

# REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

## MICHAEL F. PRICE COLLEGE OF BUSINESS THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education  
**Summer 2000 through Spring 2001**

GENERAL REQUIREMENTS	
Minimum Total Hours . . . . .	128
Minimum Overall Grade Point Average . . . . .	2.50
Minimum Grade Point Average in Major . . . . .	*2.50
Minimum Grade Point Average in Upper-Division Business Courses . . . . .	‡2.50
Minimum Grade Average—OU Residence . . . . .	2.50

Management Information Systems  
**0506D**  
Major

LOWER-DIVISION REQUIREMENTS			UPPER-DIVISION REQUIREMENTS	
Subject	Hours	Courses	Core Requirements - 15 hours	Major Requirements - 18-24 hours
<b>Communications</b>	<b>9-19</b>	<b>ENGL 1113</b> , Principles of English Composition (Core I) <b>ENGL 1213</b> , Principles of English Composition (Core II) <b>COMM 1113</b> , Principles of Communication Foreign Language, 0-10 hours, (Core)—Students who have completed two years of high school foreign language are exempt from the general education foreign language requirement.	<b>FIN 3303</b> , Business Finance <b>LS 3323</b> , Legal Environment of Business <b>MGT 3013</b> , Principles of Organization and Management <b>MKT 3013</b> , Principles of Marketing <b>†B AD 4013</b> , Business Strategy and Policy—Capstone (to be taken last semester of senior year)	<b>NO CORRESPONDENCE COURSES</b> <b>MIS 3013</b> , Programming Concepts & Practice <b>MIS 3033</b> , Non-Procedural Programming Languages <b>MIS 3353</b> , Database Theory & Development <b>MIS 3363</b> , Info. Systems Infrastructure <b>MIS 3373</b> , Systems Analysis & Design Theory <b>MIS 4663</b> , MIS Field Project  Additional MIS Courses: <b>3023</b> , Topics in Structured Programming <b>3043</b> , Topics in Advanced Non-Procedural Programming <b>4213</b> , Prototyping & Rapid Application Development <b>4223</b> , Telecommunications & Distributed Processing <b>4413</b> , Object Oriented Systems Development <b>4423</b> , Expert Systems/Artificial Intelligence <b>4433</b> , Project Management <b>4443</b> , Advanced Database Management <b>4453</b> , Info. Technology & Ethical Issues <b>4473</b> , Group Support Systems <b>4483</b> , Electronic Commerce <b>4493</b> , International Issues of Info. Tech. <b>4710</b> , Topics in Management Information Systems <b>4960</b> , Directed Reading in Management Information Systems  (MIS 3213 is not open to MIS majors.)
<b>Behavioral &amp; Social Science</b>	<b>9</b>	<b>P SC 1113</b> , American Federal Government (Core III)  Elect 6 hours from the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (Economic, Human or Political Geography). A maximum of three hours of Pol. Sci. will count toward this requirement.		
<b>Humanities</b>	<b>12</b>	<b>HIST 1483</b> or <b>1493</b> , U.S. (Core IV)  1 course from each of the following 3 fields (Core IV):  §Understanding Artistic Forms - _____  §Western Civilization and Culture - _____  §Non-Western Culture - _____  One upper-division course from the approved University-Wide General Education course list (outside the major) must be selected in addition to the capstone course, B AD 4013. Courses taken to fulfill the University-Wide General Education requirements must be chosen from the list of approved courses printed in the class schedule. This course may be taken as an upper-division elective.		
<b>Science &amp; Mathematics</b>	<b>17</b>	§ <b>Natural Sciences</b> —8 hours, 2 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>MATH 1643</b> , Precalculus for Business, Life and Social Sciences  <b>MATH 1743</b> , Calculus I for Business, Life & Social Sciences (Core I—Substitute: <b>1823</b> , Calculus & Analytic Geom. I)  <b>MATH 2123</b> , Calculus II for Business, Life & Social Sciences (Substitute: <b>2423</b> , Calculus & Analytic Geom. II)		
<b>Basic Business</b>	<b>21</b>	<b>ACCT 2113</b> , Fundamentals of Financial Accounting <b>ACCT 2123</b> , Fundamental Managerial Accounting <b>B C 2813</b> , Business Communication <b>ECON 1113</b> , Principles of Economics—Macro (Core III) <b>ECON 1123</b> , Principles of Economics—Micro <b>ECON 2843</b> , Elements of Statistics <b>MIS 2113</b> , Computer-Based Information Systems	<b>Upper-Division Business Electives - 6 hours</b>	
			<b>MGT 3523</b> , Production/Operations Management  Three hours selected from the following areas: Accounting, Bus. Admin., Bus. Comm., Economics, Energy Management, Finance, Legal Studies, Management, MIS, and Marketing.  Hours in major and upper-division business electives combined must total a minimum of 24 hours.	
			<b>Free Electives</b>	<b>Upper-Division Electives 14 hours</b>
			7 hours if exempt foreign language.  Free electives may be taken in any lower- or upper-division area outside the College of Business.	Upper-division electives may be taken in any area inside or outside the College of Business except MIS.
<b>§Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.</b>				

