

# SPEARS SCHOOL OF BUSINESS

## College Administration

Ken Eastman, PhD—Dean  
 Teresa Lightner, PhD—Associate Dean  
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## Campus Address and Phone

**Address:** 370 Business Building, Stillwater, OK 74078  
**Phone:** 405-744-5064  
**Website:** [business.okstate.edu](http://business.okstate.edu) (<http://spears.okstate.edu>)

The Spears School of Business focuses on preparing students to make a difference in the world by teaching essential interpersonal skills alongside a high-quality business education backed by impactful research and outreach.

We live in a deeply interconnected world where business is personal while simultaneously more distant. In this world, companies rise and fall based on the strength and success of the relationships they forge.

Spears Business prepares our students for this world by having them live and learn in an environment where personal connections are paramount and academic excellence is strengthened by interpersonal prowess. We take soft skills seriously. We study business collaboratively. We use technology to include and never to exclude. Community isn't just a byproduct of what we do. At Spears, we empower students to follow their own dreams, not the dream we have for them—because the purpose of business isn't just individual gain, but a gain for every individual.

With an emphasis on people and community, we ensure our students are just as real as they are ready. In a rapidly changing world, the only constant is people. This is why students choose Spears, why employers choose our graduates and why we make business personal.

## Accreditation

The Spears School of Business ([business.okstate.edu](http://business.okstate.edu) (<http://spears.okstate.edu>)) at Oklahoma State University is accredited by The Association to Advance Collegiate Schools of Business (AACSB International).

## High School Preparation

Although a sound high school program is adequate preparation, prospective business students will benefit from a strong background in English and mathematics. Also, coursework in history and government, science, geography, computer science, foreign language and public speaking will be quite valuable.

## Scholarships

Oklahoma State University has an extensive scholarship program which includes entering freshmen. For full consideration as a prospective student, applications should be sent to the OSU Office of Scholarships and Financial Aid by November 1 during one's senior year in high school. Spears School of Business scholarships are primarily designated for sophomores, juniors and seniors. Scholarship awards are based

on academic performance, participation, leadership and need, and applications must be received by mid-January.

## Academic Advisement and Enrollment Procedure

The Business Student Success Center believes in a holistic approach to advising, beginning with prospective students that are interested in programs through Spears Business. After admission to OSU, each undergraduate student is assigned an academic counselor who is eager to help students create an academic plan of action, guide them toward university resources and serve as a mentor. The professional academic counselors are invested in each student's collegiate life, as well as their success at OSU and beyond. The Business Student Success Center provides a link between the Spears Business and other university resources that are available to facilitate student success.

## Academic Programs

### Undergraduate Programs

The Bachelor of Science in Business Administration degree is offered by four departments and four schools. Departmental majors are listed below.

- Accounting, with a major in accounting and options in external reporting, control, and auditing and internal reporting, control, and auditing.
- Economics, with a major in economics and options in business economics and quantitative studies and pre-law.
- Entrepreneurship, with a major in entrepreneurship.
- Finance, with a major in finance and an option in commercial bank management.
- Hospitality and Tourism Management, with a major in hospitality and tourism management and options in beverage management and event management.
- Management, with majors in management (with options in business sustainability, human resource management, non-profit management and sports management) and general business (with an option in pre-law).
- Management Science and Information Systems, with a major in management information systems and options in data science and information assurance.
- Marketing and International Business, with majors in marketing (with options in marketing research and analytics, personal selling and sales management, and marketing communications) and international business.

Additional information about the undergraduate programs in the Spears School of Business can be found on the Internet at [https://business.okstate.edu/departments\\_programs/index.html](https://business.okstate.edu/departments_programs/index.html) ([https://business.okstate.edu/departments\\_programs/](https://business.okstate.edu/departments_programs/)).

Outstanding students in the Spears School of Business who meet the requirements of the Honors College may earn various honors designations while completing their undergraduate degree in this School. For more information, please refer to the Honors College (p. 2768) information in the Catalog.

### Master's Degree Programs

Two types of master's degrees are available to students desiring to undertake advanced work in the business area, specialized master's

of science degrees and the interdisciplinary Master of Business Administration degree.

The Master of Business Administration degree allows concentrations in Accounting, Economics, Energy Business, Entrepreneurship, Global Marketing, Human Resource Management, Data Science, Information Assurance, Risk Management, Marketing Analytics, Business Sustainability and Non-profit Management. The following identifies where additional information about this degree can be found in the Catalog:

- The Master of Business Administration degree. See "Business Administration (<https://business.okstate.edu/watson/mba/>)."

