

MICHAEL F. PRICE COLLEGE OF BUSINESS



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Gary Jones, Director, Access and Opportunity
Shawn Lam, Director, Information Technology
Robert Lepak, Director, First Fidelity Integrated Business Core
Mike McConnell, Director, Robert M. Zinke Energy Management Program

General Information

History

A curriculum in business subjects was first offered in 1913 through a subordinate school in the College of Arts and Sciences called the School of Commerce and Industry. The first certificates in commerce and industry were granted in 1915. The name was changed to the School of Public and Private Business in 1917. In June 1923, the Board of Regents established a school of business as a separate two-year school of the University and authorized it to confer the degree of Bachelor of Science in Business. The first Bachelor of Science in Business degrees were conferred in 1924. The following year the School of Business was admitted to membership in the Association to Advance Collegiate Schools of Business (AACSB International), the international accrediting agency for bachelor's and master's degrees in business. To earn and retain accreditation, these degree programs must undergo a rigorous initial evaluation and be reevaluated periodically. These programs of the college have been fully accredited since 1926. In addition, programs leading to bachelor's and master's degrees in accounting have met separate AACSB International accreditation standards specifically for accounting programs.

In 1929, the Board of Regents changed the School of Business to the College of Business Administration.

In 1997, alumnus Michael F. Price announced a contribution of \$18 million to the College of Business. The OU Regents officially renamed the College of Business Administration the Michael F. Price College of Business. The Price funds are applied strategically to areas of excellence. This endowment has established endowed faculty positions, a library endowment, scholarships and graduate assistantships, a student support center, and provides support for a number of other initiatives.

Mission: The Purpose of Price

"The Michael F. Price College of Business ensures the enduring global competitiveness of Oklahoma and the nation." Our graduates will grasp opportunities to see how separate pieces of a business puzzle are brought together to create a new business or industry. Conceptual thinking and real-world training allows them to solve complex problems within a business or industry.

The college's strategic plan integrated with that of the University helps the college attain its goals of enhanced excellence and contributions to the economy of the state, nation and the world.

Objectives

To further its mission, the college provides degree programs at the baccalaureate, master's and doctoral levels, with the objective of providing career opportunities in a wide variety of professional and entrepreneurial roles. While most graduates will find employment in

the private sector, a Michael F. Price College of Business education will provide a general understanding of, and appreciation for, managerial processes that apply in public sector and not-for-profit institutions as well.

In addition to technical competence in areas of specialty, the college expects graduates to attain a level of understanding, and appreciation for, the liberal arts and the social sciences. The aim is to provide an educational base upon which the graduate can build not only technical but also social capability through a lifetime of continuing growth and development. The emphasis is as much on the formation of attitudes and understanding of complex issues as on the attainment of knowledge and skills.

Since formal education may tend to become abstracted from the realities of practice, the college seeks to maintain close ties with the professional communities it serves. Internship opportunities for students, participation by practicing professional managers in the classroom, consulting and research by faculty, boards of advisers to the college, conferences and the like involving people from outside the University provide opportunities for continuing interaction with the world of organizations.

While maintaining a practical, relevant perspective, the faculty seeks to advance the frontiers of knowledge through research, both applied and theoretical. This research is fundamental to the overall excellence of the teaching function. Students at all levels may expect to be exposed not only to well-established knowledge, but also to ideas and issues that are at the forefront of research and experimentation. As a complement to degree programs, the college includes continuing education and managerial development programs for practicing professionals.

Throughout the wide variety of educational programs and in its research and public service objectives, the college strives to maintain standards of excellence consistent with the University's role as one of the leading institutions of higher education in the nation.

