The newly constructed Michael F. Price Hall opened in 2005, expanding classroom space and administrative offices for the Price College of Business.

David W. Williams, M.H.R., Director, Business Communications Center
Kate Burch, B.A., Director of Communication
Mary J. Stephens, B.S., Assistant to the Dean
James M. Wheeler, B.B.A., Executive Director, Entrepreneurship Center

Faculty Roster

JOHN T. STEED SCHOOL OF ACCOUNTING
200 Adams Hall
(405) 325-4221

Frances Ayres, Director
Professors Ayres, Ghosh, M. Knapp, M. Lipe, R. Lipe, Thomas, Willinger; Associate Professors T. Crain, Cuccia, Jensen; Assistant Professors Hall, Hennes, C. Knapp, Yi.

DIVISION OF FINANCE
205 Adams Hall
(405) 325-5591

Pradeep K. Yadav, Director
Professors Ederington, Emery, Linn, Megginson, Stanhouse, Stock, Yadav; Associate Professor Fernando; Assistant Professor Golubeva, Uskert, Uysal, Zhou.
DIVISION OF MANAGEMENT
206 Adams Hall
(405) 325-2651
Mark P. Sharfman, Director
Professors Buckley, Busenitz, Johnson, Ralston, C. Russell, Sharfman; Associate Professors Bolino, David; Assistant Professors Bradley, Miller, Mitchell.

DIVISION OF MANAGEMENT
INFORMATION SYSTEMS
307E Adams Hall
(405) 325-0768
Laku Chidambaram, Director
Professors Chidambaram, Daufenbach, Van Horn, Zmud; Associate Professors Carte, Miranda, Schwatzkopf, Shaft; Assistant Professors Jensen, Ning, Sharma, Stout.

DIVISION OF MARKETING AND SUPPLY CHAIN MANAGEMENT
1 Adams Hall
(405) 325-3561
Patricia J. Daugherty, Director
Professors Barman, Dant, Daugherty, Ostas, Razook; Associate Professors Kasulis, Schmidt; Assistant Professors Min, Roath, Wallman, Zhou.

PRICE ACADEMIC ADVISING SERVICES
Suite 1010 Price Hall
(405) 325-6021
Charlene M. Streller, Director
Cristela Carrizales, Academic Counselor
Ali Dart, Senior Academic Counselor
Dalynda M. Evans, Senior Academic Counselor
Sarah Fox, Academic Counselor
Sherry Isom, Senior Academic Counselor
Kendra Tahsequah, Academic Counselor
Talisha Teague, Academic Counselor

GRADUATE PROGRAMS
Suite 1040 Price Hall
(405) 325-4107
Gina Amundson, Director
Amber Hasbrook, Academic Counselor
Lauren Park, Academic Counselor
Courtney Tungate

Degrees Offered
• Bachelor of Business Administration
• Joint Bachelor of Business Administration with a Major in Accounting and Master of Accountancy
• Master of Accountancy
• Master of Business Administration
• Master of Science in Management Information Systems
• Juris Doctor/Master of Business Administration
• Doctor of Philosophy

General Information

HISTORY
A curriculum in business subjects was first offered in 1913 through a subordinate school in the College of Arts and Sciences called the School of Commerce and Industry. The first certificates in commerce and industry were granted in 1915. The name was changed to the School of Public and Private Business in 1917. In June 1923, the Board of Regents established a school of business as a separate two-year school of the University and authorized it to confer the degree of Bachelor of Science in Business. The first Bachelor of Science in Business degrees were conferred in 1924. The following year the School of Business was admitted to membership in the Association to Advance Collegiate Schools of Business (AACSB International), the international accrediting agency for bachelor’s and master’s degrees in business. To earn and retain accreditation, these degree programs must undergo a rigorous initial evaluation and be reevaluated periodically. These programs of the college have been fully accredited since 1926. In addition, programs leading to bachelor’s and master’s degrees in accounting have met separate AACSB International accreditation standards specifically for accounting programs.

In 1929, the Board of Regents changed the School of Business to the College of Business Administration.

In 1997, alumnus Michael F. Price announced a contribution of $18 million to the College of Business. The OU Regents officially renamed the College of Business Administration the Michael F. Price College of Business. The Price funds are applied strategically to areas of excellence. This endowment has established endowed faculty positions, a library endowment, scholarships and graduate assistantships, a student support center, and provides support for a number of other initiatives.

MISSION
“The Michael F. Price College of Business at the University of Oklahoma is dedicated to the preparation of future business leaders and scholars through an innovative and engaging educational experience informed by leading edge research.” Our graduates will grasp opportunities to see how separate pieces of a business puzzle are brought together to create a new business or industry. Conceptual thinking and real-world training allows them to solve complex problems within a business or industry.

The college’s strategic plan integrated with that of the University helps the college attain its goals of enhanced excellence and contributions to the economy of the state, nation and the world.

OBJECTIVES
To further its mission, the college provides degree programs at the baccalaureate, master’s and doctoral levels, with the objective of providing career opportunities in a wide variety of professional and entrepreneurial roles. While most graduates will find employment in the private sector, a Michael F. Price College of Business education will provide a general understanding of, and appreciation for, managerial processes that apply in public sector and not-for-profit institutions as well.

In addition to technical competence in areas of specialty, the college expects graduates to attain a level of understanding of, and appreciation for, the liberal arts and the social sciences. The aim is to provide an educational base upon which the graduate can build not only technical but also social capability through a lifetime of continuing growth and development. The emphasis is as much on the formation of attitudes and understanding of complex issues as on the attainment of knowledge and skills.

Since formal education may tend to become abstracted from the realities of practice, the college seeks to maintain close ties with the professional communities it serves. Internship opportunities for students, participation by practicing professional managers in the classroom, consulting and research by faculty, boards of advisers to the college, conferences and the like involving people from outside the University provide opportunities for continuing interaction with the world of organizations.

While maintaining a practical, relevant perspective, the faculty seeks to advance the frontiers of knowledge through research, both applied and theoretical. This research is fundamental to the overall excellence of the teaching function. Students at all levels may expect to be exposed not only to well-established knowledge, but also to ideas and issues that are at the forefront of research and experimentation. As a complement to degree programs, the college includes continuing education and managerial development programs for practicing professionals.

Throughout the wide variety of educational programs and in its research and public service objectives, the college strives to maintain standards of excellence consistent with the University’s role as one of the leading institutions of higher education in the nation.
Programs for Academic Excellence

JOHN T. STEED SCHOOL OF ACCOUNTING

The John T. Steed School of Accounting is among a limited number of schools nationwide and the first one in Oklahoma to qualify for accounting accreditation from the Association to Advance Collegiate Schools of Business. The evaluation focused on student quality, faculty professional experience and research productivity, academic curriculum and program-support facilities.

The faculty of the school possess impressive credentials. Their academic backgrounds come from leading universities in the country. The faculty members have established strong records of research and professional publication. Some are consultants to major corporations, authors of textbooks and leaders in professional accounting associations.

The School of Accounting curriculum includes courses in financial accounting, cost accounting, taxation, auditing, and accounting information systems. Graduates are recruited by national and regional firms for challenging and rewarding careers in public accounting and business firms; others secure accounting positions in government.

DIVISION OF FINANCE

The Division of Finance offers required and elective courses that enable students to specialize in corporate finance, investments, financial planning and banking.

The finance faculty features individuals trained at some of the nation’s premier business schools. Three professors hold endowed chairs, while two hold endowed professorships. The finance faculty has won numerous Price College and University teaching awards. A recent survey rated the faculty as one of the most productive finance research groups among public universities.

The division offers a strong listing of courses, including the Student Investment Fund where the class manages an all equity portfolio valued at roughly $250,000. A separate but related experience known as the Fixed Income Fund class is also offered each semester. A very strong banking internship program is offered by the division wherein students receive credit for working in Oklahoma banks during the summer.

DIVISION OF MANAGEMENT

The Division of Management offers career path opportunities for students in the areas of human resource management, entrepreneurship, international business, production/operations management or a more general series of courses encompassing all of these. The division also offers specialization in energy management.

The outstanding faculty are active in research and have published nationally in leading academic and practitioner-oriented journals. In addition, many of them have had practical work experience in their fields and bring to the classroom an application-oriented approach. A large number of national, university, college and student-sponsored teaching awards have been presented to members of the Management Division faculty to recognize instructional excellence.

The division sponsors student organizations designed to complement the various areas of study. These organizations offer opportunities for students to meet and learn from practicing professionals, develop a network of contacts, gain insight into career opportunities and interact with their peers in a meaningful and helpful environment.