\* A 2.50 cumulative and OU grade point average is required for upper-division management information systems coursework.  
 ‡ A 2.50 cumulative and OU grade point average is required for upper-division business courses (3000-4000 level).  
  
 A combined maximum of 8 hours of military science, aviation and physical education activity courses will count toward the 128 hours.

ADDITIONAL REQUIREMENTS
1. A minimum of 39 hours of upper-division business courses (3000-4000-level) are required.
2. No more than 24 hours of 3000-4000-level management information systems courses can be taken to count toward the required 128 hours.
3. Candidates for the B.B.A. degree must complete their last 30 hours as resident students in the College of Business. 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.
4. Pass/No Pass <b>WILL NOT</b> be accepted for any Business courses or any specifically required courses.

## COURSES IN ACCOUNTING (ACCT)

**2113 Fundamental Financial Accounting.** Basic principles of financial accounting. Emphasis on the preparation and use of the income statement, balance sheet and statement of funds flow for corporations. Coverage includes the analysis and recording of transactions involving cash, inventories, fixed assets, bonds and capital stock as well as closing, adjusting and reversing entries for revenue and expense items. (F, Sp, Su)

**2123 Fundamental Managerial Accounting.** Prerequisite: 2113. Introduction to managerial accounting. Analysis of cost behavior and the use of this knowledge for both short- and long-term decision. An introduction to budgeting and the accumulation of product costs for planning and performance evaluation. Specific coverage includes cost-volume-profit analysis, capital budgeting, allocations, variances from standard costs and the measurement of divisional performance. (F, Sp, Su)

## COURSES IN BUSINESS ADMINISTRATION (B AD)

**4013 Business Strategy and Policy.** Prerequisite: senior standing and completion of all other College of Business Administration core courses. Administrative decision making with emphasis on analyzing business problems, formulating policies and implementing plans for action; comprehensive cases provide the opportunity to study the proper interrelationships among production, finance, marketing and the many other functions involved in managing a business enterprise. Should be taken in student's final semester. (F, Sp, Su)

## COURSES IN BUSINESS COMMUNICATION (B C)

**2813 Business Communication.** Prerequisite: English 1113 and 1213 or equivalent, Communication 1113 and sophomore standing. This course is writing intensive. Focuses on oral and written communication as well as critical thinking skills. Also covers persuasive strategies and moves sequentially from analytical skills to composition strategies to written and oral reports. (F, Sp, Su)

## COURSES IN ECONOMICS (ECON)

**1113 Principles of Economics-Macro.** The functioning and current problems of the aggregate economy: determination and analysis of national income, employment, inflation and stabilization; money and banking, monetary and fiscal policy; and aspects of international interdependence. **Laboratory** (F, Sp, Su)

**1123 Principles of Economics-Micro.** Goals, incentives and allocation of resources resulting from economic behavior with applications and illustrations from current issues: operation of markets for goods, services and factors of production; the behavior of firms and industries in different types of competition and income distribution. **Laboratory** (F, Sp, Su)

**2843 Elements of Statistics.** Prerequisite: Mathematics 1503 or equivalent. Basic statistical techniques emphasizing business and economic applications. Topics covered include data summary techniques, elementary probability theory, estimation, hypothesis testing, simple regression, time-series and index numbers. **Laboratory** (F, Sp, Su)