Programs Offered

- College of Business Administrated Programs
 - Economics, B.B.A.
 - General Business for Non-Business Majors, Minor
 - Economics, B.B.A./Management of Information and Technology, M.S.
 - Business Administration, M.B.A.
 - Professional MBA, M.B.A.
 - Aerospace and Defense, E.M.B.A.
 - Energy, E.M.B.A.
 - Energy Electives Course Lists
 - Aerospace and Defense Analytics, Graduate Certificate
 - Commercial Space Applications, Graduate Certificate
 - Executive Management in Aerospace and Defense, Graduate Certificate
 - Executive Management in Aerospace & Defense Electives
 - Foundations of Business, Graduate Certificate
 - Foundations of Business Electives
 - Hydrocarbon Energy, Graduate Certificate
 - Hydrocarbon Energy Electives
 - Renewable Energy, Graduate Certificate
 - Renewable Energy Electives
 - Business Administration, Ph.D.
- John T. Steed School of Accounting
 - Accounting, B.B.A.
 - Accounting, Minor
 - Accounting, B.B.A./Accounting Advanced Standing, M.Acc.
 - Accounting, B.B.A./Finance, M.S.
 - Accounting/Finance Graduate Electives Course List
 - Accounting, B.B.A./Management of Information and Technology, M.S.
 - Accounting Advanced Standing, M.Acc.
 - Online Accounting Advanced Standing, M. Acc.
 - Online Accounting, M.Acc.
 - Accounting, Graduate Certificate
 - Taxation, Graduate Certificate
- Tom Love Division of Entrepreneurship and Economic Development
 - Entrepreneurship and Venture Management, B.B.A.
 - Entrepreneurship for Business Majors, Minor
 - Entrepreneurship for Non-Business Majors, Minor
 - Entrepreneurship and Venture Management, B.B.A./Entrepreneurship and Innovation, M.S.
 - Entrepreneurship and Venture Management, B.B.A./Entrepreneurship and Innovation, M.S Accelerated Electives
 - Entrepreneurship & Venture Management, B.B.A./Management of Information and Technology, M.S.
 - Entrepreneurship and Innovation (Online), M.S.
 - Entrepreneurship and Innovation Major Electives List
 - Business Entrepreneurship, Graduate Certificate
 - Business Entrepreneurship Graduate Certificate Electives
- Division of Finance
 - Finance, B.B.A.
 - Finance for Business Majors, Minor
 - Commercial Banking, Undergraduate Certificate
 - Financial Portfolio Management, Undergraduate Certificate
 - Real Estate Finance, Undergraduate Certificate
 - Wealth Management, Undergraduate Certificate
 - Finance, B.B.A./Finance, M.S.
 - Finance BBA/MS Graduate Electives Course List
 - Finance, B.B.A./Management of Information and Technology, M.S.
 - Finance, M.S.
 - Finance Electives Course List
 - Business of Energy, Graduate Certificate
 - Finance, Graduate Certificate
 - Finance Graduate Certificate Electives
 - Real Estate Finance, Graduate Certificate
 - Real Estate Finance Elective List
- Division of Management and International Business
 - Energy Management, B.B.A.
 - International Business, B.B.A.
 - Management, B.B.A.
 - Sports Business, B.B.A.
 - Leadership for Business Majors, Minor
 - Management, Minor
 - Sports Business for Business Majors, Minor
 - Sports Business for Non-Business Majors, Minor
 - Esports Business, Undergraduate Certificate
 - Human Resource Management, Undergraduate Certificate

- Human Resource Management Electives Course List
- Leadership, Undergraduate Certificate
- Legal Studies, Undergraduate Certificate
 - Legal Studies Electives Course List
- Renewable Energy Management, Undergraduate Certificate
- Management, B.B.A./Entrepreneurship and Innovation, M.S.
 - Management, B.B.A./Entrepreneurship and Innovation, M.S. Accelerated Electives
- Management, B.B.A./Management of Information and Technology, M.S.
- Sports Business (Online), Graduate Certificate
 - Sports Business Graduate Certificate Electives
- Division of Management Information Systems
 - Management Information Systems, B.B.A.
 - MIS for Business Majors, Minor
 - MIS for Non-Business Majors, Minor
 - Business Intelligence and Analytics, Undergraduate Certificate
 - Management Information Systems, B.B.A./Management of Information and Technology, M.S.
 - Business Analytics (Online), M.S.
 - Business Analytics Course List
 - Management of Information and Technology, M.S.
 - Digital Technologies, Graduate Certificate
 - Digital Technologies Graduate Certificate Electives
- Division of Marketing and Supply Chain Management
 - Healthcare Business, B.B.A.
 - Marketing, B.B.A.
 - Supply Chain Management, B.B.A.
 - Digital Marketing for Business Majors, Minor
 - Digital Marketing for Non-Business Majors, Minor
 - Healthcare Business, Minor
 - Marketing, Minor
 - Marketing for Non-Business Majors, Minor
 - Supply Chain Management for Business Majors, Minor
 - Supply Chain Management for Non-Business Majors, Minor
 - Marketing, B.B.A./Management of Information and Technology, M.S.
 - Marketing, B.B.A./Supply Chain Management (Online), M.S.
 - Supply Chain Management, B.B.A./Management of Information and Technology, M.S.
 - Supply Chain Management, B.B.A./Supply Chain Management (Online), M.S.
 - Supply Chain Management (Online), M.S.
 - Course List
 - Digital Marketing (Online), Graduate Certificate
 - Digital Marketing Core Electives
 - Supply Chain Management (Online), Graduate Certificate

Programs & Facilities

Business Communication Center

The Business Communication Center prepares students for the technology-delivered world. With one-on-one instruction from the center's friendly staff, Price College students learn valuable hands-on skills such

as multimedia presentations, Web page design, video conferencing, public speaking, and digital imaging.

Tom Love Center for Entrepreneurship

The *Princeton Review* and *Entrepreneur* magazine ranked the center eighth in the nation at the undergraduate level. This speaks to the opportunities available to major or minor in Entrepreneurship and Venture Management for business or engineering students at the University of Oklahoma. The goals of the Tom Love Center for Entrepreneurship are:

- Create entrepreneurial-thinking students.
- Connect faculty, researchers and students to the entrepreneurial world through research, teaching and working labs.
- Provide OU alumni knowledge and resources for Oklahoma's business and entrepreneurial community to assist their growth.
- Start and grow businesses in the state of Oklahoma.
- Commercialize University of Oklahoma intellectual property.

