

**REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION**  
**MICHAEL F. PRICE COLLEGE OF BUSINESS**  
**THE UNIVERSITY OF OKLAHOMA**

<b>Academic Year</b>	<b>General Requirements</b>	<b>Program</b>
For Students Entering the Oklahoma State System for Higher Education Summer 2024 through Spring 2025	Minimum Total Credit Hours ..... 120 Minimum Upper-Division Hours ..... 40 <b>Minimum Retention/Graduation Grade Point Averages:</b> Overall - Combined and OU ..... 2.50 Major - Combined and OU ..... 2.50 Upper-Division Business Courses - Combined and OU ..... 2.50	<b>Entrepreneurship and                  Venture Management</b>  <b>B380</b>  Bachelor of Business Administration

OU encourages students to complete at least 30 hours of applicable coursework each year to have the opportunity to graduate in 4 years.

**Minimum Total Credit Hours: 120**  
**Minimum Upper-Division Hours: 40**

**Overall GPA - Combined and OU: 2.50**  
**Major GPA - Combined and OU: 2.50**  
**Upper-Division Business Courses GPA - Combined and OU: 2.50**

**Program Code: B380**

### 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>		<b>7</b>
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>		<b>12</b>
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>	<b>3</b>
Choose one course	
<b>Basic Business</b> <sup>4</sup>	<b>22</b>
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>

- Substitute: MATH 1523 for MATH 1643; MATH 1823 or MATH 1914 for MATH 1743
- 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.
- 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.
- 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.
- 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, MGT 2013, and MKT 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.

## Major Requirements

Any 3000- or 4000-level ENT course will count in the Entrepreneurship and Venture Management major grade point average unless otherwise specified, including additional hours taken to fulfill electives.

Code	Title	Credit Hours
B AD 3013	Integrated Business Core Practicum <sup>1</sup>	3
ENT 3113	New Venture Development I	3
ENT 3513	Venture Capitalization I	3
ENT 3603	New Venture Development II	3
ENT 4603	New Venture Development III	3
<b>Total Credit Hours</b>		<b>15</b>

<sup>1</sup> B AD 3013 is preferred; any 3000/4000 level ENT course not used in the major or as a required ENT course may be substituted.

## Required Courses

Code	Title	Credit Hours
<b>Core Requirements <sup>1</sup></b>		<b>12</b>
L S 3323	Legal Environment of Business	
MGT 3013	Principles of Organization and Management	
MKT 3013	Principles of Marketing and Supply Chain Management	
B AD 4013	Business Strategy and Policy (Capstone) (to be taken last semester of senior year) <sup>2</sup>	
<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>Required ENT Courses</b>		<b>9</b>
Choose three 3000/4000 level courses from any ENT course not used in the major or 3000/4000 level courses as approved by the ENT Division		
<b>Total Credit Hours</b>		<b>29</b>

<sup>1</sup> *The Integrated Business Core is strongly recommended.*

<sup>2</sup> Requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising Services.

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/entrepreneurship-economic-development/entrepreneurship-venture-management-bachelor-business-administration/>).

## Additional Requirements

1. Candidates for the B.B.A. degree must complete their last 30 hours as resident students in Price College. However, if a candidate has completed the last 51 hours as a resident student at the University of Oklahoma, 9 of the last 60 hours may be taken at another university or by correspondence from OU. Students must take a minimum of 24 hours of their upper-division business courses in residence for the Bachelor of Business Administration degree.
2. Pass/No Pass **will not** be accepted for any upper-division Business or General Education courses or any specifically required courses.
3. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.
4. 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.

This major normally requires three semesters of study beyond the business core requirements.

During the second semester, sophomore year:

- Apply for degree candidacy
- Recommended semester to study abroad

Year	FIRST SEMESTER		Hours	SECOND SEMESTER		Hours
FRESHMAN	ECON 1113	Principles of Economics-Macro ( Core III )	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 )	3
	MATH 1643	Functions and Modeling for Business, Life and Social Sciences	3	ENGL 1213 or EXPO 1213	Principles of English Composition ( Core I ) or Expository Writing	3
		General Education Artistic Forms (Core IV) <sup>1</sup>	3	MATH 1743	Calculus I for Business, Life and Social Sciences ( Core I )	3
		First-Year Experience (Core V) <sup>1</sup>	3	MIS 2113	Computer-Based Information Systems	3
					Natural Science (Core II) <sup>1</sup>	3
	<b>CREDIT HOURS</b>		<b>15</b>	<b>CREDIT HOURS</b>		<b>16</b>
SOPHOMORE	ACCT 2113	Fundamental Financial Accounting	3	ACCT 2123	Fundamental Managerial Accounting	3
	B AD 2091	Career Readiness I-Transitioning to the Workplace	1	ENT 2113	Innovation & Entrepreneurship	3
	B C 2813	Strategic Communication for Business Professionals	3	FIN 2303	Business Finance	3
	ECON 2843	Elements of Statistics	3	PHIL 1273	Introduction to Business Ethics ( Core IV: Western Culture )	3
	P SC 1113	American Federal Government ( Core III )	3		Natural Science with lab (2nd discipline) (Core II) <sup>1</sup>	4
		Free Elective	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	ENT 3113	New Venture Development I	3
	L S 3323	Legal Environment of Business	3	HIST 1483 or HIST 1493	United States to 1865 ( Core IV ) or United States, 1865 to the Present	3
	MGT 3013	Principles of Organization and Management	3		Required ENT Course (Upper-Division)	3
	MKT 3013	Principles of Marketing and Supply Chain Management	3		Required ENT Course (Upper-Division)	3
		General Education World Culture (Core IV) <sup>1</sup>	3		Upper-Division General Education Elective <sup>2</sup>	3
		Choose one of the following:	3			
	B AD 3013	Integrated Business Core Practicum				
		Free Elective				
	<b>CREDIT HOURS</b>		<b>16</b>	<b>CREDIT HOURS</b>		<b>15</b>
SENIOR	ENT 3513	Venture Capitalization I	3	B AD 4013	Business Strategy and Policy	3
	ENT 3603	New Venture Development II	3		Choose one of the following:	3
		Required ENT course (Upper-Division)	3		Free Elective	
		Free Elective	1	B AD 3013	Integrated Business Core Practicum ( substitute course )	
		Free Elective	3	ENT 4603	New Venture Development III	3
					Free Elective	1
				Free Elective	3	
	<b>CREDIT HOURS</b>		<b>13</b>	<b>CREDIT HOURS</b>		<b>13</b>

<sup>1</sup> University-Wide General Education course, refer to online listing.

<sup>2</sup> May be free elective if artistic form, World culture, or science is 3000- or 4000-level.