The Master of Science degree requires completion of a graduate major in accounting, economics, entrepreneurship, management information systems, business analytics, quantitative financial economics or information assurance. Most of our programs are offered on a full-time basis in Stillwater, and part-time in Tulsa as well as online. Please see specific program websites for details. The following identifies where additional information about these degrees can be found in the Catalog:

- Master of Science in Accounting degree. See "School of Accounting (p. 2717)."
- Master of Science in Business Analytics degree. See "School of Marketing and International Business (p. 2741)."
- Master of Science in Economics degree. See "Department of Economics and Legal Studies in Business (p. 2605)." (Currently not admitting new students.)
- Master of Science in Entrepreneurship degree. See "School of Entrepreneurship (p. 2731)." (Currently not admitting new students.)
- The Master of Science in Management Information Systems (MIS) degree. See "Department of Management Science and Information Systems (p. 2694)."
- Master of Science in Quantitative Financial Economics degree. See "Department of Finance (p. 2622)."
- Master of Science in Hospitality and Tourism Management degree. See "Department of Hospitality and Tourism Management (p. 2634)."

## Doctor of Philosophy Degree Programs

Graduate work toward the Doctor of Philosophy degree with a major in economics is offered in the Department of Economics. Graduate work toward the Doctor of Philosophy degree with a major in business administration is offered in the departments of Finance, Management, Management Science and Information Systems, the School of Accounting, the School of Entrepreneurship, the School of Hospitality and Tourism Management, and the School of Marketing and International Business. The Spears School also offers a PhD in Business Administration that is tailored for executives.

Additional information about PhD programs can be found in the "Business Administration (p. 2600)" section as well as in the various departmental sections.

## The Eastin Center for Career Readiness

The Eastin Center for Career Readiness provides students with resources to build interpersonal skills and professionalism while ensuring graduates are job ready. The center unites career readiness, career services, and corporate engagement. Programs which begin with the first-year experience and extend through the student's time at OSU, integrate career development and employer engagement. The career coaches within Spears Business are certified Global Career Development Facilitators who

work closely with Eastin Center corporate partners to connect students with numerous networking activities. The center also provides students with a direct link to OSU Career Services and showcases the Korn Ferry professional development competency.

## General Education Requirements

The minimum general education requirements are summarized as follows: not less than 40 semester hours, including six hours of English composition and 31 hours in the breadth areas. These include: six hours in American history and government, three hours in social and behavioral sciences, six hours in humanities, three hours in analytical and quantitative thought and seven hours in the area of natural sciences, with one of the hours in scientific investigation.

Students are required to take a "diversity" (D) designated course. This may be met in any part of the student's program, and thus does not necessarily add to the number of hours required. Diversity courses provide an understanding of the cultural context of relationships, issues and trends in a multicultural and diverse society related to such factors as culture, ethnicity, nationality, age, gender, sexual orientation, mental and physical characteristics, education, family values, religious and spiritual values, socioeconomic status and unique characteristics of individuals, couples, families, ethnic groups and communities.

An additional requirement is an "international dimension" (I). This also may be met in any part of the student's program, and thus does not necessarily add to the number of hours required. The international dimension simply requires each student to learn about cultures and societies outside the United States. The scientific investigation requirement involves some kind of laboratory experience with student involvement. More details concerning these and other requirements can be found in the next section, "Lower-division Requirements."

## Lower-Division Requirement

Work in the freshman and sophomore years is planned in such a way as to give the student basic information in the general areas of the following:

1. behavioral and social sciences,
2. communications,
3. humanities and fine arts,
4. natural science and mathematics, and
5. business foundation courses.

The student may also select additional hours from courses in these areas, with the opportunity of achieving either further breadth or a certain degree of depth by concentrating these hours in a particular area of interest. As part of the student's general education, one course must be selected that is identified as satisfying the international dimension (I) requirement and one must be selected to satisfy the diversity (D) requirement.

During the freshman and sophomore years, the student will complete courses in each of the following areas:

- Behavioral and social sciences: American history, three semester credit hours; American government, three hours; and three hours elected from courses identified by the University as satisfying social science (S) credit. MGMT 3013 and MKTG 3213, which are required courses for all business majors also carry a social science (S) designation.

- Humanities and fine arts: Six semester credit hours elected from courses identified by the University as satisfying humanities (H) credit.
- Natural science and mathematics: A minimum of 10-13 semester credit hours with the specific number of required hours in mathematics and natural science varying with the major chosen. Specific requirements for each major are published by the University in the book Undergraduate Programs and Requirements.
- Communications: English composition, six semester credit hours. For non-business students, the University prerequisite for upper-division courses applies. (See "Academic Regulations (p. 920)" in the Catalog.)
- General electives: In addition, the student may elect courses from any area except lower-division aerospace studies and military science and LEIS and HHP activity courses to complete degree requirements.

Credits earned during the freshman and sophomore years at a two-year college may not be substituted for junior and senior course requirements in majors in the Spears School of Business.