The Center is located in Suite 1036, Price Hall (405) 325-3611.

Fixed Income Fund

The Fixed Income Fund experience exposes senior-level undergraduate students and MBA students to the intricacies associated with the management of portfolios that contain only bond-like financial instruments. The class is divided into teams of students. Students must make real-time decisions using the latest information on financial markets to select fixed income securities to include in the portfolio. The class is sponsored by BOK Financial Corporation, the parent company of the Bank of Oklahoma.

Honors Program

Students may graduate with Latin Honorifics (*cum Laude*, *Magna cum Laude*, or *Summa cum Laude*) if they successfully meet the GPA requirements in addition to their regular degree program requirements. The Honors College also offers special classes and sections of regular classes for academically superior students. Students must be admitted to and satisfy the requirements of the Honors College to receive a special notation on their transcript. For more information, contact the director of the Honors College, or call (405) 325-5291.

First Fidelity Bank Integrated Business Core

Undergraduate students have the opportunity to enroll in a one-semester (12 hours) project-based program called the First Fidelity Bank Integrated Business Core (IBC), which provides both real-world experience and an integrated introduction to concepts in at least three business disciplines. IBC students gain experience by creating and managing an actual start-up company funded by a loan up to \$5,000 and a hands-on community service project on behalf of a non-profit campus or community organization. Students have donated more than \$1,000,000 dollars and more than 34,000 volunteer hours to charity, and the program has received local, regional and national acclaim.

Students who are participants in IBC:

- are responsible for mastering the concepts and terminology of each of the content courses: Marketing, Management and Legal Studies;
- work as "employees" of an assigned 20-member company which becomes the Entrepreneurship/Community Service Practicum. Here the students have the opportunity to apply the concepts from each of the core business disciplines while at the same time devoting time to their selected community service project;

- Students spend the first seven weeks developing a business plan;
- the plan is submitted to a loan committee which grants, denies or defers the loan application;
- Upon receipt of the loan students have six weeks to implement their business plan.

JCPenney Leadership Center

The Leadership Program of Price College is directed at those students who will become a significant force in the economic, political, social and moral development of our state and nation.

These students have leadership potential because they are academic achievers and have those personal characteristics that thrust them into various activities in which they assume leadership roles.

The college views these student leaders as a valuable resource whose potential should be developed fully for the benefit of themselves and society. These students will help the college fulfill its mission of transmitting knowledge about the continuing adaptation of organizations in a changing global business environment.

The primary objective of the program is to provide these students with opportunities for intellectual and scholastic enrichment, stimulating contact with business and the economic leaders in the nation, and the mutual challenge and benefits of association with a peer group of equally talented students. These opportunities will lead to an enhancement of the students' experiences at the University that will shape the course of their lives.

The three main components of the program include corporate views, fellowships and the Distinguished Speaker Series.

Corporate Views

Participants in this special program accompany executives in their normal work environment and experience firsthand the administrative responsibilities and management styles of successful business leaders. This daylong program significantly expands Associates' classroom educational experience by enhancing their awareness of proven leadership skills and broadening their understanding of actual corporate operations.

Fellowships

The JCPenney Fellowship Program is one of the Center's most exciting and productive avenues and adds greater value to the undergraduate educational experience of Leadership Associates. Each recipient receives a stipend to serve as either a research or training fellow to a Price College faculty mentor for one semester. Eligibility is limited to junior and senior associates. Applications and detailed information is available in the JCPenney Leadership Center.

Distinguished Speaker Series

The Price College of Business and the Kanaly Lecture Series hosts approximately four nationally respected leaders each academic year who have an Oklahoma connection — either through birth, residence, higher education, or business interest. The purpose of the series is to provide the opportunity to learn and grow from the accumulated experience and wisdom of this premier group of opinion leaders.

Student Support Center

The Student Support Center serves graduate students in the Michael F. Price College of Business. The value of the learning experience is expanded for graduate students by providing personal mentoring and career development resources.

Core resources provided to graduate students include:

- mentoring;
- executive visitation;
- career preparation; and
- internships — domestic and international.

AMOCO Business Information Resource Center

Discovery and transmission of knowledge requires information, whether that information is contained in the income statements and financial records of a large U.S. corporation, in profiles of corporate returns on investments, in business trends among the states and regions of the country, or in international trade and investment patterns. Distributive technology — the desktop computers, the interlinked local area networks, the CD-ROM readers — is altering the costs and availability of information acquisition and dissemination, enhancing the potential for greater effectiveness and efficiency in dealing with information.

Price College has developed various "pockets" of expertise in the acquisition of information for instruction and research. The School of Accounting subscribes to the FASB Financial Accounting Research Service, the Center for Financial Studies and the College cooperate in the purchase of CRSP files that contain monthly and daily returns on NUSE, AMEX, and NASDAQ corporations; and the Center for Economic and Management Research subscribes to quarterly updates to the Citibase data system.

