

# REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION/MASTER OF SCIENCE

## MICHAEL F. PRICE COLLEGE OF BUSINESS

### THE UNIVERSITY OF OKLAHOMA

| Academic Year                                                                                           | General Requirements                                                                                                                                                                                                                                                                     | Program                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| For Students Entering the Oklahoma State System for Higher Education<br>Summer 2026 through Spring 2027 | Minimum Total Credit Hours ..... 142<br>Minimum Upper-Division Hours ..... 40<br><b>Minimum Retention/Graduation Grade Point Averages:</b><br>Overall - Combined and OU ..... 3.00<br>Major - Combined and OU ..... 3.00<br>Upper-Division Business Courses - Combined and OU ..... 3.00 | <b>Entrepreneurship and Venture Management/Entrepreneurship and Innovation</b><br><br>A379/F383 Q241<br><br>Bachelor of Business Administration/Master of Science |

OU encourages students to complete at least 29 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>.

### MINIMUM OF 40 HOURS REQUIRED FOR UNIVERSITY-WIDE GENERAL EDUCATION

| Code                                                                                                                                                                                                               | Title                                                                               | Credit Hours |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------|
| <b>Core Area I: Symbolic and Oral Communication</b>                                                                                                                                                                |                                                                                     | <b>6-16</b>  |
| 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) <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: WC)                                       |              |
| 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>19</b>    |
| ACCT 2113                                                                                                                                                                                                          | Fundamental Financial Accounting <sup>5</sup>                                       |              |
| B AD 1001                                                                                                                                                                                                          | Personal Computing Productivity Tools <sup>5</sup>                                  |              |
| 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>53-63</b> |

- 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 <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>    |

- 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 |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------|
| <b>Core Requirements</b> <sup>1</sup>                                                                                                     |                                                                                                 | <b>15</b>    |
| 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) <sup>2</sup> |              |
| <b>Additional Requirements</b>                                                                                                            |                                                                                                 | <b>8</b>     |
| 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                                                                   |              |
| <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>32</b>    |

- 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.

## GRADUATE MAJOR REQUIREMENTS

- *This program is Non-thesis coursework only.*
- Students will share up to 8 credit hours of graduate coursework between the undergraduate and graduate degree, from a list approved by the Graduate College and maintained by the department.

| Code                                                                                                                                                                                                                           | Title                             | Credit Hours |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|--------------|
| <b>Required Courses</b>                                                                                                                                                                                                        |                                   |              |
| ENT 5102                                                                                                                                                                                                                       | Entrepreneurship & Innovation     | 2            |
| ENT 5182                                                                                                                                                                                                                       | Strategic New Venture Development | 2            |
| ACCT 5202                                                                                                                                                                                                                      | Financial Accounting              | 2            |
| FIN 5102                                                                                                                                                                                                                       | Financial Management              | 2            |
| <b>Major Electives</b>                                                                                                                                                                                                         |                                   |              |
| Students will choose 22 hours of electives from a list maintained by the academic unit or seek additional approval from the department for a course outside of Price College of Business and approved by the Graduate College. |                                   | 22           |
| <b>Total Credit Hours</b>                                                                                                                                                                                                      |                                   | <b>30</b>    |

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/entrepreneurship-innovation/entrepreneurship-venture-management-bba-entrepreneurship-innovation-ms/>).

**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 to complete the requirements for the BBA.

| 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 <sup>1</sup>                      | 1     |    |
|            | ENGL 1113      | Composition I ( Core I )                                        | 3     | ECON 1123              | Principles of Economics-Micro ( Core III ) <sup>1</sup>                 | 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) <sup>2</sup>         | 3     | MIS 2113               | Computer-Based Information Systems <sup>1</sup>                         | 3     |    |
|            |                | First-Year Experience (Core V) <sup>2</sup>                     | 3     |                        | Natural Science (Core II) <sup>2</sup>                                  | 3     |    |
|            |                |                                                                 |       |                        | Free Elective                                                           | 3     |    |
|            |                | CREDIT HOURS                                                    |       | 15                     | CREDIT HOURS                                                            |       | 16 |
| 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     |    |
|            | B C 2813       | Strategic Communication for Business Professionals <sup>1</sup> | 3     | FIN 2303               | Business Finance                                                        | 3     |    |
|            | ECON 2843      | Elements of Statistics <sup>1</sup>                             | 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>2</sup>        | 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     | 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                                         | 3     |                        | Required ENT Course (Upper-Division)                                    | 3     |    |
|            |                | General Education World Culture (Core IV) <sup>2</sup>          | 3     |                        | Upper-Division General Education Elective <sup>3</sup>                  | 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                                                           |       |    |
|            | ENT 5102       | Entrepreneurship & Innovation <sup>4</sup>                      | 2     | B AD 3013              | Integrated Business Core Practicum ( substitute course )                |       |    |
|            |                | Graduate Elective <sup>4</sup>                                  | 2     | ENT 4603               | New Venture Development III                                             | 3     |    |
|            |                |                                                                 |       |                        | Graduate Elective <sup>4</sup>                                          | 2     |    |
|            |                |                                                                 |       |                        | Graduate Elective <sup>4</sup>                                          | 1     |    |
|            |                |                                                                 |       |                        | Graduate Elective <sup>4</sup>                                          | 1     |    |
|            |                | CREDIT HOURS                                                    |       | 13                     | CREDIT HOURS                                                            |       | 13 |
|            |                | SUMMER                                                          |       |                        |                                                                         |       |    |
|            | ENT 5182       | Strategic New Venture Development                               | 2     |                        |                                                                         |       |    |
|            |                | Graduate Elective                                               | 2     |                        |                                                                         |       |    |
|            |                | Graduate Elective                                               | 2     |                        |                                                                         |       |    |
|            |                | Graduate Elective                                               | 2     |                        |                                                                         |       |    |
|            |                | CREDIT HOURS                                                    |       | 8                      |                                                                         |       |    |
| FIFTH YEAR | ACCT 5202      | Financial Accounting                                            | 2     | FIN 5102               | Financial Management                                                    | 2     |    |
|            |                | Graduate Elective                                               | 2     |                        | Graduate Elective                                                       | 2     |    |
|            |                | Graduate Elective                                               | 2     |                        | Graduate Elective                                                       | 2     |    |
|            |                | Graduate Elective                                               | 2     |                        |                                                                         |       |    |
|            |                | CREDIT HOURS                                                    |       | 8                      | CREDIT HOURS                                                            |       | 6  |

<sup>1</sup> Grade of C or better required.

<sup>2</sup> University-Wide General Education course, refer to online listing.

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

<sup>4</sup> Shared courses between the B.B.A. in Entrepreneurship and Venture Management and M.S. in Entrepreneurship and Innovation (Online) degrees chosen from the approved list maintained by the Division of Entrepreneurship and Innovation.