DIVISION OF MANAGEMENT INFORMATION SYSTEMS

The Management Information Systems Division provides MIS majors and minors with knowledge of information management and technology, along with experiences and tools for the effective design and use of computer-based information systems in global organizations. The goal is to provide students with a long-term comparative advantage as information system professionals by immersion in a balanced set of theory and applied areas. The MIS undergraduate program produces graduates who understand and can apply MIS concepts, tools, and methods in such areas as data structures, system architecture, telecommunications, web-architectures, programming, and systems analysis and design. MIS graduates understand the strategic role of information systems and how they can add value to functional areas and to the total organization. All students carry out an actual system design project in an organization using state-of-the-art design tools.

The faculty of the MIS Division excels at both teaching and research. Three faculty members hold endowed chairs or professorships recognizing their international contributions to and reputations in the MIS field. Faculty members in the division have received a number of teaching awards and take pride in their extensive contact with students and the continuous innovation in their courses. Members of the faculty also bring many years of experience as IS professionals. Faculty members hold doctoral degrees from such leading institutions in information systems and technology as Carnegie-Mellon and the University of Arizona, Indiana and Georgia.

The MIS Student Association (MISSA) is one of the most active in the college. Through MISSA, students receive the opportunity to meet and talk with leading IS professionals. Many students spend one or more summers in well-paid internship positions. Numerous companies recruit MIS graduates from the University each year. The Center for MIS Studies (CMISS) strings together MIS faculty, business and governmental organizations on a regular basis for the exchange and sharing of key IS issues that are of mutual interest.

DIVISION OF MARKETING AND SUPPLY CHAIN MANAGEMENT

The Division of Marketing and Supply Chain Management offers courses that prepare students for decision-making involving the identification of consumer and business needs. Classes provide comprehensive coverage of topics including product/service design, development, and commercialization; pricing of products and services; and promotion (through advertising sales promotion, and personal selling). Primary emphasis is placed on distribution of products/services including channel structure and physical delivery/logistics.

The division faculty have a national reputation for expertise in distribution-related issues and strategy. All have academic credentials from leading U.S. schools, and many have significant business experience. The division faculty have a strong record of publication and research and use this knowledge in the classroom and as consultants to corporations. Members have been elected to prominent leadership positions in professional associations.

Students will find a wide range of opportunities to interact with successful business executives, both formally in the classroom, and informally, through professional student organizations.

BUSINESS COMMUNICATION CENTER

The Business Communication Center prepares students for the technology-delivered world. With one-on-one instruction from the center’s friendly staff, Price College students learn valuable hands-on skills such as multimedia presentations, Web page design, video conferencing, public speaking, and digital imaging.

CENTER FOR ENTREPRENEURIAL STUDIES

The Princeton Review and Entrepreneur magazine ranked the center eighth in the nation at the undergraduate level. This speaks to the opportunities available to major or minor in Entrepreneurship and Venture Management for business or engineering students at the University of Oklahoma. The goals of the Center for Entrepreneurial Studies are:

- Create entrepreneurial-thinking students.
- Connect faculty, researchers and students to the entrepreneurial world through research, teaching and working labs.
- Provide OU alumni knowledge and resources for Oklahoma’s business and entrepreneurial community to assist their growth.
- Start and grow businesses in the state of Oklahoma.
- Commercialize University of Oklahoma intellectual property.

The Center is located in Suite 1036, Price Hall (405) 325-3611.
FIXED INCOME FUND
The Fixed Income Fund experience exposes senior-level undergraduate students and MBA students to the intricacies associated with the management of portfolios that contain only bond-like financial instruments. The class is divided into teams of students. Students must make real-time decisions using the latest information on financial markets to select fixed income securities to include in the portfolio. The class is sponsored by BOK Financial Corporation, the parent company of the Bank of Oklahoma.

HONORS PROGRAM
The Honors College offers special classes and sections of regular classes for academically superior students. Students in the Honors Program may graduate cum Laude, Magna cum Laude, or Summa cum Laude, depending upon their grade point average. For information on either of these programs, contact the director of the Honors College, or call (405) 325-5291.

INTEGRATED BUSINESS CORE
Undergraduate students have the opportunity to enroll in a one-semester (12 hours) project-based program called the Integrated Business Core (IBC), which provides both real-world experience and an integrated introduction to concepts in at least three business disciplines. IBC students gain experience by creating and managing an actual start-up company funded by a loan up to $5,000 and a hands-on community service project on behalf of a non-profit campus or community organization. Students have donated more than $780,000 dollars and more than 34,000 volunteer hours to charity, and the program has received local, regional and national acclaim.

Students who are participants in IBC:
• are responsible for mastering the concepts and terminology of each of the content courses: Marketing, Management and Legal Studies;
• work as “employees” of an assigned 20-member company which becomes the Entrepreneurship/Community Service Practicum. Here the students have the opportunity to apply the concepts from each of the core business disciplines while at the same time devoting time to their selected community service project;
• Students spend the first seven weeks developing a business plan;
• the plan is submitted to a loan committee which grants, denies or defers the loan application;
• Upon receipt of the loan students have six weeks to implement their business plan.

JCPENNEY LEADERSHIP CENTER
The Leadership Program of Price College is directed at those students who will become a significant force in the economic, political, social and moral development of our state and nation. These students have leadership potential because they are academic achievers and have those personal characteristics that thrust them into various activities in which they assume leadership roles.

The college views these student leaders as a valuable resource whose potential should be developed fully for the benefit of themselves and society. These students will help the college fulfill its mission of transmitting knowledge about the continuing adaptation of organizations in a changing global business environment.

The primary objective of the program is to provide these students with opportunities for intellectual and scholastic enrichment, stimulating contact with business and the economic leaders in the nation, and the mutual challenge and benefits of association with a peer group of equally talented students. These opportunities will lead to an enhancement of the students’ experiences at the University that will shape the course of their lives.

The three main components of the program include corporate views, fellowships and the Distinguished Visitor Series.

Corporate Views
Participants in this special program accompany executives in their normal work environment and experience firsthand the administrative responsibilities and management styles of successful business leaders. This daylong program significantly expands Associates’ classroom educational experience by enhancing their awareness of proven leadership skills and broadening their understanding of actual corporate operations.

Fellowships
The JCPenney Fellowship Program is one of the Center’s most exciting and productive avenues and adds greater value to the undergraduate educational experience of Leadership Associates. Each recipient receives a stipend to serve as either a research or training fellow to a Price College faculty mentor for one semester. Eligibility is limited to junior and senior associates. Applications and detailed information is available in the JCPenney Leadership Center.

DISTINGUISHED SPEAKER SERIES
The Price College of Business and the Kanaly Lecture Series hosts approximately four nationally respected leaders each academic year who have an Oklahoma connection — either through birth, residence, higher education, or business interest. The purpose of the series is to provide the opportunity to learn and grow from the accumulated experience and wisdom of this premier group of opinion leaders.

STUDENT SUPPORT CENTER
The Student Support Center serves graduate students in the Michael F. Price College of Business. The value of the learning experience is expanded for graduate students by providing personal mentoring and career development resources.

Core resources provided to graduate students include:
• mentoring;
• executive visitation;
• career preparation; and
• internships — domestic and international.

Special Facilities and Programs
AMOCO BUSINESS INFORMATION RESOURCE CENTER
Discovery and transmission of knowledge requires information, whether that information is contained in the income statements and financial records of a large U.S. corporation, in profiles of corporate returns on investments, in business trends among the states and regions of the country, or in international trade and investment patterns. Distributive technology — the desktop computers, the interlinked local area networks, the CD-ROM readers — is altering the costs and availability of information acquisition and dissemination, enhancing the potential for greater effectiveness and efficiency in dealing with information.

Price College has developed various “pockets” of expertise in the acquisition of information for instruction and research. The School of Accounting subscribes to the FASB Financial Accounting Research Service, the Center for Financial Studies and the College cooperate in the purchase of CRSP files that contain monthly and daily returns on NUSE, AMEX, and NASDAQ corporations; and the Center for Economic and Management Research subscribes to quarterly updates to the Citibase data system.

While we must rely on various “pockets” to acquire this information, we are limiting our potential for effective utilization of information in our present “distributive” organizational setting. By establishing one central place for the location and dissemination of these information sets, we can greatly enhance our effective use of information.

The AMOCO Business Resources Information Center (BRIC) supports the academic and research goals of Price College by serving as a centralized data repository and technical assistance resource for faculty and students. Individual and group instruction is provided to students and faculty in the use of database software applications and offers technical assistance and support in their use.