While we must rely on various "pockets" to acquire this information, we are limiting our potential for effective utilization of information in our present "distributive" organizational setting. By establishing one central place for the location and dissemination of these information sets, we can greatly enhance our effective use of information.

The AMOCO Business Resources Information Center (BRIC) supports the academic and research goals of Price College by serving as a centralized data repository and technical assistance resource for faculty and students. Individual and group instruction is provided to students and faculty in the use of database software applications and offers technical assistance and support in their use.

Data holdings include industry standard financial, economic and demographic databases obtained from state, federal, and commercial information services. The AMOCO BRIC also maintains a computer lab designed for instruction as well as routine use by students and faculty.

Center for Financial Studies

Price College, through its Division of Finance, has established the Center for Financial Studies. The mission of the Center is to support scholarly research and sponsor educational programs that will improve and share knowledge among finance students, executives and academicians.

The rapid changes occurring in the financial world make it imperative for those involved to be knowledgeable of the innovations, problems and opportunities prevailing in all sectors of the financial markets. The Center for Financial Studies will assume an important leadership role in this endeavor by directing its programs toward mid-and top-level finance executives and toward academicians with research and teaching interests in finance.

Center for MIS Studies

The Center for MIS Studies, an interdisciplinary center located in Price College, is a partnership between the University and business firms designed to share ideas on MIS topics of direct relevance and major

concern to the business partners. Effective industry MIS programs require that businesses understand and utilize rapidly changing technologies and complex organizational policies, strategies and structures. Rapid changes of the Internet era, combined with the move toward outsourcing, makes keeping up exceptionally difficult for IS professionals. Costs of research, development, and training in this complex and dynamic field are high, and results are often disappointing.

The fundamental idea of the Center for MIS Studies is resource sharing — to share the knowledge, skills, and efforts of the University and the member firms in a framework that encourages innovation, quality and productivity. For questions, comments, or additional information, contact:

Center for Management Information System Studies
University of Oklahoma, Price College
307 West Brooks
Norman, OK 73019
Phone: (405) 325-0768
FAX: (405) 325-7482

Library

The Bizzell Memorial Library provides excellent facilities for research and instruction in business and economics. Students, teachers, researchers and the University community at large can research and gain access to materials in a variety of media and in numerous ways. State-of-the-art computer searches through national databases are possible through the University's participation in national library associations. The University is a member of the Research Libraries Group which provides on-line access to the premier libraries in the United States through the Research Libraries Information Network (RLIN). The University is also connected to another, much broader database through the Online Computer Library Center, Inc. (OCLC). In addition, the University has an extensive collection of books, periodicals, microform material, newspapers, trade journals and corporation annual reports. Subscriptions are maintained to various investment, insurance, tax, labor relations and other services which keep patrons in touch with current developments. The University is a designated repository for federal documents which are kept on the fourth floor of the library.

The Bass Collection in Business History

Although ours is a business civilization, relatively little has been done to assemble library materials in the area of business and management history in most American universities. One exception is the University of Oklahoma, which has a distinguished collection in this field, capable of serving not only undergraduate and graduate students, but research scholars throughout the nation.

Through the generosity of the late Harry W. Bass of Dallas, Texas, and the continuing support of the Bass Foundation, a comprehensive collection of books and periodicals in the areas of business and management history are available at the University of Oklahoma. Mr. Bass was a former student in the College of Business.

This distinguished collection of rare and current research materials is housed in a special suite of rooms on the fifth floor of the Bizzell Memorial Library. Dr. Daniel A. Wren is curator of the Bass Collection.

The Ronald B. Shuman Research Fellowship in Business History is designated for graduate and some undergraduate students to work under the direction of the curator of the Bass Collection. This fellowship is in the amount of \$1,000 to be divided between two semesters.

Center for Economic and Management Research

The Center for Economic and Management Research conducts research in business and economics as well as in such diverse areas as energy, delivery of health services, quality of life in Oklahoma and human resources utilization and development. It also provides research support and data to the business community and to federal, state, and local agencies for use in planning, as well as providing a vehicle for directly relating classroom offerings and the research thrust of Price College to the problems faced by business and government.

CEMR also houses the Survey Research Center, which provides the capability for obtaining current information on the economy of the state and on the attitudes of Oklahomans toward various issues in Oklahoma. These data are presented in special reports for use by planners and decision makers in both business and government.

The Center maintains an extensive database and makes this information available to the public through its publications program that includes press releases, reports, a quarterly economic journal (the Oklahoma Business Bulletin) and the annual Statistical Abstract of Oklahoma. Current and historical economic and demographic information are also available via the Oklahoma Resources Integrated General Information Networks Systems (ORIGINS), an Internet accessible data access and retrieval system containing databases of economic time series.

