

B AD-BUSINESS ADMINISTRATION

B AD 1001 Personal Computing Productivity Tools 1 Credit Hour

B AD 1001 is designed to help all business majors and business minors succeed as students and young professionals. Being able to effectively utilize OneDrive (cloud storage system) and Microsoft Excel are skills recognized by all employers. These skills allow young professionals to differentiate themselves from others when applying for internships or jobs. (F, Sp, Su)

B AD 1010 Passport to Success II 0 Credit Hours

Prerequisite: Degree Candidacy. Collection of curricular, co-curricular and extracurricular activities that enable students to succeed in the workplace regardless of major within Price College of Business. Students are required to earn a total of 40 "milestones" to successfully graduate from Price College. At least five and no more than seven milestones should be earned each semester. Milestones are chosen from an approved list. (F, Sp)

B AD 1523 Business for People, Prosperity, and the Planet 3 Credit Hours

This course introduces students to the world of business while supporting their transition to the University of Oklahoma and building a collaborative learning community. This course uses a business simulation to help you build cultural fluency, critical thinking, civil discourse, citizenship, and community engagement, which are all keys to their success in college and beyond. (F, Sp) [V-FYE].

B AD 2091 Career Readiness I-Transitioning to the Workplace 1 Credit Hour

Prerequisite: Business majors only. Introduces students to the professional world of business. Emphasizes important aspects such as business culture, communications, ethics, social responsibility and business skills development. Prepares students for a professional future and to identify and address strengths and weaknesses for earning that first job. Includes Career Services registration, creation of a usable resume, and exploration of people skills necessary for success. (F, Sp)

B AD 2113 Introduction to Business I 3 Credit Hours

Designed for non-Business majors. Gives each student a comprehensive introduction to the study of business. Focuses on creation and maintenance of a long-term strategic vision for the firm. Introduces and builds an understanding of the functional business areas such as management, marketing, accounting, finance, and information systems. The concepts learned are essential in managing business activities in an increasingly competitive business world. (F, Sp)

B AD 2970 Special Topics/Seminar 1-3 Credit Hours

1 to 3 hours. Prerequisite: May be repeated; Maximum credit nine hours. Special topics course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research, and field projects. (Irreg.)

B AD 3013 Integrated Business Core Practicum 3 Credit Hours

Prerequisite: ACCT 2123 or concurrent enrollment; Corequisite: enrollment in Integrated Business Core (L S 3323, MGT 3013, MKT 3013); Students must be approved for degree candidacy by Price College. Students will apply concepts from the corequisite courses to their own start-up business ventures and to community service projects. (F, Sp)

B AD 3091 Career Readiness II-Advancing in the Workplace 1 Credit Hour

Prerequisite: Student must be approved for degree candidacy by Price College, junior standing, and B AD 2091. An immersive course designed to explore areas of professional development that will help lead students on a path to a successful career. As an accompaniment to BAD 2091-Business and Professional Basics, this course is designed to further explore areas that will help you, the student, become a more successful, well-rounded business professional as you seek internships and full-time job placement. (F, Sp)

B AD 3113 Managing Corporate Communication 3 Credit Hours

(Crosslisted with MGT 3113) Prerequisite: Student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914; B C 2813. Strategic Communication challenges students to master their writing, listening, presentation, and interpersonal communication skills to excel in various business environments. Students will also develop strategies to promote customer engagement and loyalty through social media review sites. Emphasis is placed on credibility management, audience analysis, research, revision, and rehearsal to equip students for professional success. (F, Sp)

B AD 3440 Mentored Research Experience 3 Credit Hours

0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)

B AD 3513 International Business 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy in the Price College of Business; ACCT 2123 or concurrent enrollment. The nature and economic role of the multinational corporation including the impact of legal, political, educational, sociological, and cultural variables upon firm performance and managerial activity; case studies illustrate managerial, marketing, financial and accounting activities projected across national boundaries. (F, Sp)

B AD 3700 Internship in Business Administration 1-3 Credit Hours

1 to 3 hours. Prerequisite: student must be approved for degree candidacy by Price College; permission showing approval from the designated faculty or advisor overseeing internships for credit. (F, Sp, Su)

B AD 3710 Topics in Business Administration 1-3 Credit Hours

1 to 3 hours. Prerequisite: student must be approved for degree candidacy in Price College of Business. May be repeated; maximum credit nine hours. Permits students to study topics in business administration not included in standard course offerings. Subject of course will vary. (F, Sp, Su)

B AD 3960 Honors Reading 1-3 Credit Hours

1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted honors candidate to study materials not usually presented in regular courses. (F, Sp, Su)

B AD 3970 Honors Seminar 1-3 Credit Hours

1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Subjects covered vary. Deals with concepts not usually treated in regular courses. (Irreg.)