Data holdings include industry standard financial, economic and demographic databases obtained from state, federal, and commercial information services. The AMOCO BRIC also maintains a computer lab designed for instruction as well as routine use by students and faculty.
The Center for MIS Studies
The Center for MIS Studies, an interdisciplinary center located in Price College, is a partnership between the University and business firms designed to share ideas on MIS topics of direct relevance and major concern to the business partners. Effective industry MIS programs require that businesses understand and utilize rapidly changing technologies and complex organizational policies, strategies and structures. Rapid changes of the Internet era, combined with the move toward outsourcing, makes keeping up exceptionally difficult for IS professionals. Costs of research, development, and training in this complex and dynamic field are high, and results are often disappointing.

The fundamental idea of the Center for MIS Studies is resource sharing — to share the knowledge, skills, and efforts of the University and the member firms in a framework that encourages innovation, quality and productivity. For questions, comments, or additional information, contact:

Center for Management Information System Studies
University of Oklahoma, Price College
307 West Brooks
Norman, OK 73019
Phone: (405) 325-0768
FAX: (405) 325-7482

Honors and Awards
The Delta Sigma Pi Key
Each year, Delta Sigma Pi awards the Delta Sigma Pi Scholarship Key to the graduating senior with the highest academic average for the four years of study in business administration.

The Oklahoma Society of Certified Public Accountants Award
Medals are awarded annually to the three outstanding graduating seniors majoring in accounting. The award is based on academic performance in accounting courses.

John F. Y. Stambaugh Awards
Plaques and cash awards are bestowed annually on the outstanding accounting senior and junior, based on overall academic and extracurricular performance.

The Floyd Lamar Vaughan Memorial Award
The student chapter of the American Marketing Association bestows this annual award for excellence in marketing studies to an outstanding Price College of Business student.

The Julian J. Rothbaum Award
Given annually to a senior student majoring in energy management.

The Kenneth Baker Horning Memorial Award
An annual award given for excellence in business writing.

The Oklahoma City Sales Marketing Executives Awards
Keys and awards are bestowed annually for excellence in marketing and sales studies.

The Oklahoma Chapter Of The Financial Executive Institute Of America Award
A key is awarded annually to an outstanding student majoring in accounting.

The Horace B. Brown Case Study Award
Awarded annually by the Division of Marketing to the undergraduate student (or team) who has made the most significant contribution in classes taught by the case method. The award consists of a certificate and cash award.

The Entrepreneurship Institute Awards
Separate awards are made to graduate and undergraduate students for the best plan involving entrepreneurial activities. The award includes a certificate and cash award.

Library
The Bizzell Memorial Library provides excellent facilities for research and instruction in business and economics. Students, teachers, researchers and the University community at large can research and gain access to materials in a variety of media and in numerous ways. State-of-the-art computer searches through national databases are possible through the University’s participation in national library associations. The University is a member of the Research Libraries Group which provides on-line access to the premier libraries in the United States through the Research Libraries Information Network (RLIN). The University is also connected to another, much broader database through the Online Computer Library Center, Inc. (OCLC). In addition, the University has an extensive collection of books, periodicals, microform material, newspapers, trade journals and corporation annual reports. Subscriptions are maintained to various investment, insurance, tax, labor relations and other services which keep patrons in touch with current developments. The University is a designated repository for federal documents which are kept on the fourth floor of the library.

The Bass Collection in Business History
Although ours is a business civilization, relatively little has been done to assemble library materials in the area of business and management history in most American universities. One exception is the University of Oklahoma, which has a distinguished collection in this field, capable of serving not only undergraduate and graduate students, but research scholars throughout the nation.

Through the generosity of the late Harry W. Bass of Dallas, Texas, and the continuing support of the Bass Foundation, a comprehensive collection of books and periodicals in the areas of business and management history are available at the University of Oklahoma. Mr. Bass was a former student in the College of Business.

This distinguished collection of rare and current research materials is housed in a special suite of rooms on the fifth floor of the Bizzell Memorial Library. Dr. Daniel A. Wren is curator of the Bass Collection.

The Ronald B. Shuman Research Fellowship in Business History is designated for graduate and some undergraduate students to work under the direction of the curator of the Bass Collection. This fellowship is in the amount of $1,000 to be divided between two semesters.

Center for Economic and Management Research
The Center for Economic and Management Research conducts research in business and economics as well as in such diverse areas as energy, delivery of health services, quality of life in Oklahoma and human resources utilization and development. It also provides research support and data to the business community and to federal, state, and local agencies for use in planning, as well as providing a vehicle for directly relating classroom offerings and the research thrust of Price College to the problems faced by business and government.

CEMR also houses the Survey Research Center, which provides the capability for obtaining current information on the economy of the state and on the attitudes of Oklahomans toward various issues in Oklahoma. These data are presented in special reports for use by planners and decision makers in both business and government.

The Center maintains an extensive database and makes this information available to the public through its publications program that includes press...
releases, reports, a quarterly economic journal (the Oklahoma Business Bulletin) and the annual Statistical Abstract of Oklahoma. Current and historical economic and demographic information are also available via the Oklahoma Resources Integrated General Information Networks Systems (ORIGINS), an Internet accessible data access and retrieval system containing databases of economic time series.

Adams Hall
Adams Hall is currently the primary office and classroom building for Price College. It contains numerous classrooms, many of which are designed with tiered seating to increase eye contact and facilitate discussion. These case study rooms contribute to and stimulate the learning process.

In addition, Adams Hall also contains conference rooms, three Student Services offices, two large commons areas and a courtyard with outdoor seating.

Price Hall
Michael F. Price Hall, a $19 million, 55,000-square-foot addition to the east side of Adams Hall added nine new classrooms, a business communications center with a behavioral lab, four study rooms, three conference rooms, three Student Services offices, two large commons areas and a courtyard with outdoor seating.

Scholarships, Fellowships and Loans
The University of Oklahoma has many general financial aid programs, including the following: Perkins Loans, Supplemental Educational Opportunity Grants, PELL, Work-Study, Stafford Student Loans, institutional short-term loans and Lew Wentz Foundation Loans. Students interested in applying for any of these programs should contact the Office of Financial Aid Services, 1000 Asp Avenue, room 216, Norman, OK 73019-4078.

In addition, Price College offers a wide variety of scholarships, fellowships, grants, loans, and research and teaching assistantships. Most financial assistance awards for doctoral students are made on April 1. For a complete listing refer to A Guide to Scholarships and Financial Aid available at the Academic Advising Services Office, or contact the Graduate Programs Office, Michael F. Price College of Business. Examples are:

ACCOUNTING
BKD, Citgo, Cole & Reed, Conocophillips, Deloitte, Ernst & Young LLP, ExxonMobil, Grant Thornton, Halliburton, Kerr McGee, KPMG, Norman Chapter of CPAs, OG&E, Oklahoma Society of CPAs, Price-Waterhouse-Coopers, Tax Executives Institute, Tulsa Chapter of CPAs, Union Pacific, and individuals provide funds for one or more scholarships each year, most ranging from $400 to $2,500, to graduate and undergraduate students majoring in accounting. Selection is based on scholarship and the recommendation of the scholarship committee of the School of Accounting.

ENERGY MANAGEMENT
The majority of scholarships come from companies and professional organizations within the energy industry, in addition to individuals and private foundations.

FINANCE
- The Oklahoma Bankers Association provides a $1,000 scholarship annually to an outstanding student whose major academic interest lies in the field of Banking and Finance.
- The Elmer R. Burns Jr. Scholarship is awarded annually to a full-time student majoring in finance with a field of concentration in banking to a junior with a 3.00 GPA for use in the senior year. The recipient must be a resident of the state of Oklahoma and in need of financial assistance as determined by the Office of Financial Aid Services.
- The Farmers Insurance Group Scholarship provides two or three annual awards to full-time students majoring in finance with an interest in insurance. Recipients must be either a sophomore, junior, or senior with a C+ grade point average.
- The Oklahoma Bankers Foundation provides a $1,000 to a junior or senior majoring in finance.
- The William A. Schaper Memorial Fund provides scholarships annually to students majoring in finance. The scholarships are offered in memory of Dr. William A. Schaper, a former chairperson of the Division of Finance.
- The Z. M. Lang Scholarship is available annually to a student interested in insurance.

MANAGEMENT
The late Dr. Ronald B. Shuman, George Lynn Cross Research Professor Emeritus, established a graduate fellowship of approximately $1,000 to be granted to a doctoral student in Price College, preferably one who will write a dissertation in the field of management. Other areas, however, will be considered and the fellowship may be granted to a doctoral student who plans to write his or her dissertation in one of the other functional fields of business.