Adams Hall

Adams Hall is currently the primary office and classroom building for Price College. It contains numerous classrooms, many of which are designed with tiered seating to increase eye contact and facilitate discussion. These case study rooms contribute to and stimulate the learning process.

Instruction and research are facilitated by the computer tools made available in our computer technology enhanced classrooms. Adams Hall currently supports multiple microcomputer labs.

Price Hall

Michael F. Price Hall, a \$19 million, 55,000-square-foot addition to the east side of Adams Hall added nine new classrooms, a business communications center with a behavioral lab, four study rooms, three conference rooms, three Student Services offices, two large commons areas and a courtyard with outdoor seating.

Undergraduate Study

The undergraduate degree in business is designed to offer:

- Preparation for intellectual, political and cultural citizenship and leadership.
- A basic familiarity with facts, skills, techniques and attitudes that are relevant to business and management.
- An opportunity to develop a sense of historical perspective and understanding of the impact of the past upon the present and future.
- An intellectual discipline, "a way of thinking," about problems and problem solving or the decision-making process, including the ability to weigh values and form independent judgments.
- An in-depth exposure to a specific function or discipline.

General Information

Admission

To be admitted to the Michael F. Price College of Business, a student must first be admitted to the University of Oklahoma. Inquiries

concerning admission to the University should be addressed to the Office of Admissions and Recruitment, 1000 Asp Avenue, Room 127, Norman, OK, 73019-4076.

Admission to an undergraduate program within a degree-recommending college at the University of Oklahoma (Norman campus) shall be based upon the requirements of the University of Oklahoma that are in effect at the time of a student's initial enrollment in any institution (including OU) in the Oklahoma State System of Higher Education.

Any student admitted to the University of Oklahoma may declare business as a major. **Prior to taking upper division (3000-level or higher) business courses, students must meet the grade point average, course, and permission requirements.**

Academic credit from any division of the University of Oklahoma — Norman campus, Health Sciences Center, OU-Tulsa or Professional and Continuing Studies — is considered resident credit at the University of Oklahoma. Grades and hours earned at any of these divisions are included in the OU retention and cumulative grade point averages for purposes of admission or readmission to the University, and to the individual colleges within the University.

Non-Business Majors

Students not admitted to Price College may elect business courses subject to the prerequisites and minimum GPA requirements; however, business students will receive priority. Students from outside the College who seek academic advising on business course selections should inquire in the Price Academic Advising Services, Suite 1010 Price Hall.

Programs of Study

Students must complete the requirements outlined on the following pages for the degree and major chosen.

Bachelor of Business Administration Degree

Emphasis in this program has been placed on an educational rather than a training or vocational approach, although in certain areas, provisions for a limited amount of specialization have been made. The curriculum is designed to provide:

1. an extension and intensification of the cultural foundation begun in the secondary schools,
2. a comprehensive view of the general principles and procedures practiced in the business world, and
3. in the junior and senior years, a limited amount of professional education in certain specialized subjects.

With this degree program, a student must choose one of the following majors: accounting, economics, energy management, entrepreneurship and venture management, finance, general management, human resources management, international business, management information systems, marketing, or supply chain management.

Double Majors

Price College offers students the option of double majors. A double major consists of hours in the selected major and completion of specific requirements of the additional major. A double major will add to the required number of hours to complete a single major business degree. Only one degree will be awarded, however both majors will be listed on the student's transcript. Students who are not majoring in business may not double major in Price College. No single course may be used by a student to satisfy a major requirement in two majors.

Minors

Minors are offered to both students majoring in business and those majoring in subjects offered in other colleges. No single course may be used by a student to satisfy a major requirement and a minor requirement.

Undergraduate Certificate

Undergraduate certificates are offered to both students majoring in business and those majoring in subjects offered in other colleges.

Accelerated Program for Graduate Study in Business

This program is designed to provide foundational study in the functional areas of business while a student is pursuing his or her undergraduate degree. The designated coursework may be applied toward degree requirements in the master's-level professional degree programs offered through the Price College, as well as be used as electives to complete one's undergraduate degree. Students in any field of study in their junior or senior years may apply for admission to the accelerated program. Because accelerated program students will be enrolled with graduate students in graduate-level classes (5000 or above), admission to the accelerated program will be highly selective and performance closely monitored.

The professional degree programs of Price College assume no prior training in either business administration or related disciplines. Accelerated Program students must designate one of the professional degree programs in business administration at the time of application. The options include the Master of Business Administration and Master of Accountancy.

Students admitted to the Accelerated Program will be provided a plan of study that considers the student's academic background and the number of elective hours remaining in the student's undergraduate program. The plan of study must be approved for both the student's undergraduate degree and the Accelerated Program. Upon receipt of an undergraduate degree, accelerated program students in good standing are admitted to graduate study in a master's-level professional degree program offered through the College of Business.