## Departmental Clubs and Honor Societies

Student Center for Public Trust (Student CPT)  
 African American Business Students Association  
 American Hotel and Lodging Association Student Chapter  
 Association of Information Technology Professionals  
 Beta Alpha Psi (accounting honor society)  
 Beta Gamma Sigma (business administration honor society)  
 Business News Club  
 Business Student Council  
 Club Managers Association of America  
 Delta Sigma Pi (professional business organization)  
 Economics Society  
 Entrepreneurship Club  
 Eta Sigma Delta  
 Financial Management Association  
 Freshman Business Student Leaders  
 Hospitality Days  
 Hospitality Administration Graduate Student Association  
 Human Resource Management Association  
 Information Security and Assurance Club  
 Latino Business Student Association  
 Marketing Club  
 MBA Association  
 Meeting Professionals International  
 National Society of Minorities in Hospitality  
 Net Impact  
 Sales Club  
 Spears Ambassadors  
 Sports Management Club

## Academic Areas

- Business Administration (p. 2597)
- Economics (p. 2605)
- Finance (p. 2622)
- Hospitality and Tourism Management (p. 2634)
- Management (p. 2653)
- Management Science and Information Systems (p. 2694)
- School of Accounting (p. 2717)

- School of Entrepreneurship (p. 2731)
- School of Marketing and International Business (p. 2741)

## Undergraduate Programs

- Accounting: External Reporting, Control, and Auditing, BSBA (p. 2725)
- Accounting: Internal Reporting, Control and Auditing, BSBA (p. 2728)
- Economics, BSBA (p. 2613)
- Economics: Business Economics and Quantitative Studies, BSBA (p. 2616)
- Economics: Pre-Law, BSBA (p. 2619)
- Entrepreneurship, BSBA (p. 2738)
- Finance: Two Options, BSBA (p. 2631)
- General Business, BSBA (p. 2668)
- General Business: Pre-Law, BSBA (p. 2671)
- Hospitality and Tourism Management, BSBA (p. 2644)
- Hospitality and Tourism Management: Beverage Management, BSBA (p. 2647)
- Hospitality and Tourism Management: Event Management, BSBA (p. 2650)
- International Business, BSBA (p. 2751)
- Management Information Systems, BSBA (p. 2708)
- Management Information Systems: Data Science, BSBA (p. 2711)
- Management Information Systems: Information Assurance, BSBA (p. 2714)
- Management, BSBA (p. 2676)
- Management: Business Sustainability, BSBA (p. 2679)
- Management: Human Resource Management, BSBA (p. 2682)
- Management: Nonprofit Management, BSBA (p. 2685)
- Management: Sports Management, BSBA (p. 2688)
- Marketing, BSBA (p. 2755)
- Marketing: Marketing Communications Management, BSBA (p. 2758)
- Marketing: Marketing Research and Analytics, BSBA (p. 2761)
- Marketing: Professional Selling and Sales Management, BSBA (p. 2764)

## Certificates

### Undergraduate Certificates

- Business Essentials, Undergraduate Certificate (p. 2603)
- Business Financial Essentials, Undergraduate Certificate (p. 2604)
- Sales and Service Excellence (SSE), Undergraduate Certificate (p. 2767)
- Sustainable Business Management (SBM), Undergraduate Certificate (p. 2693)

## Minors

- Accounting (ACCT), Minor (p. 2724)
- Business Sustainability (BUSS), Minor (p. 2666)
- Creativity Studies (CRST), Minor (p. 2736)
- Data Science (DS), Minor (p. 2705)
- Economics (ECBU), Minor (p. 2612)
- Energy Finance (EFIN), Minor (p. 2629)
- Entrepreneurship (EEE), Minor (p. 2737)

- Event Management (EVMG), Minor (p. 2643)
- Finance (FIN), Minor (p. 2630)
- General Business (GNBU), Minor (p. 2667)
- Human Resource Management (HRM), Minor (p. 2674)
- Information Assurance (IA), Minor (p. 2706)
- International Business (INBU), Minor (p. 2750)
- Management (MGMT), Minor (p. 2675)
- Management Information Systems (MIS), Minor (p. 2707)
- Marketing (MKTG), Minor (p. 2754)
- Nonprofit Management (NPM), Minor (p. 2691)
- Sports Management (SPMG), Minor (p. 2692)

## Graduate Programs

- Accounting, MBA/PhD (p. 2600)
- Accounting Information Systems, MS (p. 2703)
- Business Analytics, MS (p. 2748)
- Business Sustainability, MBA (p. 2600)
- Data Science, MBA (p. 2600)
- Digital Business Systems, MS (p. 2703)
- Economics, MBA/PhD (p. 2600)
- Economics, MS/PhD (p. 2611)
- Energy Business, MBA (p. 2600)
- Entrepreneurship, MBA (p. 2600)
- Entrepreneurship, MS (p. 2734)
- Global Marketing, MBA (p. 2600)
- Human Resource Management, PhD (p. 2600)
- Information Assurance, MS (p. 2703)
- Information Assurance, PhD (p. 2703)
- Information Assurance and Security, MS (p. 2703)
- Knowledge Management Systems, MS (p. 2703)
- Marketing Analytics, PhD (p. 2600)
- Management Information Systems, MS (p. 2703)
- Quantitative Financial Economics, MS (p. 2703)