The friends of Dr. Daniel Wren, David Ross Boyd Professor Emeritus and McCasland Foundation Professor of American Free Enterprise Emeritus, have established the Daniel Wren Student Support Fund, which will be granted to a doctoral student in management. The purpose of this annual honor is to enable graduate students to conduct research on their chosen dissertation topic.

MANAGEMENT INFORMATION SYSTEMS
Alumni of the college and generous corporate friends help provide thousands of dollars each year for scholarships. Our professional partners include, among others, major accounting firms, aeronautical/aerospace companies, computer and high technology organizations, manufacturers, petroleum companies, retailers, and telecommunications companies. Scholarships given typically range from $500 to $4,000.

MARKETING
The Neva Loving Memorial Scholarship is awarded annually to a junior or senior marketing major with a demonstrated financial need according to the guidelines established by the Office of Financial Aid Services.

SCHOLARSHIPS ADMINISTERED BY THE DEAN'S OFFICE
The Michael F. Price College of Business Dean’s office administers a variety of scholarships for undergraduate students. These scholarships have broad requirements, including financial need, scholastic achievement, and leadership ability.

GRADUATE STUDENT FINANCIAL AID
Many graduate students are eligible for scholarships listed in A Guide to Scholarships and Financial Aid. Students should check with each division about eligibility.

Various types of financial aid are available through the College and the University. Teaching assistantships and research assistantships, administered through the Office of Graduate Programs, are available to both master’s-level and doctoral students. Teaching assistantships entail primarily sole or shared responsibility for instruction in specified classes at the undergraduate level. Research assistantships consist primarily of work as assistants to faculty members on research projects and other professional activities.

For information on other financial aid offered at the University, contact the Office of Financial Aid and the Graduate College.

IMPORTANT INFORMATION
Scholarships are subject to change periodically. Each year new scholarships are established and others are discontinued. For further information, contact the director of the division/school concerned or inquire in Price Hall, Room 1010.
Undergraduate Study

The undergraduate degree in business is designed to offer:

1. Preparation for intellectual, political and cultural citizenship and leadership.
2. A basic familiarity with facts, skills, techniques and attitudes that are relevant to business and management.
3. An opportunity to develop a sense of historical perspective and understanding of the impact of the past upon the present and future.
4. An intellectual discipline, “a way of thinking,” about problems and problem solving or the decision-making process, including the ability to weigh values and form independent judgments.
5. An in-depth exposure to a specific function or discipline.

Admission

To be admitted to the Michael F. Price College of Business, a student must first be admitted to the University of Oklahoma. Inquiries concerning admission to the University should be addressed to the Office of Admissions, University of Oklahoma, 1000 Asp Avenue, Room 127, Norman, OK, 73019-4076.

Freshmen and transfer students who have not completed 24 semester hours with at least a 2.50 combined retention grade point average are automatically enrolled in University College upon their admission to the University of Oklahoma. University College students may not enroll in upper-division (3000-level or higher) Business Administration courses. All students taking 3000-level or higher business courses must have junior standing and meet the grade point average, course, and permission requirements.

Admission to an undergraduate program within a degree-recommending college at the University of Oklahoma (Norman campus) shall be based upon the requirements of the University of Oklahoma that are in effect at the time of a student’s initial enrollment in any institution (including OU) in the Oklahoma State System of Higher Education.

Students are admitted to Price College once they have earned at least 24 semester hours of college credit with a combined retention grade point average of at least a 2.50. Enrollment in upper-division business courses requires completion of the following:

- Permission to enroll in upper-division business courses as a Degree Candidate;
- 60 credit hours;
- English 1113 and ENGL/EXPO 1213;
- Communication 1113 or 2613;
- Mathematics 2123;
- Accounting 2113 and 2123;
- Economics 1113, 1123 and 2843;
- Management Information Systems 2113;
- Business Communication 2813;
- B AD 1001 and 2091; and
- A minimum 2.50 combined retention grade point average; 2.50 OU retention grade point average.

Academic credit from any division of the University of Oklahoma — Norman campus, Health Sciences Center, OU-Tulsa or Continuing Education — is considered resident credit at the University of Oklahoma. Grades and hours earned at any of these divisions are included in the OU retention and cumulative grade point averages for purposes of admission or readmission to the University, and to the individual colleges within the University.

Non-Business Majors

Students not admitted to Price College may elect business courses subject to the prerequisites and minimum GPA requirements; however, business students will receive priority. Students from outside the College who seek academic advising on business course selections should inquire in the Price Academic Advising Services, Suite 1010 Price Hall.

Programs of Study

Students must complete the requirements outlined on the following pages for the degree and major chosen.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE

Emphasis in this program has been placed on an educational rather than a training or vocational approach, although in certain areas, provisions for a limited amount of specialization have been made. The curriculum is designed to provide:

(a) an extension and intensification of the cultural foundation begun in the secondary schools,
(b) a comprehensive view of the general principles and procedures practiced in the business world, and
(c) in the junior and senior years, a limited amount of professional education in certain specialized subjects.

With this degree program, a student must choose one of the following majors: accounting, economics, energy management, entrepreneurship and venture management, finance, general management, human resources management, international business, management information systems, marketing, or supply chain management.

DOUBLE MAJORS

Price College offers students the option of double majors. A double major consists of hours in the selected major and completion of specific requirements of the additional major. A double major will add to the required number of hours to complete a single major business degree. Only one degree will be awarded, however both majors will be listed on the student’s transcript. Students who are not majoring in business may not double major in Price College. No single course may be used by a student to satisfy a major requirement in two majors.

MINORS

Minors are offered to both students majoring in business and those majoring in subjects offered in other colleges. No single course may be used by a student to satisfy a major requirement and a minor requirement. Minors are offered to business majors in the following areas:

- Accounting
- Finance
- Management
- Management Information Systems
- Marketing

Minors consist of 12 credit hours of specific coursework in the selected minor. Business Administration core requirements are excluded from the minor requirements. Students majoring in subjects other than business may obtain a minor in the following areas:

- Entrepreneurship Minor for Engineering Majors (18 hours)
- Entrepreneurship Minor for Non-Business Majors (18 hours)
- General Business Minor for Nonbusiness majors (18 hours)

The Price Academic Advising Services office offers academic counseling for all students desiring to double major or minor in any area of business. Appointments may be made online at www.ou.edu/biz.

ACCELERATED PROGRAM FOR GRADUATE STUDY IN BUSINESS

This program is designed to provide foundational study in the functional areas of business while a student is pursuing his or her undergraduate degree. The designated coursework may be applied toward degree requirements in the master’s-level professional degree programs offered through the Price College, as well as be used as electives to complete one’s undergraduate degree. Students in any field of study in their junior or senior years may apply for admission to the accelerated program. Because accelerated program students will be enrolled with graduate students in graduate-level classes (5000 or above), admission to the accelerated program will be highly selective and performance closely monitored.
The professional degree programs of Price College assume no prior training in either business administration or related disciplines. Accelerated Program students must designate one of the professional degree programs in business administration prior to the completion of 12 credit hours of courses in the Accelerated Program. The options include the Master of Business Administration, Juris Doctor/Master of Business Administration, Master of Business Administration/Master of Arts (French, German or Spanish), Master of Business Administration/Master of Science (Mathematics), Master of Business Administration/Master of Library and Information Studies, Master of Business Administration/Master of Science in Construction Administration, and Master of Accountancy.

Students admitted to the Accelerated Program will be provided a plan of study that considers the student’s academic background and the number of elective hours remaining in the student’s undergraduate program. The plan of study must be approved for both the student’s undergraduate degree and the Accelerated Program. Upon receipt of an undergraduate degree, accelerated program students in good standing are admitted to graduate study in a master’s-level professional degree program offered through the College of Business. At least 32 credit hours in the professional degree program must be taken after receipt of a bachelor’s degree.

Undergraduate students who have completed 90 credit hours or more may be admitted to the Accelerated Program. After 75 hours of undergraduate study, students interested in the Accelerated Program should take the Graduate Management Admission Test (GMAT). The GMAT is offered by the Educational Testing Service of Princeton, NJ “on demand” at various sites in Oklahoma and throughout the world. Only students with a cumulative grade point average of at least 3.00 and who receive a score of 500 or more on the GMAT will be considered for admission to the Accelerated Program. The grade point average must be based on at least 60 credit hours taken at the University of Oklahoma.

Applications must be supported by official transcripts of previous study, an official report of the candidate’s score on the GMAT, and three letters of recommendation. The material must be received by April 1 for consideration for fall admission, by December 1 for spring admission and by April 1 for summer admission.