- B AD 3980 Honors Research** **1-3 Credit Hours**
1 to 3 hours. Prerequisite: admission to Honors Program; junior standing. May be repeated; maximum credit six hours. Independent research on special projects. (F, Sp)
- B AD 3990 Independent Study** **1-3 Credit Hours**
1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)
- B AD 4013 Business Strategy and Policy** **3 Credit Hours**
Prerequisite: senior standing and completion of all other College of Business core courses. Administrative decision making with emphasis on analyzing business problems, formulating policies and implementing plans for action; comprehensive cases provide the opportunity to study the proper interrelationships among production, finance, marketing and the many other functions involved in managing a business enterprise. Should be taken in student's final semester. (F, Sp, Su) [V].
- B AD 4960 Directed Readings** **1-4 Credit Hours**
1 to 4 hours. Prerequisite: good standing in University; permission of instructor and dean. May be repeated; maximum credit four hours. Designed for upper-division students who need opportunity to study a specific problem in greater depth than formal course content permits. (Irreg.)
- B AD 4970 Special Topics/Seminar** **1-3 Credit Hours**
1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- B AD 4990 Independent Study** **1-3 Credit Hours**
1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- B AD 5001 Quantitative Methods and Modeling I** **1 Credit Hour**
Prerequisites: graduate standing; departmental permission. Review of important mathematical concepts used in business decision making (emphasis on problem solving). Spreadsheets are used as the principal device for building models. The course covers concepts in the effective spreadsheet design and use. Through development and usage of specific spreadsheets, students will become well-versed in verbalizing, visualizing, forming equations, and calculating answers to key types of business problems. (Irreg.)
- B AD 5010 Foundations of MBA Success** **0 Credit Hours**
Prerequisites: departmental permission; graduate standing; majors only. This course provides an orientation to the Price MBA program, and is an essential ingredient for succeeding in the program and beyond. (F)
- B AD 5101 MBA - Professional Development** **1 Credit Hour**
Prerequisite: admission to MBA program. Stresses professional development skills. Designed to prepare students for their professional careers and the job search process in particular. Topics include: resume writing, job search and interview, negotiation skills, business etiquette, career decisions, and project and career management. (F)
- B AD 5102 Managerial Economics** **2 Credit Hours**
Prerequisites: graduate standing; departmental permission. Microeconomic concepts and analysis as used in managerial decision-making with emphasis on marginal analysis, comparative advantage, resource allocation, opportunity cost, demand and supply, elasticity, economic efficiency, price discrimination, welfare analysis, production and cost functions, productivity, market structures, externalities and public goods, game theory, information asymmetry, market signaling, and government regulation of anti-competitive behavior. (Irreg.)
- B AD 5122 Quantitative Analysis I** **2 Credit Hours**
Prerequisite: Graduate standing and departmental permission. This course examines key probability and applied statistical concepts. General course objectives are: 1) enhanced Excel modeling skills; 2) understanding and use of descriptive statistics; 3) basics of probability theory; 4) use and interpretation of various probability models; 5) ANOVA; and 6) regression analysis. Microsoft Excel will be used to illustrate many of these topics. (Irreg.)
- B AD 5172 Business, Government and Society** **2 Credit Hours**
Prerequisite: graduate standing, admission into Business graduate program and department permission. Within the study of business, emphasis is placed upon market competition while little attention is paid to "non-market" conditions. Examples of non-market issues include: legislation, lawsuits, etc. Non-market conditions are often reviewed as external events having limited effect upon the strategies of the firm. This course seeks to integrate these concepts/ demonstrate the importance of strategically managing these issues. (Su)
- B AD 5182 Quantitative Analysis II** **2 Credit Hours**
Prerequisite: Graduate standing, departmental permission, and B AD 5122. This course expands treatment of multiple regression analysis and pursues other models and analytical techniques for actionable managerial decision making. Data analysis techniques in the context of Business Intelligence are covered. Specific techniques include multiple regression models and implications of violation of classical assumptions, basic forecasting techniques, linear programming, and optimization and simulation techniques for decision support. (Irreg.)
- B AD 5201 MBA - Professional Development II** **1 Credit Hour**
Prerequisite: B AD 5101. This course will enable students to develop critical skills needed to identify, prepare for, and pursue a post MBA career. The course will focus on real-world and practical aspects of the business arena. Students will interact with key business leaders representing a variety of industries and functional areas. (Sp)
- B AD 5202 Career & Professional Development** **2 Credit Hours**
Prerequisite: Admission into the Professional MBA or Online MBA Program, Graduate Standing, and Departmental Permission. This course will prepare MBA students for the world of work. This class will enable students to develop the critical skills necessary to identify, prepare for, and confidently pursue a post-MBA career - and ultimately become great business leaders. The course will also focus on real-world and practical skills to succeed in the workplace. (F, Sp)
- B AD 5302 Advanced Leadership** **2 Credit Hours**
Prerequisite: Graduate standing and departmental permission. You will explore leadership traits, behaviors, styles, and skills that are important to being an effective leader. We will highlight research in leadership and review important business concepts from business press and books. You will be asked to deeply reflect on your current leadership situation and create an actionable development plan that will move you forward in your leadership career. (Irreg.)

