

REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION

MICHAEL F. PRICE COLLEGE OF BUSINESS

THE UNIVERSITY OF OKLAHOMA

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2026 through Spring 2027

General Requirements	
Minimum Total Credit Hours	120
Minimum Upper-Division Hours	40
Minimum Retention/Graduation Grade Point Averages:	
Overall - Combined and OU	2.50
Major - Combined and OU	2.50
Upper-Division Business Courses - Combined and OU	2.50

Program
Entrepreneurship and Venture Management
B380
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.

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>.

MINIMUM OF 40 HOURS REQUIRED FOR UNIVERSITY-WIDE GENERAL EDUCATION

Code	Title	Credit Hours
Core Area I: Symbolic and Oral Communication		6-16
ENGL 1113	Composition I (Core I)	
ENGL 1213	Composition II (Core I)	
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>		3
MATH 1643	Functions and Modeling for Business, Life and Social Sciences (Core I) ¹	
Core Area II: Natural Science		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)		
Core Area III: Social Science ²		
P SC 1113	American Federal Government (Core III)	3
Core Area IV: Arts and Humanities		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 ³		
World Culture ³		
Core Area V: First-Year Experience		3
Choose one course		
Basic Business ⁴		19
ACCT 2113	Fundamental Financial Accounting ⁵	
B AD 1001	Personal Computing Productivity Tools ⁵	
B C 2813	Strategic Communication for Business Professionals ⁵	
ECON 1113	Principles of Economics-Macro (Core III-SS) ^{2, 5}	
ECON 1123	Principles of Economics-Micro (Core III-SS) ^{2, 5}	
ECON 2843	Elements of Statistics (Core I-M) ⁵	
MIS 2113	Computer-Based Information Systems ⁵	
Total Credit Hours		53-63

- ¹ Substitute: MATH 1523, MATH 1743, MATH 1823, or MATH 1914 for MATH 1643.
- ² 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.
- ³ 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.
- ⁴ College requirement: in order to progress to upper-division business courses, students must earn grades of C or better in all Basic Business prerequisite course requirements.
- ⁵ 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.

In order to progress to upper-division business courses, students must earn grades of C or better in all Basic Business prerequisite course requirements.

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.

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

Code	Title	Credit Hours
B AD 3013	Integrated Business Core Practicum ¹	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
Total Credit Hours		15

- ¹ 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
Core Requirements ¹		15
FIN 2303	Business Finance	
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) ²	
Additional Requirements		8
ACCT 2123	Fundamental Managerial Accounting	
B AD 2091	Career Readiness I-Transitioning to the Workplace	
B AD 3091	Career Readiness II-Advancing in the Workplace	
ENT 2113	Innovation & Entrepreneurship	
Required ENT Courses		9
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		
Total Credit Hours		32

- ¹ **The Integrated Business Core is strongly recommended.**
- ² 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-innovation/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.

Year	FIRST SEMESTER		Hours	SECOND SEMESTER		Hours
FRESHMAN	ECON 1113	Principles of Economics-Macro (Core III) ¹	3	B AD 1001	Personal Computing Productivity Tools ¹	1
	ENGL 1113	Composition I (Core I)	3	ECON 1123	Principles of Economics-Micro (Core III) ¹	3
	MATH 1643	Functions and Modeling for Business, Life and Social Sciences	3	ENGL 1213	Composition II (Core I)	3
		General Education Artistic Forms (Core IV) ²	3	MIS 2113	Computer-Based Information Systems ¹	3
		First-Year Experience (Core V) ²	3	HIST 1483 or HIST 1493	United States to 1865 or United States, 1865 to the Present	3
					Natural Science (Core II) ²	3
	CREDIT HOURS		15	CREDIT HOURS		16
SOPHOMORE	ACCT 2113	Fundamental Financial Accounting ¹	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 ¹	3	FIN 2303	Business Finance	3
	ECON 2843	Elements of Statistics ¹	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) ²	4
		Free Elective	3			
	CREDIT HOURS		16	CREDIT HOURS		16
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		Required ENT Course (Upper-Division)	3
	MGT 3013	Principles of Organization and Management	3		Required ENT Course (Upper-Division)	3
	MKT 3013	Principles of Marketing	3		Free Elective	3
		General Education World Culture (Core IV) ²	3		Upper-Division General Education Elective ³	3
		Choose one of the following:	3			
	B AD 3013	Integrated Business Core Practicum				
		Free Elective				
	CREDIT HOURS		16	CREDIT HOURS		15
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
	CREDIT HOURS		13	CREDIT HOURS		13

¹ Grade of C or better required.

² University-Wide General Education course, refer to online listing.

³ May be free elective if artistic form, World culture, or science is 3000- or 4000-level.