**Choice of Degree Program**

(The rules and regulations of this catalog become effective beginning summer term, 2010.)

1. Transfer students are required to meet the degree requirements and regulations of the degree program that is in effect at the time of their first enrollment in the state system provided they complete the work for a degree within a maximum of seven years. If the work for a degree covers a period longer than seven years, students must adopt a degree program within seven years of the current requirements. (Example: The 2009–2010 requirements may be in effect only until the end of the 2016 school year [Spring, 2016].)

2. Resident students shall be governed by the degree requirements and regulations in effect at the time of their initial enrollment at the University of Oklahoma provided they complete the work for a degree within a maximum of seven years. If work for a degree covers a period longer than seven years, students must adopt a degree program within seven years of the current program. (See example in preceding paragraph.)

3. Students may adopt any later degree program which becomes effective while enrolled at the University of Oklahoma if they report this change to the Price Academic Advising Services Office, Suite 1010 Price Hall.

4. Credit in the major which is more than 10 years old may not be applied toward a bachelor’s degree unless it is validated by the major division.

**Price Academic Advising Services Office**

Students in Price College or business majors in University College may receive information and assistance in Suite 1010 Price Hall. Full-time academic counselors maintain records on all undergraduate business majors and provide them with information concerning admission, degree audits, degree requirements, contract and stop-out.

**Academic Advisement**

Career and academic advisement about specific course information is available from the faculty in the major divisions.

**THE RESPONSIBILITY FOR MEETING ALL GRADUATION REQUIREMENTS LIES WITH THE STUDENT.**

**Credit Hour Load**

To be considered full time, an undergraduate student must be enrolled in at least 12 hours in a fall or spring semester and six hours in a summer session. The recommended maximum credit hour enrollment for a regular semester according to the student’s cumulative grade point average is as follows:

- Less than 2.50 — 16 hours maximum;
- 2.50–3.00 — 17 hours maximum;
- 3.00–3.50 — 18 hours maximum;
- 3.50–4.00 — 19 hours maximum.

Enrollments of 20 hours or more in a fall or spring semester and 10 hours or more in a summer session, must be approved by the Director in the Price Academic Advising Services Office, Suite 1010 Price Hall. Students requesting overload enrollments must have earned a 3.50 GPA in both OU and combined areas.

**Course Levels**

Undergraduate students are not eligible to enroll in business courses numbered 5000 and above. The only exceptions to the above are graduating seniors who have petitioned the Graduate College to receive graduate credit for the course and whose petitions have been approved. Graduate-level business courses may not count toward the undergraduate degree, however a student may petition to count non-business courses.

**Scholastic Regulations**

### ATTENDANCE

When absences seriously affect a student’s classwork, the instructor will report this fact to the Office of Admissions and Records. The information will also be forwarded to the Price Academic Advising Services Office.

### COMPUTATION OF GRADE POINT AVERAGES

The resident grade point average includes all courses taken at the University of Oklahoma (including correspondence and extension work) that apply toward a degree in Price College. Academic credit from any division of the University of Oklahoma — Norman campus, Health Sciences Center, OU courses taught in Tulsa or Continuing Education — is considered credit at the University of Oklahoma. Grades and hours earned at any of these divisions are included in the OU retention and cumulative grade point averages for purposes of retention.

The transfer grade point average includes all courses transferred from other institutions that are accepted by the University of Oklahoma.

The combined retention grade point average is computed with both transfer and OU credits. Both the resident and overall GPAs consist of three areas: the major, upper-division business, and overall degree. Minimum retention grade point averages of 2.50 are required in all of these areas to be eligible to graduate.

### CONTRACT AND ENROLLMENT STOPS

A minimum grade point average of 2.50 OU retention and combined retention is required for good standing in the Michael F. Price College of Business.
A student who has an enrollment stop for poor scholarship is not eligible to be considered for re-enrollment until after at least one semester has elapsed following the stop. At this time, a student who is stopped from Price College is eligible to apply for readmission. An appeal for readmission, however, does not guarantee automatic readmission. Each request is considered on its individual merit. These students will have one semester to either rectify all deficiencies or meet the conditions for continued enrollment. Those failing to do so will be stopped again from the College for a period of three calendar years after which they may apply for readmission to the College.

All applications for readmission must present clearly documented evidence indicating a high probability the student will successfully complete the B.B.A. degree program. The application will be considered based upon standards of the Petition Committee of the College or such other committee as the dean might designate. If readmission is granted, it will be subject to such terms and conditions as the committee may prescribe.

Some students who are stopped out from Price College may still be eligible for continued enrollment under the University retention policy. These students may continue without interruption only if they are accepted by a college other than the Michael F. Price College of Business.

### General Degree Information

#### RESIDENCY REQUIREMENT

Candidates for the BBA degree must complete their last 30 hours as resident students at the University of Oklahoma. However, if a candidate has completed the last 51 hours as a resident student at the University of Oklahoma, nine 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 upper-division business courses in residence for the Bachelor of Business Administration degree. Students must earn 60 hours from a four-year institution.

#### TRANSFER CREDIT

1. A maximum of 62 hours will transfer for credit from a two-year college.
2. Credit from a two-year college will be accepted to meet lower-division requirements and free electives only.
3. A maximum of six hours of transfer work will apply toward the major.

#### REPEATED COURSES

Students may not repeat a course in which they earned a grade of A or B, unless the course is one in which there is a change of subject matter (e.g., OSLEP, Independent Study).

If a student repeats a course at the University of Oklahoma for any purpose, the grade received the last time the course was taken becomes the grade for that course. All previous attempts are included in computing grade point averages, but credit for the course is counted only once toward the hours required for the degree. The exception is if it falls in the University repeat policy which affects the retention and graduation grade point averages.

#### PASS/NO PASS OPTION

A maximum of 12 semester hours, not to exceed one course per semester, may be taken on a pass/no pass basis. This option may be applied to only social science electives and non-business free electives.

#### SECOND BACHELOR’S DEGREE

A student may earn only one Bachelor of Business Administration degree. If a student has graduated and is returning for a second degree:
1. The first degree may not be in business.
2. At least two semesters must be taken in residence at OU.
3. At least 30 additional hours must be completed in the college of the second degree. The 30 hours must be in addition to the total number of hours completed by the student for the first degree.
4. At least 24 hours of the 30 must be 3000-4000 level business courses.

If a student is pursuing concurrent degrees in two colleges:

1. Both degrees must be completed and certified in the same semester.
2. A graduation application must be filed for each degree. Two diplomas will be awarded.
3. At least two semesters must be taken in residence at OU.
4. At least 30 additional hours must be completed beyond the degree that requires the least number of hours.
5. At least 24 hours of the 30 must be 3000-4000 level business courses.

#### Correspondence Courses

**LIMITATIONS ON ACCEPTED COURSES**

1. A combined maximum of 60 hours credit by correspondence courses, extension courses, and advanced standing examinations may be applied to the Bachelor of Business Administration degree with the following constraints:
   a. A combined maximum of 32 hours of correspondence and extension work.
   b. A maximum of 30 hours of lower-division credit by advanced standing examinations.
   c. A maximum of 30 hours of upper-division credit by advanced standing examinations. (Also see “Credit by Examination,” below.)

2. Credit is given for all correspondence work except for courses presented for the major. Correspondence study may be taken in the major to be used only in the computation of the major grade point average.
3. A maximum of six hours from the 15 hours of upper-division business core courses may be taken by correspondence.
4. Correspondence work transferred to the College is subject to the same restrictions for all transfer work. Upper-division business courses completed through correspondence and transferred to the College are subject to departmental approval.

#### ENROLLMENT REGULATIONS

1. Students may enroll in correspondence courses by obtaining authorization from Price Academic Advising Services and by contacting the Center for Independent and Distance Learning, 1600 S. Jenkins, Room 101, Norman, OK 73072-6507. Phone: (405) 325-1921.

2. A student may enroll in a maximum of six hours of correspondence at one time.

3. If students are concurrently enrolled in correspondence and in residence credit, the total number of hours for one semester may not exceed the recommended maximum shown under Credit Hour Load based on their overall grade point average.

4. A student must secure written permission from a counselor in the Price Academic Advising Services (1010 Price Hall) on the correspondence application form.

#### Advanced Standing Examinations

Students who feel they have a sufficient knowledge of the subject matter of a course offered by the University may take an advanced standing examination for undergraduate credit in the course.