Undergraduate students who have completed 90 credit hours or more may be admitted to the Accelerated Program. After 75 hours of undergraduate study, students interested in the Accelerated Program should take the Graduate Management Admission Test (GMAT). The GMAT is offered by the Educational Testing Service of Princeton, NJ "on demand" at various sites in Oklahoma and throughout the world. Only students with a retention grade point average at the University of Oklahoma of at least 3.00 and who receive a satisfactory score on the GMAT will be **considered** for admission to the Accelerated Program. The grade point average must be based on at least 60 credit hours taken at the University of Oklahoma. Admission is determined by the grade point average, the GMAT scores, and evidence of maturity, motivation and leadership potential as indicated by personal interviews and letters of recommendation. Though the admission decision may be made prior to the completion of 90 undergraduate credit hours, acceptance is contingent upon continued performance at a high level.

Choice of Degree Program

(The rules and regulations of this catalog become effective beginning summer term, 2010.)

- Transfer students are required to meet the degree requirements and regulations of the degree program that is in effect at the time of their first enrollment in the state system provided they complete the work for a degree within a maximum of seven years. If the work for a

degree covers a period longer than seven years, students must adopt a degree program within seven years of the current requirements. (Example: The 2021–2022 requirements may be in effect only until the end of the 2028 school year [Spring, 2028].)

- Resident students shall be governed by the degree requirements and regulations in effect at the time of their initial enrollment at the University of Oklahoma provided they complete the work for a degree within a maximum of seven years. If work for a degree covers a period longer than seven years, students must adopt a degree program within seven years of the current program. (See example in preceding paragraph.)
- Students may adopt any later degree program which becomes effective while enrolled at the University of Oklahoma if they report this change to the Price Academic Advising Services Office, Suite 1010 Price Hall.
- Credit in the major which is more than 10 years old may not be applied toward a bachelor's degree unless it is validated by the major division.

Academic Advisement

Price Academic Advising Services Office

Students in Price College or business minors may receive information and assistance in Suite 1010 Price Hall. Full-time academic advisors maintain records on all undergraduate business majors and provide them with information concerning business college admission, degree audits, degree requirements, contract and stop-out.

Academic Advisement

Career and academic advisement about specific course information is available from the faculty in the major divisions.

The responsibility for meeting all graduation requirements lies with the student.

Credit Hour Load

To be considered full time, an undergraduate student must be enrolled in at least 12 hours in a fall or spring semester and six hours in a summer session. The recommended maximum credit hour enrollment for a regular semester according to the student's cumulative grade point average is as follows:

Less than 2.50 – 16 hours maximum;
2.50–3.00 – 17 hours maximum;
3.00–3.50 – 18 hours maximum;
3.50–4.00 – 19 hours maximum.

Enrollments of 20 hours or more in a fall or spring semester and 10 hours or more in a summer session, must be approved by the Director in the Price Academic Advising Services Office, Suite 1010 Price Hall. Students requesting overload enrollments must have earned a 3.50 GPA in both OU and combined areas.

Course Levels

Undergraduate students are not eligible to enroll in business courses numbered 5000 and above. The only exceptions to the above are graduating seniors who have petitioned the Graduate College to receive graduate credit for the course and whose petitions have been approved.

Graduate-level business courses may not count toward the undergraduate degree; however a student may petition to count non-business courses.

Scholastic Regulations

Attendance

When absences seriously affect a student's classwork, the instructor will report this fact to the Office of Admissions and Records. The information will also be forwarded to the Price Academic Advising Services Office.

Computation of Grade Point Averages

The resident grade point average includes all courses taken at the University of Oklahoma (including correspondence and extension work) that apply toward a degree in Price College. Academic credit from any division of the University of Oklahoma – Norman campus, Health Sciences Center, OU courses taught in Tulsa or Continuing Education – is considered credit at the University of Oklahoma. Grades and hours earned at any of these divisions are included in the OU retention and cumulative grade point averages for purposes of retention.

The transfer grade point average includes all courses transferred from other institutions that are accepted by the University of Oklahoma.

The combined retention grade point average is computed with both transfer and OU credits. Both the resident and overall GPA's consist of three areas: the major, upper-division business, and overall degree. Minimum retention grade point averages of 2.50 are required in all of these areas to be eligible to graduate.

Contract and Enrollment Stops

A minimum grade point average of 2.50 OU retention and combined retention is required for good standing in the Michael F. Price College of Business.

A student who has an enrollment stop for poor scholarship is not eligible to be considered for re-enrollment until after at least one semester has elapsed following the stop. At this time, a student who is stopped from Price College is eligible to apply for readmission. An appeal for readmission, however, does not guarantee automatic readmission. Each request is considered on its individual merit. These students will have one semester to either rectify all deficiencies or meet the conditions for continued enrollment. Those failing to do so will be stopped again from the College for a period of three calendar years after which they may apply for readmission to the College.

All applications for readmission must present clearly documented evidence indicating a high probability the student will successfully complete the B.B.A. degree program. The application will be considered based upon standards of the Petition Committee of the College or such other committee as the dean might designate. If readmission is granted, it will be subject to such terms and conditions as the committee may prescribe. Some students who are stopped out from Price College may still be eligible for continued enrollment under the University retention policy. These students may continue without interruption only if they are accepted by a college other than the Michael F. Price College of Business.