## Spears Business Accreditation Accreditation

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# Business Administration

## Courses

### BADM 1103 Social and Behavioral Foundations of Business (DS)

**Description:** Organizational management is about problem solving through modifying human behavior within a social and behavioral context. This course abstracts business concepts to provide a broad social and behavioral theoretical foundation for any specialized course of study. Through reading, observation, and decision-making, students enhance critical analysis and problem solving skills. Reflection and writing aid appreciation of business issues as human behavioral reaction and social interactions. May not be used for degree credit with BADM 3101.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**General Education and other Course Attributes:** Diversity, Social & Behavioral Sciences

### BADM 1111 Business First Year Seminar

**Prerequisites:** Freshman standing only and Spears School of Business or undeclared student.

**Description:** Required of all first semester freshmen in the Spears School of Business. An orientation to the SSB and OSU, survival skills, and a study of the career opportunities and curriculum in the various business departments.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

### BADM 2010 Special Topics

**Prerequisites:** Consent of instructor.

**Description:** Special topics and independent study in business. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Dean of Business Admin

### BADM 2011 Personal Management I: Decision-Making Skills

**Description:** Management concepts to help achieve success in students' personal lives, an examination of cognitive biases and decision-making strategies, recognizing traps and consumer rip-offs.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

### BADM 2021 Personal Management II: Influence Tactics

**Description:** An evaluation of the science of persuasion, influence tactics and practical strategies for managing interpersonal conflict. Also covers personal branding, upward and downward influence, issue selling in corporations and becoming a corporate entrepreneur.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

### BADM 2093 Study Abroad: Contemporary International Culture and Business Impacts (I)

**Description:** A study of a country and region that will provide an integrated approach to the rich cultural, commercial, historical, technological, political, economic, and religious issues. The country's role as a political and economic power will be examined. Comparisons of technology, policies, and economics will be made, as well as investigating hurdles and synergies to doing business between that country and the U.S.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**General Education and other Course Attributes:** International Dimension

### BADM 2111 Career Planning for Business Success

**Prerequisites:** Spears School of Business major.

**Description:** The course covers the process required to land an internship and start a successful career. Students will identify interests, strengths, and values and recognize how to apply these to major/career selection. The course will also focus on determining professional career goals and building professional and personal networks.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

### BADM 2233 Business Analytics Fundamentals (A)

**Prerequisites:** 3 hours of MATH or STAT with "A" designation.

**Description:** Introduces the basic concepts of business and data analytics utilizing spreadsheets and visualization software. Topics will include a review of necessary business quantitative skills, applicable descriptive analytics measures, probabilistic decision-making and how to tell an "effective story" through the use of data and analytics tools.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**General Education and other Course Attributes:** Analytical & Quant Thought



**BADM 3090 Study Abroad (I)**

**Prerequisites:** Consent of the Study Abroad office and associate dean of the college.

**Description:** Participation in an OSU reciprocal exchange program. Offered for variable credit, 1-18 credit hours, maximum of 36 credit hours.

**Credit hours:** 1-18

**Contact hours:** Contact: 1-18 Other: 1-18

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Dean of Business Admin

**General Education and other Course Attributes:** International Dimension

**BADM 3101 Diversity Impacts on Business**

**Description:** Diversity issues within major business theories. Through reading, observation, discussion, and writing, students will have their own perceptions of others challenged to better understand perspectives from different diverse populations. May not be used for degree credit with BADM 1103.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**BADM 3111 Professional Development for Business Success**

**Prerequisites:** BADM 2111 and must be a Spears School of Business major.

**Description:** The course covers professional development essentials. Students will focus on growing their professional network, developing strong written and oral communication skills, and managing conflict, time, commitments, and teamwork.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**BADM 3113 Practical Business and Interpersonal Skills**

**Prerequisites:** BADM 2111.

**Description:** This course presents an opportunity for students to develop skills in the areas of interpersonal communication, emotional intelligence, influence, networking and other practical skills deemed critical for a successful career in business. Extensive interactive activities are designed for students to increase their accountability, problem-solving abilities, resilience, confidence and the ability to earn the trust of others through honesty, integrity, and authenticity. In addition, the course includes interactive discussions intended to increase students' ability to value different perspectives and learn to relate openly and comfortably with diverse groups of people. May not be used for degree credit with MGMT 3133.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**BADM 3201 Career Planning and Job Search Strategies**

**Description:** Develop an understanding of the importance and relevance of the entire career planning process, express career objectives in a concise manner, acquire an understanding of the job market from the perspective of both a job seeker and an employer, prepare professional application materials, and analyze the advantages and disadvantages of various job search strategies.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**BADM 4010 Business Projects**

**Prerequisites:** Consent of instructor.

**Description:** Special advanced topics, projects and independent study in business. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Dean of Business Admin

**BADM 4050 Business Colloquium**

**Prerequisites:** Junior standing and consent of the instructor and the dean.

**Description:** Study of an interdepartmental and interdisciplinary nature of various important issues and aspects of the business and economic environment. Provides an intellectual challenge for the able student with a strong interest in scholarship. Offered for variable credit, 3-9 credit hours, maximum of 9 credit hours.