A maximum of 60 hours of credit by advanced standing examinations may apply to the Bachelor of Business Administration degree. A maximum of 30 hours of lower-division credit and a maximum of 30 hours of upper-division credit may apply. (Also see paragraph one of Correspondence Courses, above.) Students who have received a grade in any course, other than a W, may not subsequently take the same course by advanced standing.

The Center for Independent and Distance Learning administers advanced standing examinations by individual appointment for credit in courses offered by Price College.
Graduation APPLICATION

Students must apply for the degree during their last semester. Deadlines are March 1 for spring graduates, July 1 for summer graduates and November 1 for fall graduates. Application forms are available in Suite 1010 Price Hall.

DISTINCTION AND SPECIAL DISTINCTION

Students may graduate with Distinction if they have an overall and OU cumulative grade point average (including the last semester’s grades) of at least 3.50. Graduation with Special Distinction requires at least a 3.75 overall and OU cumulative grade point average. To be eligible for Distinction or Special Distinction, 51 of the last 60 hours must be taken at the University of Oklahoma. No student who has been subject to disciplinary action will be granted a degree with Distinction or Special Distinction.

University-Wide General Education Requirements

The University-wide general education requirements are being met with the curriculum required as listed in the following three sections. For further information on these requirements, refer to the University-wide general education portion of this catalog.

Requirements for the Bachelor of Business Administration Degree

The program requires a minimum of 122 credit hours with a minimum overall grade point average of 2.50. Students who have completed two years of high school foreign language or two college-level courses in a single language are exempt from the general education foreign language requirement.

LOWER-DIVISION REQUIREMENTS

The lower-division (1000- and 2000-level courses) requirements of 65–75 hours are to be met as follows:

1. Communications: 9 hours. English 1113 and English/EXPO 1213; Communication 1113 or 2613.
2. Foreign Language: 0–10 hours. Students who have completed two years of high school foreign language or two college-level courses in a single language are exempt from the general education foreign language requirement.
3. Behavioral & Social Sciences: 6 hours. Political Science 1113. Behavioral & Social science electives—3 hours to be chosen from any anthropology (ANTH), political science (PSC), geography (GEOG) (nonphysical—includes economic, human and political geography), psychology (PSY), sociology (SOC). The course chosen for the Behavioral and Social Science electives for Price College does not have to be from the University-Wide General Education course list.
4. Humanities: 12 hours. History 1483 or 1493; one course from each of the following three fields: Understanding Artistic Forms, Western Civilization and Culture, Non-Western Culture.

5. Science and Mathematics: 16 hours. Natural Sciences — seven hours, 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. (Exception for Energy Management majors—see Energy Management curriculum.) Math 1643 (Substitute: Math 1523).* Math 1743 (Substitute: Math 1823).* Math 2123 (Substitute: Math 2423).*
6. Basic Business courses: 23 hours. Accounting 2113, 2123; Economics 1113, 1123, 2843; MIS 2113; B C 2813; and B AD 1001, 2091.*

*See Department of Mathematics in this catalog if both the mathematics requirement and a substitute are taken.

UPPER-DIVISION REQUIREMENTS

A 2.50 grade point average is required in all upper-division business coursework attempted, and in all upper-division business courses taken in residence. Students who have not obtained the minimum 2.50 grade point average in their upper-division coursework, after completion of the required hours in each area, may take additional hours in residence, provided they do so within the regulations of the Michael F. Price College of Business. A maximum of six hours beyond the residency requirement may be taken by OU correspondence to overcome a grade point deficiency in upper-division coursework. However, these hours may only be used to compute the upper-division grade point average; the hours will not apply toward the degree. One upper-division course in each of the following areas is required: FIN, LS, MGT, and MKT.

The upper-division (3000- and 4000-level courses) business requirements of 39 hours are to be met as follows:
1. Basic Core: 15 hours. Legal Studies 3323; Finance 3303; Management 3013; Marketing 3013; Business Administration 4013 (to be taken in the last semester of the senior year).
2. Major and Upper-Division Business electives:
   a. A 2.50 cumulative grade point average is required for all courses attempted in the major, and for all courses taken in residence in the major. (This excludes lower-division and basic core courses taken in the major area.) Students who have not obtained the minimum 2.50 grade point average in their major after completing the maximum hours allowed may take additional hours in residence to overcome the deficiency. The additional hours taken in the major may not be applied toward the degree, but will only be used to compute the major grade point average and the upper-division business grade point average. A maximum of six hours of correspondence may be used to overcome a deficiency in the major grade point average. The hours will not apply toward the degree.
   b. Maximum hours in the major which may apply toward the B.B.A. degree vary and are noted on curriculum sheets.
   c. Students must choose one of the following majors:
      ACCOUNTING: 18 hours. Accounting 3113, 3123, 3313, 3333, 3603, and 4543 (no credit given for Accounting 3023, or 3033).
      ECONOMICS: 18 hours. Economics 3113, 3133; 12 hours from a specified list of electives.
      ENERGY MANAGEMENT: (curriculum listed below).
      ENTREPRENEURSHIP AND VENTURE MANAGEMENT: 15 hours. Entrepreneurship 3113, 4113, 4603; Finance 3513; B AD 3013; and an additional nine hours of Entrepreneurship (ENT) courses.
      FINANCE: 18 hours. Finance 3403, 4103 and 4303; nine hours from a specified list of electives (no credit given for 3123, 3133 or 3513). PLUS, Upper-division Business Electives: Accounting 3113, 3123, and Economics 3113.
      GENERAL MANAGEMENT: 18 hours. Management 3513, Supply Chain Management 3523; 12 hours of upper-division management electives.
HUMAN RESOURCES MANAGEMENT: 18 hours. Management 3363, 3513; ECON 3513 or 4753; nine hours from a specified list of electives.

INTERNATIONAL BUSINESS: (curriculum listed below).

MANAGEMENT INFORMATION SYSTEMS: 18-21 hours.
Management Information Systems 3013, 3033, 3353, 3373, 3383, 4663; 0-3 hours of optional courses from a specified list of electives.

MARKETING: 18 hours. Marketing 3053, 4333, 3223, 4123; six hours from a specified list of electives.

SUPPLY CHAIN MANAGEMENT: 15 hours. Supply Chain Management 3223, 3323, 3523, 4323; three hours from a specified list of electives. Plus, Upper-Division Business Elective: Accounting 3313.

UPPER-DIVISION ELECTIVES
Upper-division electives are required and vary by major. These hours may be taken outside or inside the Michael F. Price College of Business except for courses in the major, in compliance with the published maximums. These hours must include one upper-division course from the approved General Education course list, in addition to B AD 4013, if not completed elsewhere in the curriculum.

FREE ELECTIVES
Free electives may be taken in any lower- or upper-division area outside Price College in order to complete the 122 hours necessary for the degree. Restrictions:

B AD 2110, B AD 2113, MGT 2013, and MKT 2013 will not count for credit toward the BBA.

A combined maximum of eight hours of aviation, military science, and physical education activity courses may be allowed as credit toward the degree. A maximum of two hours of physical education activity courses will count for credit.

ENERGY MANAGEMENT
Only the requirements unique to this major will be listed below. All other B.B.A. requirements are identical to those listed on the preceding pages.

1. Lower-Division requirements: eight hours of science, Geology 1104 and Meteorology 1014.

2. Upper-Division requirements: (1) 19 hours in the major — Energy Management 3001, 3113, Geology 4143, Accounting 3033, Legal Studies 4523, Petroleum Engineering 4033, Legal Studies 4613 or Management 4183; (2) 12 hours of Energy-Related Electives (specified list); (3) nine hours of Finance Electives (specified list).

INTERNATIONAL BUSINESS
Only the requirements unique to this major will be listed below. All other B.B.A. requirements are identical to those listed on the preceding pages.

1. Lower-Division requirements: six hours of the same foreign language from a specified list.

2. Upper-Division requirements:
   - must complete an additional Price College major in one of the following: Accounting, Economics, Energy Management, Entrepreneurship and Venture Management, Finance, General Management, Human Resources Management, Management Information Systems, Marketing or Supply Chain Management;
   - six hours of the same foreign language from a specified list.

3. International experience requirement: Students must complete an international experience through internship credit, OU study abroad, or other approved method as determined by Price Academic Advising Services. Method/credit must be pre-approved and verified by Price College faculty committee.

MARKETING
Only the requirements unique to this major will be listed below. All other B.B.A. requirements are identical to those listed on the preceding pages.

Marketing majors must complete six hours from COMM 1113 or 2113 (if not used in communication requirement), COMM 3253, H R 3013, PSY 2213, PSY 3703.