## COURSES IN FINANCE (FIN)

**3303 Business Finance.** Prerequisite: Accounting 2113, 2123, and Economics 1113, 1123 and 2843. An introductory course in financial administration of the firm. Topics include the finance function, concepts of sources and uses of funds, analysis and estimation of need for funds (short- and long-term), short-term sources, working capital management policy, long-term sources, capital structure policy and implementation, capital budgeting and the cost of capital. (F, Sp, Su)

## COURSES IN LEGAL STUDIES (L S)

**3323 Legal Environment of Business.** Prerequisite: junior standing. The legal environment of business organizations with ethical considerations and the social and political influences affecting such environments. (F, Sp, Su)

## COURSES IN MANAGEMENT (MGT)

**3013 Principles of Organization and Management.** Prerequisite: junior standing. An introductory course presenting the basic concepts and practices of management, both private and public. Historical development of management; basic definitions and philosophy; fundamental managerial functions, including planning, organizing, staffing, directing, and controlling; a survey approach to quantification in organizational life; current trends in management; possible future developments in organization and administration. (F, Sp, Su)

## COURSES IN MANAGEMENT INFORMATION SYSTEMS (MIS)

**2113 Computer-Based Information Systems.** Prerequisite: undergraduate major in business. Covers theory and practice for design and use of computer-based information systems in organizations. Project work includes using a relational database and designing a personal web page. Students demonstrate their ability to use a personal computer for word-processing, spreadsheet, database, and presentation applications by passing a competency exam. **Laboratory** (F, Sp, Su)

**3013 Programming Concepts and Practice.** Prerequisite: 2113 and junior standing. May be repeated once with change of topic; maximum credit six hours. Introduces the basic principles of structured programming and design. Topics covered are language syntax, algorithm development, flowcharting, logical relationships, math functions, and job control statements. (Irreg.)

**3023 Topics in Structured Programming.** Prerequisite: 3013 and junior standing, or permission. May be repeated once with change of topic; maximum credit six hours. An intensive second course in programming and design using procedural languages and techniques. (F, Sp)

**3033 Non-Procedural Programming Languages.** Prerequisite: 2113 and junior standing, or permission. May be repeated once with change of topic; maximum credit six hours. Various emerging programming languages and tools relevant to MIS applications. The basic syntax, code construction, and business use of the language will be covered. Possible languages could include C++, FORTRAN, VISUAL BASIC, SMALLTALK, POWERBUILDER, or others. **Laboratory** (F, Sp, Su)

**3043 Topics in Advanced Non-Procedural Programming.** Prerequisite: 3033 and junior standing, or permission. May be repeated once with change of topic; maximum credit six hours. An intensive second course in programming and design using non-procedural languages and techniques. (F, Sp, Su)

**3113 Information Systems Theory and Structure.** Prerequisite: 2003 or permission. Provides a rigorous introduction to theory, concepts and principles from a number of disciplines that underlie information systems in goal-oriented organizations. Topics include: history of information processing; language; formal grammars; mathematical information theory; decision theory; information economics; systems theory; feedback control; human information processing models; basic computer science; information system conceptual frameworks; and management issues. (F, Sp)

**+G3353 Database Theory and Development.** Prerequisite: 2113 and concurrent enrollment or completion of one of 3013 or 3033 and junior standing, or permission. Presents theory, concepts, and practice for database development and data management with an emphasis on the database development life cycle. Students learn conceptual data modeling using business rules, normalization, structured query language (SQL), and physical database design. Issues surrounding data administration are also covered. (F, Sp, Su)

**+G3363 Information Systems Infrastructure.** Prerequisite: 3353 or permission. A study of information system architecture including networks, processors, clients, operating systems, middleware, database management systems, information warehouses, groupware, EDI, DSS, systems management, interoperability, benchmarking, security, and disaster protection. The focus is to enable the student to understand, design, and analyze current and proposed information technology configurations. (F, Sp)

**+G3373 Systems Analysis and Design Theory.** Prerequisite: 3353 or permission. A study of the structure and application of tools, technologies, and models for analyzing, designing, and evaluating information systems. Topics include: case tools, structured analysis, I/O design, rapid application development, simulation models, prototyping, human factors, alternatives, cost/benefit analysis, recommendations for a new system, implementation and post-evaluation. (F, Sp)

**3483 Information Technology and Ethical Issues.** Prerequisite: 2113 and junior standing, or permission. Covers information technology and ethical issues including: issues of information privacy, information accuracy, information access, and information property rights. A foundation in moral theory is provided as a basis for evaluation of the ethical issues concerning information technology. Ethical scenarios, cases and current event items are used to provide a broad, practical awareness of the ethical issues. (Irreg.)