- B AD 5312 Strategic Communication 2 Credit Hours**
Prerequisite: Graduate standing and departmental permission. Strategic Communication challenges students to master writing, listening, presentation, and interpersonal skills to lead in business environments. Students will develop strategies to promote engagement and loyalty with internal and external stakeholders. Emphasis is placed on credibility management, audience analysis, research, revision, and rehearsal to equip students for professional success. (Irreg.)
- B AD 5322 Strategic Leadership & Communication in the Workplace 2 Credit Hours**
Prerequisite: Graduate standing. In today's workplace, the most influential leaders are self-aware, emotionally intelligent, and continuously strive to improve the skills necessary to manage and lead professionally. These leaders are also excellent communicators committed to strengthening their speaking & listening skills. In this course, students will explore methods to improve their ability to lead and communicate effectively at any level of leadership. (Su)
- B AD 5490 Readings in Business Communication and Business Administration 1-3 Credit Hours**
1 to 3 hours. Prerequisite: graduate standing and permission. May be repeated; maximum credit 12 hours. Preparation and submission of a research report on an assigned comprehensive topic relating to the business enterprise or to its ethical environment. (F, Sp, Su)
- B AD 5812 Global Business Experience 2 Credit Hours**
Prerequisite: graduate standing and department permission. The course will focus on a study-abroad experience in a specific country. Students will have in-class instruction prior to and during their trip. Students will visit local and U.S. businesses; interact with and governmental leaders; participate in cultural events and experience local customs and culture; analyze cases involving the country; and, complete a written report. (Irreg.)
- B AD 5822 Business Consulting Practicum 2 Credit Hours**
Prerequisite: graduate standing and department permission. This course applies the "Design Thinking" approach, which relies on rapid action followed by interaction and then reflection, to business consulting projects. It offers an immersive experience to students by using a hands-on, iterative approach to collaboratively solving real world business problems, and may include developing innovative products, processes and services. (Sp)
- B AD 5832 Applied Field Project 2 Credit Hours**
Prerequisite: Graduate standing or department permission. This semester-long course will provide experiential learning in a student's area of specialization and thereby enable them to apply their academic knowledge to real world contexts. Students specializing in different academic areas will be matched with internships in those areas. (F)
- B AD 5902 Strategic Management 2 Credit Hours**
Prerequisite: graduate standing and permission of the department. The study of management decisions and actions to improve an organization's competitiveness in global business environments. Uses a variety of pedagogies to integrate strategies. Students develop skills to formulate, implement, and evaluate organizational strategies in rapidly changing environments. This course is an integrative/cross-functional course. (F, Su)
- B AD 5960 Directed Readings 1-3 Credit Hours**
1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit twelve hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)
- B AD 5970 Special Topics/Seminar 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- B AD 5973 Seminar 3 Credit Hours**
Prerequisite: graduate standing, permission (Director-CBA Graduate Programs). May be repeated with change of topic; maximum credit nine hours. A seminar for graduate students with topics to be announced each time the course is offered. (F, Sp, Su)
- B AD 5980 Research for Master's Thesis 2-9 Credit Hours**
Variable enrollment, two to nine hours; maximum credit applicable toward degree, four hours. (F, Sp, Su)
- B AD 5990 Independent Study 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- B AD 6243 Applied Univariate Statistics 3 Credit Hours**
Prerequisite: Ph.D. standing or permission of instructor, permission (director-CBA graduate programs). Probability, algebra of expectations, random sampling, sampling distributions, point and interval estimation, tests of hypotheses, parametric and nonparametric, sampling methods, survey design, general linear model, computer applications, statistical analysis system. (F)
- B AD 6960 Directed Readings 1-3 Credit Hours**
1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit six hours. Directed readings and/or literature review under the direction of a faculty member. (Irreg.)
- B AD 6970 Special Topics/Seminar 1-3 Credit Hours**
1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)
- B AD 6980 Research for Doctoral Dissertation 2-16 Credit Hours**
2 to 16 hours. Prerequisites: Graduate standing and permission of instructor; may be repeated. Directed research culminating in the completion of the doctoral dissertation. (F, Sp, Su)
- B AD 6990 Independent Study 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)