ECON 1113 or ECON 1123 will meet the other 3 hours of this requirement.  
<sup>3</sup>It is recommended students take either World Culture or Artistic Forms at the 3000/4000 level to fulfill the university requirement of one upper-division course outside the major from the approved University-Wide General Education. It may also be satisfied in the upper-division or free elective categories.  
<sup>4</sup>College requirement: courses are part of the degree candidacy application process that students must complete to earn degree candidacy and begin upper-division business courses.  
<sup>5</sup>Minimum grade of C required.

**FREE ELECTIVES**

Electives to bring total applicable hours to the minimum total required for the degree including a minimum of 40 upper-division hours. B AD 2110, B AD 2113, MKT 2013 and MGT 2013 will not count for credit toward a BBA.

**To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites.**

A maximum of six hours of transfer work will apply toward the major.

**UNDERGRADUATE MAJOR REQUIREMENTS**

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.

Code	Title	Credit Hours
<b>Required Courses</b>		<b>12</b>
MKT 3053	Marketing Research	
MKT 3323	Consumer Behavior	
MKT 4123	Professional Selling and Negotiations	
MKT 4333	Marketing Strategy and Policy	
<b>Major Electives</b>		<b>6</b>
Choose six hours of upper-division MKT courses		
<b>Total Credit Hours</b>		<b>18</b>

**REQUIRED COURSES**

Code	Title	Credit Hours
<b>Core Requirements</b>		<b>12</b>
L S 3323	Legal Environment of Business	
MGT 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) <sup>1</sup>	
<b>Marketing Majors must complete one of the following:</b>		<b>12-30</b>
Supply Chain Management for Business Majors, Minor		
Healthcare, Minor		
Digital Marketing for Business Majors, Minor		
Advertising Track		
Additional Price College of Business major or minor		
<b>Additional Requirements</b>		<b>8</b>
B AD 2091	Career Readiness I-Transitioning to the Workplace	
B AD 3091	Career Readiness II-Advancing in the Workplace	
ENT 2113	Innovation & Entrepreneurship	
FIN 2303	Business Finance	
<b>Internship or Study Abroad</b>		
Students must complete an internship, study abroad, or 9 hours of coursework with an international focus that is pre-approved by the MKT/SCM Division.		
<b>Total Credit Hours</b>		<b>32</b>

<sup>1</sup>Requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising Services.

**GRADUATE REQUIREMENTS**

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

Code	Title	Credit Hours
<b>Core Requirements</b>		
SCM 5502	Fundamentals of Supply Chain <sup>1</sup>	2
SCM 5602	Integrated Supply Chain Capstone	2
<b>Graduate Electives</b>		
MKT 4333	Marketing Strategy and Policy <sup>1</sup>	3
SCM 4013	Supply Chain Modeling and Decision Making <sup>1</sup>	3
Choose 22 credit hours from a list of courses maintained by the division <sup>1</sup>		22
<b>Total Credit Hours</b>		<b>32</b>

<sup>1</sup>Shared hours. Total hours may increase if fewer hours are shared.

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/marketing-supply-chain-management/marketing-bba-master-science-supply-chain-management/>).

### ADDITIONAL REQUIREMENTS

1. Pass/No Pass **will not** be accepted for any Business or General Education courses or any specifically required courses.
2. Students must complete the GMAT exam with a score of 500 or greater.
3. Comprehensive written exam required at end of program.
4. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.
5. A combined maximum of 8 hours of general military experience and flight instruction courses will count toward the required hours.

### SUGGESTED SEMESTER PLAN OF STUDY

Additional hours may be required if remedial math or language is required. Please see an academic counselor to develop a plan of study.

Apply for permission to take upper division business courses the semester in which you will complete the prebusiness courses<sup>1</sup>.