**Credit hours:** 3-9

**Contact hours:** Contact: 3-9 Other: 3-9

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Dean of Business Admin

**BADM 4090 International Proficiency Field Experience for Business**

**Description:** A cohort experience and study of a country and region that will ground the rich cultural, commercial, historical, technological, political, economic, and religious issues which have been explored through directed language and general education study. The country's role as a political and economic power will be examined. Comparisons of technology, policies, and economies will be made, as well as investigating hurdles and synergies to doing business between that country and the U.S.

**Credit hours:** 3-6

**Contact hours:** Lecture: 3-6 Contact: 3-6

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Dean of Business Admin

**BADM 4093 Study Abroad: Business Impacts of Contemporary International Culture (I)****Prerequisites:** Junior standing.**Description:** A study of a country and region that will provide an integrated approach to the rich cultural, commercial, historical, technological, political, economic, and religious issues. The country's role as a political and economic power will be examined. Comparisons of technology, policies, and economies will be made, as well as investigating hurdles and synergies to doing business between that country and the U.S.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**General Education and other Course Attributes:** International Dimension**BADM 5013 Research Methods for Business****Prerequisites:** STAT 2023, admission to MBA program or approval from MBA director.**Description:** Role of Bayesian and inferential statistics in business research and management decision-making. Measurement, scaling, survey methods, and forecasting. Applications to marketing; managerial, human resource; financial and production planning; and other related business topics. Use of computers in statistical analysis.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 5093 Study Abroad: Applied Business Studies****Description:** A study of a country and region that will provide an integrated approach to the rich cultural, commercial, historical, technological, political, economic, and religious issues. The country's role as a political and economic power will be examined. Comparisons of technology, policies, and economies will be made, as well as investigating hurdles and synergies to doing business between that country and the U.S.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 5200 Selected Master of Business Administration Topics****Prerequisites:** Admission to the MBA program.**Description:** Selected topics dealing with business decision-making and contemporary business issues. Offered for variable credit, 3-6 credit hours, maximum of 6 credit hours.**Credit hours:** 3-6**Contact hours:** Contact: 3-6 Other: 3-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Dean of Business Admin**BADM 5513 Fundamentals of Business Analytics****Prerequisites:** Graduate standing in the SSB or permission from the MBA/MSIS/MSTM director or assistant director, or instructor.**Description:** Introduction to a set of analytic tools, including exploratory and graphical techniques, variable associations, simple regression, multiple regression, decision trees, logistic regression, segmentation, RFM, design of experiments, and forecasting techniques, and use of tools for better business decisions.**Credit hours:** 3**Contact hours:** Lecture: 1 Lab: 4 Contact: 5**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Dean of Business Admin**BADM 5713 Analysis of the Multinational Firm****Prerequisites:** Admission to MBA program or consent of MBA director.**Description:** Identification and analysis of the managerial, financial, and market problems facing the multinational firm. Focus is empirical and stressing application of ecological and quantitative tools to the study of the multidimensional nature of the international business environment.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6000 Research and Thesis****Prerequisites:** Approval of advisory committee.**Description:** Offered for variable credit, 1-9 credit hours, maximum of 30 credit hours.**Credit hours:** 1-9**Contact hours:** Contact: 1-9 Other: 1-9**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Dean of Business Admin**BADM 6100 Seminar in Business Administration****Prerequisites:** Consent of instructor.**Description:** Interdisciplinary in nature; focused on research methodology. Offered for variable credit, 3-6 credit hours, maximum of 12 credit hours.**Credit hours:** 3-6**Contact hours:** Contact: 3-6 Other: 3-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Dean of Business Admin**BADM 6343 Advanced Methods in MSIS Research****Prerequisites:** Doctoral standing.**Description:** Development of advanced methodological skills necessary to carry out research in the chosen area of study. Skills related to any one of the areas within the broad, interdisciplinary field of management science and information systems, such as management information systems, management science, telecommunications, and operations management. Same course as MGMT 6343.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin

**BADM 6353 Advanced Methods in Management Research****Prerequisites:** Doctoral student standing and consent of instructor.**Description:** Course examines issues in theory building and development, strategies for collecting behavioral research. At conclusion of course, student should be able to: develop research questions, develop appropriate measures for constructs to be tested, and design research study using various methodologies. Same course as MSIS 6353.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6513 Org Science I: Micro Issues in Business****Prerequisites:** Permission from the director of the PhD option in Executive Research.**Description:** Provides an overview of the topics and research in behavior primarily at the individual and team level from different domains in business such as consumer behavior in marketing, organizational behavior in management, and behavioral research in accounting.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6523 Org Science II: Macro Issues in Business****Prerequisites:** Permission from the director of the PhD option in Executive Research.**Description:** Examines topics and research in business focusing particularly on the major theories applicable at the SBU, firm level and above. Topics include theories of globalizing business and national culture, agency theory, transaction cost theory, pricing theories, corporate governance and control, entry mode choice, and CEO compensation strategies. Each topic is introduced through a review of seminal theories which are then reinforced with current research that applies and/or tests these theories.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6533 Creativity, Innovation and Leadership****Prerequisites:** Permission from the director of the PhD option in Executive Research.**Description:** Examines the creative process and the role of leadership in driving the creative process within organizations. Covers issues such as works of genius, everyday problem solving, the role of intelligence, innovative environments, creative analysis, creative leadership, consumer creativity, and co-creation. The foundation of each topic is theory-driven research with an occasional management practice perspective.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6713 Theory Building and Scientific Research in Business****Prerequisites:** Doctoral student status and consent of instructor.**Description:** Examination of theory building and research methods from a business perspective. Understanding of theory and methods relevant to research in the business disciplines.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6723 Dissertation Design****Prerequisites:** Permission from the director of the PhD option in Executive Research.**Description:** Introduces doctoral candidates to the dissertation-writing process. Helps students get organized, prepare a dissertation timeline, develop effective writing strategies, choose or refine a dissertation topic, write a dissertation proposal, and successfully defend a completed dissertation.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin**BADM 6913 Mixed Methods in Management Research****Prerequisites:** Permission from the director of the PhD option in Executive Research.**Description:** Introduces students to both quantitative and qualitative research methodologies, including designs for data collection and analysis. Addresses the integration of qualitative and quantitative design methodologies in studying organizational issues.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Dean of Business Admin

## Graduate Programs

### The Master of Business Administration Degree

The Master of Business Administration program provides graduate professional education for individuals preparing for administrative careers in either the private or public sectors. It is a comprehensive yet flexible program providing the knowledge and analytical tools to cope with the complexities of management within diverse environments. There are a number of delivery options for the MBA: full-time, part-time and online.

### Full-Time MBA

The full-time MBA is a 36-credit-hour semi-lockstep program designed for individuals who want a cohort-based experience. Applicants must have earned a four-year undergraduate degree or equivalent from an accredited university and have competitive GPA and GMAT scores. Full-time students may choose between a general MBA and an in-depth specialization. Students choosing a general MBA are free to select 9 hours of electives in functional areas of business such as marketing, finance or management. Students seeking a more in-depth area of study may select from the following options: Accounting, Business Sustainability, Data Science, Economics, Energy Business, Entrepreneurship, Finance and Investment Banking, Global Marketing,



Hospitality and Tourism Management, Human Resource Management, Marketing Analytics, and Non-profit Management.

## Part-Time MBA

The part-time MBA is a 33-credit-hour program designed for individuals who wish to enroll on a part-time basis. The self-paced program allows students to take classes as their schedules permit. Applicants must have earned a four-year undergraduate degree or equivalent from an accredited university and have competitive GPA and GMAT scores.

## Online

The MBA part-time program can be completed through a distance-learning format. Distance learning is an ideal educational format for individuals seeking an alternative to the traditional on-campus classroom experience. Classes are delivered via video streaming on the Internet. Interaction with faculty and other students occurs through a web-based environment.

Regardless of the delivery option, admission is granted to those students whose potential for successful graduate study is clearly indicated by the undergraduate grade-point average, the score on the Graduate Management Admissions Test, letters of recommendation from three sources, past work experience, extracurricular and community activities and stated career goals.

The required number of credit hours for the MBA degree and consideration of a waiver for GMAT/GRE scores for admission under exceptional circumstances are subject to changes after approval by the OSRHE.

## The Doctor of Philosophy Degree

The PhD in business administration is an interdepartmental program in the Spears School of Business, including accounting, entrepreneurship, finance, hospitality and tourism management, management, management science and information systems, marketing and an executive research option. The degree emphasizes flexibility to meet the particular needs and objectives of individual candidates. The program is designed to provide the highest degree of preparation for the individual student, enabling him or her to make significant professional contributions in research, teaching or business or governmental positions.

## Requirements

Students select one major area of study from either accounting, entrepreneurship, finance, hospitality and tourism management, management, management information systems/management science or marketing, and two minor areas. The dissertation is usually written in the student's major area. One of the minor areas must be taken in the Spears School of Business. The second minor may be taken from another department within the Spears School of Business or from a department outside the Spears School.

All candidates for the PhD degree in business administration are expected to have a basic competence in all the major functional areas of business administration—accounting, economics, finance, management, management information systems/management science and marketing. In addition, basic competence is expected in research methods and statistics. Students who possess a recent master's degree in business from a program accredited by the Association to Advance Collegiate

Schools of Business (AACSB International) will generally have satisfied most of the basic competence requirements in these areas.