Joint Bachelor of Business Administration with a Major in Accounting and Master of Accountancy Degree

The Joint Bachelor of Business Administration with a major in Accounting and Master of Accountancy program is an accelerated program designed to enhance the learning experiences of highly qualified, motivated students. The degree provides an efficient program of concentrated study that satisfies the academic and professional education needs of those exceptional students who have well-defined career goals.

Students seeking both a B.B.A. and Master of Accountancy should initially enter the B.B.A. program and select an accounting major. Application to the joint program should be made after completing the equivalent of 75 credit hours that count toward the B.B.A. degree. Admission to the joint program is based on an applicant’s grade point average (GPA), Graduate Management Admissions Test (GMAT) score and other evidence of high academic achievement and potential. Only students with a GPA of 3.0 and receiving a score of 500 or more on the GMAT will be considered for admission to the program. The GPA will be based on at least 30 credit hours taken either at the University of Oklahoma, a university whose business program is accredited by the Association to Advance Collegiate Schools of Business (AACSB International), or a member institution of the American Association of Universities. The GMAT is offered by the Educational Testing Service of Princeton, NJ “on demand” at various sites in Oklahoma and throughout the world. Although the tentative admission decision may be made prior to the completion of 90 undergraduate hours, acceptance and retention are contingent upon continued performance at a high level.

LOWER-DIVISION REQUIREMENTS
The lower-division requirements are those of the Bachelor of Business Administration degree.

UPPER-DIVISION REQUIREMENTS
A 3.00 grade point average is required in all upper-division business coursework attempted, and in all upper-division business courses taken in residence. One upper-division course in each of the following areas is required: FIN, L S, MGT, and MKT. A total of at least 90 credit hours must be completed before entering the professional program.

The upper-division (3000- or 4000-level) pre-professional requirements and electives are to be met as follows:

1. Basic Core: 15 hours. Finance 3303; Legal Studies 3323; Management 3013; Marketing 3013 and Business Administration 4013.

2. Upper-Division Accounting: 18 hours. A 3.00 grade point average is required in all upper-division accounting courses attempted and in all upper-division accounting courses taken in residence. The courses required are Accounting 3113, 3123, 3313, 3353, 3603, and 4543.

3. Upper-Division Business Requirements: Finance 4103, 4303; and, three hours of a 3000- or 4000-level course in Business Administration, Business Communications, Economics, Energy Management, Entrepreneurship, Finance, Legal Studies, Management, Management Information Systems, Marketing, or Supply Chain Management.

4. Upper-Division Electives: 3 hours. These hours may be taken in any area outside or inside the Michael F. Price College of Business except for courses in Accounting, in compliance with the maximum in the major restriction.

PROFESSIONAL REQUIREMENTS
A 3.00 grade point average is required in all courses reserved exclusively for graduate students (5000- and 6000-level courses) attempted and in all such courses taken in residence.

The upper-division (4000-level) and graduate (5000- and 6000-level) course requirements and electives of approximately 60 hours are to be met as follows:
1. Required: 14 hours: Accounting 5113, 6553; Economics 5033; Legal Studies 5523; Supply Chain Management 5522.

2. Graduate Accounting Electives: ACCT 5113, ACCT 6553; 12 hours: Any 5000- or 6000-level Accounting course, except ACCT 5013 and 5313. Accounting electives may be selected from any area of accounting so long as the requirements of the M.Acc. program are satisfied.

3. Graduate Business Electives: L S 5523, SCM 5522; 10 hours of 5000- or 6000-level courses in Accounting (maximum of three hours), Business Administration, Economics, Entrepreneurship, Finance, Legal Studies, Management, Management Information Systems, Marketing, or Supply Chain Management.

FREE ELECTIVES
Free electives may be taken in any lower- or upper-division area outside Price College in order to complete the 150 hours necessary for the degree.

Any waivers, substitutions, or elective courses from outside Price College must be approved by the Master of Accountancy program adviser. B AD 2110, B AD 2113, MGT 2013, and MKT 2013 will not count for credit toward the BBA/MAC.

CREDIT HOUR REQUIREMENTS
The student must maintain a 3.00 grade point average while completing a minimum of 30 hours of graduate-credit courses beyond the common body of knowledge, at least 20 of which are courses (other than readings courses) that are open only to graduate students (numbered 5000 and above). At least 30 hours of accounting beyond elementary financial and managerial accounting are required. The actual number of hours needed to satisfy all of the program requirements will depend upon each student’s background prior to admission.

COMPREHENSIVE EXAMINATION
Successful completion of a comprehensive examination is required of all candidates for the Joint Bachelor of Business Administration and Master of Accountancy degree. The examining committee may conduct an oral examination to clarify and to discuss a student’s responses on the written examination.
1. Official results of GMAT;
2. Completed “Supplemental Application for Graduate Study in Business”;
3. Three letters of recommendation;
4. Résumé;
5. Statement of Goals, to include your interest in graduate business education and career goals.

**Master of Business Administration**

The Master of Business Administration program at the University of Oklahoma has continued to meet accreditation standards since it was originally established by the American Assembly of Collegiate Schools of Business in 1963.

The MBA program is designed to give the broad perspective needed to manage an overall enterprise, while allowing sufficient flexibility to gain in-depth preparation in an elected area of concentration. The program provides familiarity with the functional areas of business, the necessary tools for management decision making, and the environment in which organizations operate. The MBA program is offered in both a full-time and part-time format.

**FULL-TIME MBA**

The full-time MBA is a 47-credit hour, degree. All courses are graduate level. The full-time program is 16 months in length and offers its required courses during the day on the Norman campus. Students in the full-time program will also complete two zero-credit hour courses in Professional Development as part of their curriculum.

**PROFESSIONAL PART-TIME MBA**

The Professional Part-time MBA program is a 47-hour degree program designed for students who work full time. Courses in this program are held in the evenings in Oklahoma City at the OU Health Sciences Center. This program is flexible to allow students to progress toward the MBA degree at an individual pace. While students typically complete the program in approximately 30 months, they have up to five years to earn their MBA. Students are admitted to the Professional MBA program each fall.

**PREREQUISITES FOR THE MBA PROGRAMS**

While applicants are not required to have previous study in the field of business, they are expected to possess a basic understanding of analytical techniques (including matrix algebra, calculus, and computer usage), and a facility for expressing ideas precisely and coherently. All MBA courses are graduate-level and do not require undergraduate preparation.

**PROGRAM OUTLINE**

The full-time MBA is a 47-credit-hour degree. All courses are at the graduate level. Both programs require that the student become familiar with the functional areas of business, the necessary tools for management decision making, and the environment in which business firms operate. Knowledge prerequisites include an introduction to calculus, matrix algebra, and linear programming; computer familiarity; and communication skills. Students from all undergraduate majors are encouraged to apply.

**CAREER CONCENTRATION**

Each student, working in conjunction with his or her adviser, is encouraged to structure electives to meet his or her particular career objectives. The student cannot take more than 15 hours in courses offered by a single functional area within the Price College. There is a nine-hour limit on approved courses taken outside the college.

**CAPSTONE REQUIREMENT**

Degree candidates must earn a grade of B or better in the capstone course, Business Administration 5902, Strategic Management. The class is to be taken during the last 12 credit hours of programmatic coursework. A student failing to make a grade of B or better will be allowed to retake B AD 5902 only once. It may not be taken a third time. Courses taken prior to failing to earn a grade of B or better in B AD 5902 for the second time will not be counted as credit toward a graduate degree at the University of Oklahoma. As an alternative, students may prepare an extensive research paper covering a topic approved by three members of the Price College graduate faculty of the College of Business. Students selecting this alternative must complete Business Administration 5490 as an elective.

**Dual Degree Programs**

In recognition of the strong demand for interdisciplinary expertise in many settings, Price College, in cooperation with other academic units within the University, offers several dual-degree programs. While the dual-degree programs require less total hours than pursuing the degrees separately, applicants must be admitted to each program independently. Admission, retention, and degree requirements are maintained by the separate colleges.

**Master of Accountancy**

The Master of Accountancy program at the University of Oklahoma became the first graduate program in the State of Oklahoma to be accredited under the AACSB International’s accounting accreditation program.

The MAcc program is designed to prepare students for positions of responsibility in the accounting profession. Students may specialize in tax or auditing.

Individual student programs range from 33–57 semester hours of coursework, depending on undergraduate preparation and the student’s specific area of interest.

1. Admission is based on each applicant’s grade point average (GPA), Graduate Management Admissions Test (GMAT) score and other evidence of high academic achievement and potential.
2. The GMAT is offered by the Educational Testing Service of Princeton, NJ. Only students with a cumulative grade point average of 3.00 and who receive a score of 500 or more on the GMAT will be considered for admission to the program.

