

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 2024 through Spring 2025

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
Sports Business
B856
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>.

UNIVERSITY-WIDE GENERAL EDUCATION (MINIMUM 40 HOURS) AND COLLEGE REQUIREMENTS

Code	Title	Credit Hours
Core Area I: Symbolic and Oral Communication		6-16
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).		
Mathematics		6
MATH 1643	Functions and Modeling for Business, Life and Social Sciences (Core I) ¹	
MATH 1743	Calculus I 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		22
ACCT 2113	Fundamental Financial Accounting ⁵	
ACCT 2123	Fundamental Managerial Accounting ⁵	
B AD 1001	Personal Computing Productivity Tools	
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		59-69

- 1 Substitute: MATH 1523 for MATH 1643; MATH 1823 or MATH 1914 for MATH 1743.
- 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: courses are part of the degree candidacy application process that students must complete to earn degree candidacy and begin upper-division business courses.
- 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.

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

Code	Title	Credit Hours
MGT 3153	An Introduction to the Business of Sports	3
Skills Elective		3
Choose one of the following:		
L S 4523	The Law of Commercial Transactions	
MGT 3123	Supervision Skills	
MGT 4183	Managing Negotiations and Conflict	
Sports Business Internship ¹		3
MGT 3700	Management Internship for Credit	
Sports Business Topics or Sports Analytics Track		9
Choose 3 courses from the Sports Business Topics list or 3 courses from the Sports Analytics Track		
Sports Business Electives		3
Choose one course		
Total Credit Hours		21

- 1 Internship must be pre-approved by Sports Program Director.

REQUIRED COURSES

Code	Title	Credit Hours
Core Requirements		12
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) ¹	
Additional Requirements		
B AD 2091	Career Readiness I-Transitioning to the Workplace	1
B AD 3091	Career Readiness II-Advancing in the Workplace	1
ENT 2113	Innovation & Entrepreneurship	3
FIN 2303	Business Finance	3
Total Credit Hours		20

- 1 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/management-international-business/sports-business-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.

Apply for permission to take upper division business courses the semester in which you will complete the prebusiness courses¹.

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
	ENGL 1113	Principles of English Composition (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 or EXPO 1213	Principles of English Composition (Core I) or Expository Writing	3
		First-Year Experience (Core V) ²	3	MATH 1743	Calculus I for Business, Life and Social Sciences (Core I)	3
		Artistic Forms (Core IV) ²	3	MIS 2113	Computer-Based Information Systems ¹	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	PHIL 1273	Introduction to Business Ethics (Core IV: Western Culture)	3
	B C 2813	Strategic Communication for Business Professionals ¹	3	FIN 2303	Business Finance	3
	ECON 2843	Elements of Statistics ¹	3	ENT 2113	Innovation & Entrepreneurship	3
	P SC 1113	American Federal Government (Core III)	3		Natural Science with lab (2nd discipline) (Core II)	4
		Free Elective	3			
	CREDIT HOURS		16	CREDIT HOURS		16
JUNIOR	B AD 3091	Career Readiness II-Advancing in the Workplace	1	HIST 1483 or HIST 1493	United States to 1865 (Core IV) or United States, 1865 to the Present	3
	L S 3323	Legal Environment of Business	3	MGT 3153	An Introduction to the Business of Sports	3
	MGT 3013	Principles of Organization and Management	3	MGT 3700	Management Internship for Credit	3
	MKT 3013	Principles of Marketing and Supply Chain Management	3		Sports Business Topic Course (Upper-Division)	3
		World Culture (Core IV) ²	3		Upper-Division General Education Elective ³	3
		Free Elective	1			
	CREDIT HOURS		14	CREDIT HOURS		15
SENIOR		Sports Business Topic Course (Upper-Division)	3	B AD 4013	Business Strategy and Policy	3
		Sports Business Topic Course (Upper-Division)	3		Sports Business Elective (Upper-Division)	3
		Free Elective	6		Management Skills Elective (Upper-Division)	3
		Upper-Division Free Elective	3		Free Elective	4
		CREDIT HOURS		15	CREDIT HOURS	

¹ Prebusiness course.

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.

SPORTS BUSINESS TOPICS

Choose three courses from the Division's approved Sports Topics course list. One course must be offered by Price College of Business.

Available courses include the following:

Code	Title	Credit Hours
HES 4273	Sport Finance	3
HES 4283	Sports Economics and Policy	3
MGT 3163	Licensing and Intellectual Property Management in Sports	3
MGT 3173	Sports Logistics	3
MGT 3193	Sports Marketing and Management	3
MGT 3203	Pay for Play: College Sports at the Precipice	3
MGT 3213	Sports Sales and Revenue Generation	3
MGT 3223	Sports Analytics	3
MGT 3243	Financing in Sports Business	3
MGT 3253	The Economics of Sports Business	3
MGT 4173	Sports Management Practicum	3

NOTE: Internship must be pre-approved by Sports Program Director. If used for Analytics Track, must be approved for that purpose. Only one internship can be used for credit.

SPORTS BUSINESS ELECTIVES

Choose one course from the Division's approved Sports Business Elective course list. Additionally, any Sports Business Topics course not used previously can be used to fulfill this requirement.

Available courses include the following:

Code	Title	Credit Hours
MKT 4123	Professional Selling and Negotiations	3
H R 3313	Ethical Issues in Intercollegiate Athletics	3
H R 4313	Intercollegiate Athletic Administration	3
PSY 4940	Seminar in Psychology	1-3

SPORTS ANALYTICS TRACK

Students pursuing the Analytics Track must pick three of the following or choose courses from the Division's approved Sports Analytics course list:

Code	Title	Credit Hours
MGT 3223	Sports Analytics	3
Choose two courses from the following list:		
SOC 3123	Social Statistics	3
ECON 4223	Econometric Analysis	3
MIS 3213	Business Data Analysis	3