## Administration

The program is administered by the dean of the Graduate College and the department in which the student enrolls with the assistance of a faculty advisory committee.

## Major and Minor Areas

The candidate's advisory committee is responsible for assisting in the development of a plan of study that assures competence in the major and minor areas and in economics and quantitative analysis. All PhD students in residence are required to do teaching or research on a half-time basis while earning the degree.

For additional information about the PhD see the respective departments.

## Certificates

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### Undergraduate Certificates

- Business Essentials, Undergraduate Certificate (p. 2603)
- Business Financial Essentials, Undergraduate Certificate (p. 2604)
- Sales and Service Excellence (SSE), Undergraduate Certificate (p. 2767)
- Sustainable Business Management (SBM), Undergraduate Certificate (p. 2693)

## Business Essentials, Undergraduate Certificate

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**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Total Hours:** 15

Spears Business undergraduate majors are not eligible for this certificate because the business degree programs require all of this coursework.

Code	Title	Hours
<b>Required Courses</b>		
ACCT 2003	Survey of Accounting	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
<b>Elective Courses</b>		
Select 6 hours from the following:		6
EEE 2023	Introduction to Entrepreneurship	
ECON 2003	Microeconomic Principles for Business	
FIN 3113	Finance	
MSIS 2103	Business Data Science Technologies	
MSIS 3223	Principles of Data Analytics	
BADM 3113	Practical Business and Interpersonal Skills	
LSB 3213	Legal and Regulatory Environment of Business	
<b>Total Hours</b>		<b>15</b>

## Business Financial Essentials, Undergraduate Certificate

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Total Hours:** 15

Spears Business undergraduate majors are not eligible for this certificate as the degree programs require all of this coursework.

Code	Title	Hours
<b>Required Courses</b>		
ACCT 2003	Survey of Accounting	3
ECON 2003	Microeconomic Principles for Business	3
FIN 3113	Finance	3
<b>Electives</b>		
Select six hours from the following:		6
EEE 2023	Introduction to Entrepreneurship	
MGMT 3013	Fundamentals of Management (S)	
MKTG 3213	Marketing (S)	
MSIS 2103	Business Data Science Technologies	
MSIS 3223	Principles of Data Analytics	
BADM 3113	Practical Business and Interpersonal Skills	
LSB 3213	Legal and Regulatory Environment of Business	
<b>Total Hours</b>		<b>15</b>

## Economics

Economics studies how humans make decisions and interact with one another to achieve individual or common goals when resources are not freely available to all. Our discipline is based on a simple set of principles that can be widely applied to model decision-making in nearly every form of human endeavor. Economic principles are used to guide individuals, businesses, governments, non-profit organizations, charities, foundations and churches. Ultimately, Economics is useful because of its focus on how to evaluate and predict the intended and unintended consequences of human action.

The principles provide a comprehensive view of how a society is organized to transform the limited resources available into want-satisfying goods and services. We investigate the underpinnings of the economic system and conduct research that identifies its weaknesses and strengths, which can be used to prescribe policies that will improve society. In the process, economic principles shed light on important problems confronting contemporary society—financial crises, pandemics, environmental quality, depressions, inflation, income inequality, poverty, education, development, climate change, and so on.

The primary objectives sought in the undergraduate curriculum are to develop a broad understanding and perspective of the economic aspects of people's activities coupled with thorough training in the fundamental tools of economic analyses. Elementary mathematical and statistical skills are highly desirable, as is complementary study in the social and behavioral sciences, accounting and business administration.

A major in economics prepares students for positions with business firms, non-profit private organizations and national or international government agencies. A degree option in business economics and quantitative studies is offered to provide additional training in analytical methods and communication skills for both public- and private-sector occupations. The undergraduate degree in economics also provides an excellent background for studying law or international relations and, to this end, there is a pre-law option and an international economic relations option. A student interested in pursuing graduate studies in economics should include a wide range of math courses in their undergraduate plan-of-study.

## Courses

### ECON 1113 The Economics of Social Issues (S)

**Description:** Issues-oriented approach. Basic economic principles introduced and developed through study of important social issues: for example, inflation, unemployment, poverty, discrimination, crime, population growth and environmental quality. Develops the economist's approach to social problems, and evaluates the contribution of economics to their solution. May not be used for degree credit with ECON 2003 or ECON 2103. No general education credit for students also taking AGECE 1113.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**General Education and other Course Attributes:** Social & Behavioral Sciences

### ECON 2003 Microeconomic Principles for Business

**Description:** Goals, incentives and outcomes of economic behavior with applications and illustrations relevant to business: operation of markets for goods, services and factors of production; the behavior of firms and industries for different types of competition; and international exchange. May not be used for degree credit with ECON 1113 or ECON 2103.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