Degree Information

General Degree Information

Residency Requirement

Candidates for the BBA degree must complete their last 30 hours as resident students at the University of Oklahoma. However, if a candidate has completed the last 51 hours as a resident student at the University of Oklahoma, nine of the last 60 hours may be taken at another university or by correspondence from OU. Students must take a minimum of 24 hours of upper-division business courses in residence for the Bachelor

of Business Administration degree. Students must earn 60 hours from a four-year institution.

- Any study abroad program will count toward Price College residency (51 of the last 60 hours or the last 30 hours at OU).
- Students who study abroad will still be required to meet OU and State Regents residency (15 of the last 30 hours at OU).

Transfer Credit

- A maximum of 60 hours will transfer for credit from a two-year college.
- Credit from a two-year college will be accepted to meet lower-division requirements and free electives only.
- A maximum of six hours of transfer work will apply toward the major.

Repeated Courses

Students may not repeat a course in which they earned a grade of A or B, unless the course is one in which there is a change of subject matter (e.g., OSLEP, Independent Study).

If a student repeats a course at the University of Oklahoma for any purpose, the grade received the last time the course was taken becomes the grade for that course. All previous attempts are included in computing grade point averages, but credit for the course is counted only once toward the hours required for the degree. The exception is if it falls in the University repeat policy which affects the retention and graduation grade point averages.

Pass/No Pass Option

A maximum of 12 semester hours, not to exceed one course per semester, may be taken on a pass/no pass basis. This option may be applied to only social science electives and non-business free electives.

Second Bachelor's Degree

A student may earn only one undergraduate business degree from an AACSB accredited institution. Students with business degrees from non-AACSB accredited institutions may petition the College for permission to pursue a BBA. The following conditions must be met:

- At least two semesters must be taken in residence at OU.
- At least 30 additional hours must be completed in the college of the second degree. The 30 hours must be in addition to the total number of hours completed by the student for the first degree.
- At least 24 hours of the 30 must be 3000-4000 level business courses.

If a student is pursuing concurrent degrees in two colleges:

- Both degrees must be completed and certified in the same semester.
- A graduation application must be filed for each degree. Two diplomas will be awarded.
- At least two semesters must be taken in residence at OU.
- At least 30 additional hours must be completed beyond the degree that requires the least number of hours.
- At least 24 hours of the 30 must be 3000-4000 level business courses.

Correspondence Courses

Limitations on Accepted Courses

- A combined maximum of 60 hours credit by correspondence courses, extension courses, and advanced standing examinations may be applied to the Bachelor of Business Administration degree with the following constraints:

- A combined maximum of 32 hours of correspondence and extension work.
- Credit is given for all correspondence work except for courses presented for the major. Correspondence study may be taken in the major to be used only in the computation of the major grade point average.
- A maximum of six hours from the 15 hours of upper-division business core courses may be taken by correspondence.
- Correspondence work transferred to the College is subject to the same restrictions for all transfer work. Upper-division business courses completed through correspondence and transferred to the College are subject to departmental approval.

Enrollment Regulations

- Students may enroll in correspondence courses by obtaining authorization from Price Academic Advising Services and by contacting the Center for Independent and Distance Learning, 1600 S. Jenkins, Room 101, Norman, OK 73072-6507. Phone: (405) 325-1921.
- A student may enroll in a maximum of six hours of correspondence at one time.
- If students are concurrently enrolled in correspondence and in-residence credit, the total number of hours for one semester may not exceed the recommended maximum shown under Credit Hour Load based on their overall grade point average.
- A student must secure written permission from a counselor in the Price Academic Advising Services (1010 Price Hall) on the correspondence application form.

Advanced Standing Examinations

Students who feel they have a sufficient knowledge of the subject matter of a course offered by the University may take an advanced standing examination for undergraduate credit in the course.

A maximum of 60 hours of credit by advanced standing examinations may apply to the Bachelor of Business Administration degree. Students who have received a grade in any course, other than a W, may not subsequently take the same course by advanced standing.

The Center for Independent and Distance Learning administers advanced standing examinations by individual appointment for credit in courses offered by Price College.

Graduation

Application

Students must apply for the graduation. Consult the Graduate OU website for more information.

Graduate Study

Admission to each of the graduate programs is available to students with demonstrated aptitude for, and interest in, graduate business education. Previous study in business is not required. Admission decisions are based on a number of factors, including: undergraduate/graduate grade point average, GMAT score, TOEFL (and TSE, if necessary) score, employment history, letters of recommendation and the applicant's personal statement.

Admission recommendations are made on a rolling basis once all application materials are received. It is the student's responsibility to ensure application materials are received on a timely basis.

Refer to the Graduate tabs within each of the Price College of Business academic units' pages of this catalog for information concerning graduate work.