During the 2nd semester, third year:

- Take GMAT
- Interview for internship
- Apply for admission to Master's program

Year	FIRST SEMESTER		Hours	SECOND SEMESTER		Hours
FRESHMAN	ECON 1113	Principles of Economics-Macro ( Core III ) <sup>1</sup>	3	B AD 1001	Personal Computing Productivity Tools	1
	ENGL 1113	Principles of English Composition ( Core I )	3	ECON 1123	Principles of Economics-Micro ( Core III ) <sup>1</sup>	3
	HIST 1483 or HIST 1493	United States to 1865 ( Core IV ) or United States, 1865 to the Present	3	ENGL 1213 or EXPO 1213	Principles of English Composition ( Core I ) or Expository Writing	3
	MATH 1643	Functions and Modeling for Business, Life and Social Sciences	3	MATH 1743	Calculus I for Business, Life and Social Sciences ( Core I )	3
		First-Year Experience (Core V) <sup>2</sup>	3	MIS 2113	Computer-Based Information Systems <sup>1</sup>	3
					Natural Science (Core II) <sup>2</sup>	3
	<b>CREDIT HOURS</b>		<b>15</b>	<b>CREDIT HOURS</b>		<b>16</b>
SOPHOMORE	ACCT 2113	Fundamental Financial Accounting <sup>1</sup>	3	ACCT 2123	Fundamental Managerial Accounting	3
	B AD 2091	Career Readiness I-Transitioning to the Workplace	1	ENT 2113	Innovation & Entrepreneurship	3
	ECON 2843	Elements of Statistics <sup>1</sup>	3	FIN 2303	Business Finance	3
	P SC 1113	American Federal Government ( Core III )	3	PHIL 1273	Introduction to Business Ethics ( Core IV: Western Culture )	3
	B C 2813	Strategic Communication for Business Professionals <sup>1</sup>	3		Natural Science with lab (2nd discipline) (Core II) <sup>2</sup>	4
		Artistic Forms (Core IV) <sup>2</sup>	3			
	<b>CREDIT HOURS</b>		<b>16</b>	<b>CREDIT HOURS</b>		<b>16</b>
JUNIOR	B AD 3091	Career Readiness II-Advancing in the Workplace	1	MKT 3323	Consumer Behavior	3
	MGT 3013	Principles of Organization and Management	3	MKT 3053	Marketing Research	3
	MKT 3013	Principles of Marketing	3		Major, Minor, or Concentration Course (SCM 3123 encouraged)	3
	L S 3323	Legal Environment of Business	3		Major, Minor, or Concentration Course (SCM 3223 encouraged)	3
		World Culture (Core IV) <sup>2</sup>	3		3000/4000 level MKT major elective	3
		Major, Minor, or Concentration Course (SCM 3113 encouraged)	3			
		<b>CREDIT HOURS</b>		<b>16</b>	<b>CREDIT HOURS</b>	
	<b>SUMMER</b>					
	Suggested summer semester pre-approved internship or study abroad experience					
	<b>CREDIT HOURS</b>		<b>0</b>			
SENIOR	MKT 4123	Professional Selling and Negotiations	3	B AD 4013	Business Strategy and Policy	3
	SCM 4013	Supply Chain Modeling and Decision Making <sup>4</sup>	3	MKT 4333	Marketing Strategy and Policy	3
	SCM 5502	Fundamentals of Supply Chain <sup>4</sup>	2		3000/4000 level MKT major elective	3
		Major, Minor, or Concentration Course (SCM 3523 encouraged)	3		Graduate Elective <sup>4</sup>	2
		Graduate Elective <sup>4</sup>	2		Graduate Elective	2
		Free Elective <sup>3</sup>	2		Graduate Elective	2
	<b>CREDIT HOURS</b>		<b>15</b>	<b>CREDIT HOURS</b>		<b>15</b>
FIFTH YEAR		Graduate Elective	2	SCM 5602	Integrated Supply Chain Capstone	2
		Graduate Elective	2		Graduate Elective	2
		Graduate Elective	2		Graduate Elective	2
		Graduate Elective	2		Graduate Elective	2
		<b>CREDIT HOURS</b>		<b>8</b>	<b>CREDIT HOURS</b>	

<sup>1</sup> Prebusiness course.

<sup>2</sup> University-Wide General Education course, refer to online listing. Students are encouraged to take their Artistic Forms or World Culture at the 3000- or 4000-level.

<sup>3</sup> Must be a 3000- or 4000-level General Education course if student has not completed a University-Wide General Education course at the 3000- or 4000-level.

<sup>4</sup> These courses are dual-counted, fulfilling requirements for both the undergraduate degree and the graduate degree.