**PART-TIME ENROLLMENT**

To assist with career or other obligations that conflict with full-time enrollment, the MAcc program permits part-time study. The part-time student is given five years from the time of entrance to complete all degree requirements.

**PREREQUISITES FOR THE MAACC PROGRAM**

Applicants are not required to have previous study in the field of accounting and can enroll in preparatory coursework as part of their MAcc degree plan.

**PROGRAM OUTLINE**

ACCT 5113, Advanced Accounting, ACCT 6553, Seminar in Accounting Theory; at least 12 semester hours of seminar-level accounting courses (in addition to ACCT 5113, ACCT 6553); at least 15 hours of non-accounting graduate business courses; a total of at least 33 hours of approved graduate-level coursework with at least a 3.00 grade average (on a 4.00 scale).

**COMPREHENSIVE EXAMINATION**

Successful completion of a written comprehensive examination over financial accounting theory and reporting is required of all candidates for the Master of Accountancy degree. In addition, the examining committee may conduct an oral examination to clarify and discuss a student’s responses on the written examination.

**Joint B.B.A. and Master of Accountancy**

The specific requirements for this program are listed in the undergraduate study section.
Master of Science in Management Information Systems

The minimum 33-hour MS in MIS graduate program is designed for people with an undergraduate degree in a discipline other than MIS (for example, in another business area or the humanities), who wish to embark on a career as information system analysts or designers. The program combines a solid base of business and organizational knowledge with an in-depth exposure to information systems technologies.

Students enrolled in the MS in MIS program will complete the following:

- Study the business and organizational context for MIS by completing 12 to 15 hours of core business courses.
- Complete 21 hours of graduate information systems and management coursework with a balanced mix of theory and applications. In addition, candidates must demonstrate competency in two programming languages — a procedural language and a non-procedural language. This requirement may be satisfied by taking appropriate college courses, by job experience or by completing an approved course from a reputable provider.
- In place of preparing a master’s thesis, completion of MIS 5203 System Architecture and Design, with a grade of A or B.

Dual MBA/MS in MIS

This dual degree option allows a student admitted to the part-time or full-time MBA program to apply for the simultaneous enrollment in the MS in MIS program. The student may count a defined number of credit hours jointly toward both degrees. The full-time joint program requires 68 hours, 18 of which are counted jointly. The part-time joint program requires 63 hours, 12 of which are counted jointly.

Dual MAcc/MS in MIS

The dual MAcc/MS in MIS in an option for the student who wishes to pursue career options in professional services and consulting firms. Students graduating with this combination of degrees will possess the accounting background necessary for the practice of public accounting, and additionally, will have MIS expertise that will facilitate a wide range of career paths in the area of financial information design and evaluation. Dual MAcc/MS in MIS candidates must demonstrate competency in two programming languages. Students are required to sit for the Accountancy Comprehensive Exam during their last semester of study.

Doctor of Philosophy Degree

The Michael F. Price College of Business offers a program leading to the degree of Doctor of Philosophy. The applicant need not hold a degree in business administration, and applications from students in disciplines other than business are encouraged.

TIME LIMITS

The student has four years from the point of admission to candidacy and six years from the point of entering the doctoral program to prepare and successfully defend the dissertation. If the student fails to do so, he/she will be required to retake the general examination. These time limits preclude the admission of part-time students to the doctoral program.

REQUIRED COURSEWORK


Core Courses in Business Administration: Accounting 5013; Finance 5043; Marketing 5063; and either Management 5083 or 6503. A student may receive credit for equivalent core courses taken at other institutions at the discretion of the Doctoral Advisory Committee.

ELECTED COURSEWORK

Total hours and specific courses will be determined by an advisory committee (with approval of the graduate programs director and the dean of the Graduate College) which is convened after the student is enrolled.

- Major — minimum of 12 hours;
- Concentration Area — minimum of nine hours;
- Electives — minimum of six hours.

STATISTICS

A two-course statistic sequence is chosen to support the student’s plan of study. The sequence may be selected from among the many approved statistics sequences offered throughout the University, especially those in the Divisions of Economics and Marketing and the Departments of Mathematics and Psychology.

RESEARCH METHODS

Two courses in research methods are selected to support the student’s plan of study, and may be taken from any department within the University. A foreign language or a computer language may be used to fulfill one of these course requirements.

MAJORS

The major must be selected in accounting, finance, management, management information systems, or marketing/supply chain management. The course content of a major and the administration of the general examination are determined by the division in which the major is taken.

CONCENTRATION AREA

A concentration area is a set of courses taken to gain a mastery of a sub-discipline within or external to business administration. These courses may be wholly within a division of the college, across divisions, or divisions of the college and a University department outside the college. A concentration area must involve at least nine hours.

COMPOSITION OF THE DOCTORAL COMMITTEES

The Doctoral Advisory Committee will consist of at least five members, two from the major division, at least one from each of the remaining fields, and one from outside the College of Business. An accepted plan of study will be viewed as a contract between the student and the University. The Doctoral Advisory Committee is automatically disbanded upon successful completion of the written and oral segments of the student’s general examination.

The Doctoral Dissertation Committee will oversee the writing of the student’s dissertation proposal, the writing of the dissertation, and the oral defense of the dissertation. The Doctoral Dissertation Committee is constituted upon a student’s admission to Ph.D. candidacy, i.e., upon successful completion of the general examination, and will consist of at least five members, with at least two members from the major area and at least one member from each of the two fields. Furthermore, the committee must include at least one member whose appointment is in a department outside of the College of Business. The committee may also include members within or without the student’s field who possess professional expertise germane to the student’s research.

EVALUATION

In lieu of qualifying examinations (i.e., examinations over the required coursework only) the graduate programs director will convene for each student each year those faculty who are instructing the student, and said faculty will assess the performance of that student. A report will be forwarded to the student’s advisory committee and entered into the student’s permanent file. Students will not be allowed to continue in the program if they earn more than two grades of C or lower in courses taken as part of the program.
GENERAL EXAMINATION

As the student nears completion of prescribed coursework, the student should prepare for the general examination. Such examinations are not scheduled either during final examination periods or indeed at any time when a suitable committee cannot be assembled. The general examination will be taken only when the student has completed all curriculum coursework.

The student must apply for the examination at least two weeks before it is to be held. The application is completed by the student on a form provided by the Office of Graduate Programs, and is signed by the student and the members of the Doctoral Advisory Committee. The application is then examined by the graduate programs director and the dean of the Graduate College and if it is in order, is approved. Subsequently, the dean of the Graduate College will authorize the examination. The examination will not be authorized unless the student has completed all prescribed courses, and maintained an overall grade point average of B or higher.

The general examination is intended to test the student’s mastery of a number of related fields, as well as capacity for synthesis, sound generalization, and reasoning ability. It will consist in part of written examinations covering the three fields, and will be prepared by the committee. This will be followed by an oral examination in the presence of the whole committee. A student’s performance on the general examination will be rated Pass with Distinction, Pass, or Failure. If the student fails the examination, he or she may repeat the examination either the following semester or later at the discretion of the committee; it may not be given a third time. After each attempt at the general examination, the chairperson will submit a report to the graduate dean that indicates whether the student has passed or failed and what further work must be done. If the individual has passed, the graduate dean will admit him or her to candidacy for the doctoral degree.

DOCTORAL DISSERTATION

After the general examination, the candidate will devote most of his or her time to research and composition, and may also enroll in enough hours of 6980 to meet the minimum requirements of the major division.

After admission to candidacy students must maintain continuous enrollment in 6980 until the requirements for the degree are completed or degree candidacy is discontinued.

At least two months before commencement, the candidate should deposit with the graduate dean a typewritten reading copy of the dissertation, which has received preliminary approval of the major professor. The candidate will present copy for the announcement of final oral examination, including an abstract of not more than 350 words. The dean will then appoint five persons who will read the dissertation. They may either accept or reject the dissertation. If they accept it, they may require minor changes and corrections.

DISSERTATION DEFENSE

The candidate may apply for this examination upon presentation of a corrected draft of the dissertation and receipts showing that all fees have been paid. At least four members, including the outside member, of the doctoral committee must be present to conduct the examination. The examination is open to the public.

After the examination, the committee will report its decision to the graduate dean.

Correspondence

For further information on the graduate programs in business administration, write to: Graduate Programs Office, Price Hall, Price College of Business, 1003 Asp Ave. Suite 1040, University of Oklahoma, Norman, OK 73019-4302, (405) 325-4107.