- John T. Steed School of Accounting
- Tom Love Division of Entrepreneurship and Economic Development
- Division of Finance
- Division of Management Information Systems
- Division of Marketing and Supply Chain Management

Master of Business Administration

The Master of Business Administration program at the University of Oklahoma has continued to meet accreditation standards since it was originally established by the American Assembly of Collegiate Schools of Business in 1963.

The MBA program is designed to give the broad perspective needed to manage an overall enterprise, while allowing sufficient flexibility to gain in-depth preparation in an elected area of concentration. The program provides familiarity with the functional areas of business, the necessary tools for management decision making, and the environment in which organizations operate. The MBA program is offered in both a full-time and part-time format.

Full-Time MBA

The full-time MBA is a 49-credit hour, degree. All courses are graduate level. The full-time program is 16 months in length and offers its required courses during the day on the Norman campus. Students in the full-time program will also complete two zero-credit hour courses in Professional Development as part of their curriculum.

Professional MBA

The Professional MBA program is a 37-hour degree program designed for students who work full time. Courses in this program are held in the evenings in Oklahoma City at the OU Health Sciences Center. This program is flexible to allow students to progress toward the MBA degree at an individual pace. While students typically complete the program in approximately 24 months, they have up to five years to earn their MBA. Students are admitted to the Professional MBA program each fall.

Prerequisites for the MBA Programs

While applicants are not required to have previous study in the field of business, they are expected to possess a basic understanding of analytical techniques (including matrix algebra, calculus, and computer usage), and a facility for expressing ideas precisely and coherently. All MBA courses are graduate-level and do not require undergraduate preparation.

Executive Master of Business Administration

The Executive Master of Business Administration in Aerospace & Defense (EMAD) delivers business management education to the growing Aerospace and Defense industry. This executive master's degree seeks to enhance and expand the career educational opportunities for working professionals in the Aerospace & Defense industry (A&D) with the State of Oklahoma, the U.S., and the broader global community by providing a unique and high-level educational experience focused on fundamental and advanced topics in the field of business specifically tailored for A&D.

The Executive Master of Business Administration in Energy is designed to create current and future leaders in the energy industry. The program offers business fundamentals specifically customized for energy

professionals, a global perspective on energy, and executive career coaching to enhance leadership skills.

Graduate Certificates Adminstrated by the Price College of Business

- Aerospace and Defense Analytics Graduate Certificate
- Commercial Space Applications Graduate Certificate
- Executive Management in Aerospace and Defense Graduate Certificate
- Foundations of Business Graduate Certificate
- Hydrocarbon Energy Graduate Certificate
- Renewable Energy Graduate Certificate

Dual Degree Programs

In recognition of the strong demand for interdisciplinary expertise in many settings, Price College, in cooperation with other academic units within the University, offers several dual-degree programs. While the dual-degree programs require less total hours than pursuing the degrees separately, applicants must be admitted to each program independently. Admission, retention, and degree requirements are maintained by the separate colleges.

Honors and Awards

The Delta Sigma Pi Key

Each year, Delta Sigma Pi awards the Delta Sigma Pi Scholarship Key to the graduating senior with the highest academic average for the four years of study in business administration.

The Oklahoma Society of Certified Public Accountants Award

Medals are awarded annually to the three outstanding graduating seniors majoring in accounting. The award is based on academic performance in accounting courses.

John F. Y. Stambaugh Awards

Plaques and cash awards are bestowed annually on the outstanding accounting senior and junior, based on overall academic and extracurricular performance.

The Floyd Lamar Vaughan Memorial Award

The student chapter of the American Marketing Association bestows this annual award for excellence in marketing studies to an outstanding Price College of Business student.

The Julian J. Rothbaum Award

Given annually to a senior student majoring in energy management.

The Kenneth Baker Horning Memorial Award

An annual award given for excellence in business writing.

The Oklahoma City Sales Marketing Executives Awards

Keys and awards are bestowed annually for excellence in marketing and sales studies.

The Oklahoma Chapter Of The Financial Executive Institute Of America Award

A key is awarded annually to an outstanding student majoring in accounting.

The Horace B. Brown Case Study Award

Awarded annually by the Division of Marketing to the undergraduate student (or team) who has made the most significant contribution in classes taught by the case method. The award consists of a certificate and cash award.

The Entrepreneurship Institute Awards

Separate awards are made to graduate and undergraduate students for the best plan involving entrepreneurial activities. The award includes a certificate and cash award.

Scholarships, Fellowships and Loans

The University of Oklahoma has many general financial aid programs, including the following: Perkins Loans, Supplemental Educational Opportunity Grants, PELL, Work-Study, Stafford Student Loans, institutional short-term loans and Lew Wentz Foundation Loans. Students interested in applying for any of these programs should contact the Student Financial Center, 1000 Asp Avenue, room 105, Norman, OK 73019-4078.

In addition, Price College offers a wide variety of scholarships, fellowships, grants, loans, and research and teaching assistantships. Contact the Graduate Programs Office, Michael F. Price College of Business for more information.