

REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION
PRICE COLLEGE OF BUSINESS
THE UNIVERSITY OF OKLAHOMA

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2020 through Spring 2021

General Requirements	
Minimum Total Credit Hours	122
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 31 hours of applicable coursework each year to have the opportunity to graduate in 4 years.

GENERAL EDUCATION AND COLLEGE REQUIREMENTS

Code	Title	Credit Hours
Communications		6-16
ENGL 1113	Principles of English Composition (Core I)	
ENGL 1213	Principles of English Composition (Core I)	
or EXPO 1213	Expository Writing	
Foreign Language (Core I) - Students who have completed two years of high school foreign language are exempt from this general education requirement		
Behavioral & Social Science		6
P SC 1113	American Federal Government (Core III)	
Choose 3 elective hours from the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (economic, human or political) ¹		
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: W. Civ.)	
Choose one course in each of the following fields (Core IV):		
Understanding Artistic Forms ^{2,3}		
Non-Western Culture ^{2,3}		
Science & Mathematics		16
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) ²		
MATH 1643	Functions and Modeling for Business, Life and Social Sciences (Core I) ⁴	
MATH 1743	Calculus I for Business, Life and Social Sciences (Core I) ⁴	
MATH 2123	Calculus II for Business, Life and Social Sciences ⁴	
Basic Business		22
ACCT 2113	Fundamental Financial Accounting ⁵	
ACCT 2123	Fundamental Managerial Accounting ⁵	
B AD 1001	Personal Computing Productivity Tools	
B C 2813	Business Communications ⁵	
ECON 1113	Principles of Economics-Macro (Core III) ⁵	
ECON 1123	Principles of Economics-Micro ⁵	
ECON 2843	Elements of Statistics ⁵	
MIS 2113	Computer-Based Information Systems ⁵	
Total Credit Hours		62-72

¹PSY 1113 is recommended. Additional course options are available to fulfill the PCB behavioral and social science requirement. Please consult with your advisor.

²Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.

³It is recommended students take either Non-Western Culture or Understanding Artistic Forms at the 3000/4000 level to fulfill the university requirement of one upper-division course from the approved University-Wide General Education. The course must be outside the major and in addition to the capstone course. This may also be satisfied in the upper-division or free elective categories.

⁴Substitute: MATH 1523 for MATH 1643; MATH 1823 or MATH 1914 for MATH 1743; MATH 2423 or MATH 2924 for MATH 2123.

⁵Minimum grade of C required.

FREE ELECTIVES

7 hours if exempt from foreign language; may be taken in any lower/upper-division area. 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.

MAJOR REQUIREMENTS

No Independent Study or Online courses. A maximum of 6 hours of transfer work is allowed.

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	Negotiation	
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

¹Internship 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	
B AD 4013	Business Strategy and Policy (Capstone - to be taken last semester of senior year) ¹	
Additional Requirements		
B AD 2091	Business and Professional Basics I	1
B AD 3091	Business & Professional Basics II	1
ENT 2113	Innovation & Entrepreneurship	3
FIN 2303	Business Finance	3
Upper-Division Electives		12
Choose 12 hours (no more than 6 hours may be taken in Business; may be met with general education requirements)		
Total Credit Hours		32

¹Requires 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.
2. Pass/No Pass **will not** be accepted for any upper-division Business or General Education courses or any specifically required courses.
3. One upper-division course in each of the following areas is required: L S, MGT, and MKT.
4. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.
5. A combined maximum of 8 hours of general military experience, flight instruction, and physical education activity courses will count toward the required hours, with a maximum of 2 hours of physical education activity courses.

SUGGESTED SEMESTER PLAN OF STUDY

Additional hours may be required if remedial math or foreign 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
	HIST 1483 or HIST 1493	United States to 1865 (Core IV) or United States, 1865 to the Present	3	ENGL 1213 or EXPO 1213	Principles of English Composition (Core I) or Expository Writing	3
	MATH 1643	Functions and Modeling for Business, Life and Social Sciences	3	MATH 1743	Calculus I for Business, Life and Social Sciences (Core I)	3
		Understanding 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	Business and Professional Basics I	1	PHIL 1273	Introduction to Business Ethics (Core IV: Western Civ.)	3
	ECON 2843	Elements of Statistics ¹	3	FIN 2303	Business Finance	3
	MATH 2123	Calculus II for Business, Life and Social Sciences	3	ENT 2113	Innovation & Entrepreneurship	3
	P SC 1113	American Federal Government (Core III)	3		Natural Science with lab (2nd discipline) (Core II)	4
	B C 2813	Business Communications ¹	3			
	CREDIT HOURS		16	CREDIT HOURS		16
JUNIOR	B AD 3091	Business & Professional Basics II	1	MGT 3153	An Introduction to the Business of Sports	3
	L S 3323	Legal Environment of Business	3	MGT 3700	Management Internship for Credit	3
	MGT 3013	Principles of Organization and Management	3		Sports Business Topic Course	3
	MKT 3013	Principles of Marketing	3		Upper-Division General Education Elective ³	3
		Non-Western Culture (Core IV) ²	3		Behavioral & Social Science ⁴	3
		Free Elective	3			
	CREDIT HOURS		16	CREDIT HOURS		15
SENIOR		Sports Business Topic Course	3	B AD 4013	Business Strategy and Policy (Capstone)	3
		Sports Business Topic Course	3		Sports Business Elective	3
		Upper Division Elective	6		Management Skills Elective	3
		Upper-Division Elective, Non-Business	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, Non-Western culture or science is 3000- or 4000-level.

⁴ Behavioral and Social Science courses must be chosen from the following: anthropology, psychology, sociology, political science, or geography (economic, human or political). Additional course options are available to fulfill the PCB behavioral and social science requirement. Please consult with your advisor.

SPORTS BUSINESS TOPICS

Choose three from the Division's approved Sports Topics course list (see the SportsBusiness Program webpage for the current 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 from the Division's approved Sports Business Elective course list (see the Sports Business Program webpage for the current 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	Negotiation and Selling	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