**4213 Prototyping and Rapid Application Development.** Prerequisite: concurrent enrollment or completion of 3373, or permission. Stresses information center methodology for building systems in collaboration between users and analysts. Topics include prototyping, user-driven systems, user support, user training, product demonstration, and managing an information center. Students will design, build, and experiment with a working prototype of a business system. (F, Sp)

**+G4223 Telecommunications and Distributed Processing.** Prerequisite: 3363 or permission. A study of the basic concepts of telecommunications and distributed processing, including data communication equipment, protocols, local and wide area networks and the associated topologies. Stresses structure, interoperability, load analysis, and performance analysis. Taught in a laboratory environment. (F, Sp)

**+G4413 Object-Oriented Systems Development.** Prerequisite: 3373 or permission. Presents object-oriented theory, concepts, and practice for systems development. Concepts such as abstraction, identity, encapsulation, polymorphism, inheritance, and reuse are discussed. The unified modeling language (UML) is used for practice in object-oriented analysis (OOA) and object-oriented design (OOD). (F, Sp)

**4423 Expert Systems/Artificial Intelligence.** Prerequisite: 3373 or permission. Study of the use of expert systems and artificial intelligence in a business environment. Topics include: what if analysis, knowledge engineering, artificial intelligence models, and management science models. Students design, build, and evaluate an actual expert system. (Irreg.)

**4433 Project Management.** Prerequisite: concurrent enrollment or completion of 3373 or permission. Presents the technical, managerial and organizational concepts and tactics associated with managing software development and/or acquisition projects. A project management software tool will be introduced and used at a very basic level. (Irreg.)

**4443 Advanced Database Management.** Prerequisite: 3353. Advanced topics in database design and management such as data administration, security, multi-user access, file organization, and backup and recovery procedures. (F, Sp)

**4473 Group Support Systems.** Prerequisite: 3363 and junior standing, or permission. Explores the dimensions of information technology support for work groups or project teams including traditional group support systems, computer systems for collaborative work, and electronic meeting systems. Issues addressed include the design and implementation of these systems as well as their organizational and economic impact on people, groups, projects, firms, virtual firms and society. (Irreg.)

**4483 Electronic Commerce.** Prerequisite: 3363 or permission. A study of applying electronic communication to achieve business objectives. Explores the use of such information technologies and concepts as virtual firms, EDI, electronic funds transfer, the Internet and the World Wide Web. Laboratory facilities are used for experiments and assignment preparation. (Irreg.)

**4493 International Issues of Information Technology.** Prerequisite: 2113 and junior standing, or permission. A study of the practice, issues and benefits using information technologies in international and cross-culture environments. Subjects include: international telecommunications and computing infrastructures, policies, laws and practices; and, the effects of it on the definition and structure of international markets, logistics, organizations and nations. (Irreg.)

**+G4663 MIS Field Project.** Prerequisite: 3363, 3373, or permission. Involves a field project for a client-business firm or other organization. Students will work closely with their client; perform an analysis, provide design alternatives, evaluate alternatives, develop and demonstrate a working model (prototype) of a part of the system, prepare a recommendation, and make a formal presentation to their client. (F, Sp)

**4710 Topics in Management Information Systems.** 1 to 3 hours. Prerequisite: 2113, 3013 or 3033, or permission. May be repeated once with change of topic; maximum credit six hours. Topics may include any MIS related area; offered at the request of a faculty member with division approval. (Irreg.)

**4960 Directed Reading in Management Information Systems.** 1 to 3 hours. Prerequisite: 2113, 3013 or 3033, or permission. May be repeated once with change of topic; maximum credit six hours. Topics in the management of information systems. (F, Sp, Su)

## COURSES IN MARKETING (MKT)

**3013 Principles of Marketing.** Prerequisite: Economics 1113, 1123, Accounting 2113, 2123, junior standing. Focuses on the relationship between the firm and its customers and the other members of the channel of distribution. Introduces students to: the marketing function of an organization; the environmental factors influencing marketing decisions; the discovery of market opportunities; the development of marketing strategy; and the development of marketing programs. (F, Sp, Su)