### ECON 2103 Introduction to Microeconomics (S)

**Description:** Goals, incentives and outcomes of economic behavior with applications and illustrations from current social issues: operation of markets for goods, services and factors of production; the behavior of firms and industries in different types of competition; income distribution; and international exchange. May not be used for degree credit with ECON 1113 or ECON 2003. No general education credit for students also taking AGECE 1113. Previously offered as ECON 2023.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**General Education and other Course Attributes:** Social & Behavioral Sciences

### ECON 2203 Introduction to Macroeconomics

**Prerequisites:** ECON 2103 or ECON 1113 or AGECE 1113 or ECON 2003.

**Description:** The functioning and current problems of the aggregate economy: determination and analysis of national income, employment, inflation and stabilization; monetary and fiscal policy; and aspects of international interdependence. Previously offered as ECON 2013.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

### ECON 3010 Special Topics in Economics

**Prerequisites:** ECON 2203, prior approval of instructor.

**Description:** Analysis of a contemporary topic in economics. Course content will vary to reflect changing social issues and trends in applied economics. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

### ECON 3023 Managerial Economics

**Prerequisites:** ECON 2103 or AGECE 1113 or ECON 2003.

**Description:** Application of economic theory and methodology to decision problems of private industry, nonprofit institutions and government agencies; demand and cost analysis, forecasting, pricing and investment.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie



**ECON 3033 Economics of Entrepreneurship and Innovation****Prerequisites:** 3 credit hours in Economics.**Description:** Explores the process of economic innovation and entrepreneurship from both microeconomic and macroeconomic perspectives. Key topics include risk and uncertainty, the psychology of innovation, institutional change, product versus process innovation, the externality of innovation, innovation profit, innovation life cycle, innovation diffusion, and business cycle instability.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3113 Intermediate Microeconomics****Prerequisites:** ECON 2103 or ECON 2003 and either MATH 2103 or MATH 2123 or MATH 2144.**Description:** How the market organizes economic activity and an evaluation of its performance. Principles of price theory developed and applied to the interactions of consumers, producers and resource owners in markets characterized by different degrees of competition.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3123 Intermediate Macroeconomics****Prerequisites:** ECON 2203 and either MATH 2103 or MATH 2144.**Description:** Development of a theoretical framework for studying the determinants of national income, employment and general price level. National income accounting, consumption, investment, government spending and taxation, the supply of and demand for money. Monetary, fiscal and incomes policies considered with regard to unemployment, inflation and economic growth.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3213 Game Theory and Experimental Economics****Prerequisites:** Three credit hours in economics.**Description:** The fundamentals of strategic actions presented in a game theory context and the validation of these ideas with economic experiments.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3313 Money and Banking****Prerequisites:** ECON 2203.**Description:** The economics of money and banking. Operations of commercial banks and structure and competition of the banking industry. Organization and operation of the Federal Reserve System and its effects on interest rates, employment and prices. An introduction to monetary economics and international banking concludes the course.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3423 Public Finance****Prerequisites:** ECON 2003 or ECON 2203.**Description:** The economics of the government sector. Scope of government activity, efficiency in government expenditures, federal budget, fiscal and debt management policy. Principles of taxation. Major tax sources, tax distribution, tax issues. Current public finance problems such as revenue sharing, negative income tax, urban transport systems and national health insurance.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3513 Labor Economics****Prerequisites:** ECON 2003.**Description:** The economic analysis of labor markets. Topics include labor supply and demand, the impact of education and training, labor migration, the structure of wages, discrimination and labor unions.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3613 International Economic Relations (S)****Prerequisites:** ECON 2003 or ECON 2203.**Description:** International trade and finance; international economic organizations; the foreign economic policy of the U.S.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**General Education and other Course Attributes:** Social & Behavioral Sciences**ECON 3713 Government and Business****Prerequisites:** ECON 2003.**Description:** Methods of measuring the extent of monopoly power in American industries and ways of evaluating the effects of this power on consumer welfare. U.S. antitrust laws, their enforcement and landmark court decisions under these laws.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 3723 The Economics of Sport****Prerequisites:** ECON 2103 or ECON 2003.**Description:** Using economic analysis to understand the world of professional and amateur sport. Emphasis will be on economic decision-making relevant to the teams, leagues and institutions in the world of sport.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie

**ECON 3823 American Economic History (S)**

**Description:** Economic development and economic forces in American history; emphasis upon industrialization and its impact upon our economic society since the Civil War. Same course as HIST 4513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**General Education and other Course Attributes:** Social & Behavioral Sciences

**ECON 3903 Economics of the Environment**

**Prerequisites:** ECON 2103 or ECON 2003.

**Description:** Economic and political factors that influence the formation and implementation of environmental policy. Environmental policy instruments such as pollution taxes, standards and marketable pollution permits are discussed. Measurement of environmental damages and risk are also considered.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4113 Energy Economics: Traditional and Renewable Energy Markets**

**Prerequisites:** ECON 2103 or ECON 2003 and either MATH 2103 or MATH 2144.

**Description:** This course examines economic theory, empirical perspectives, and the political economy of energy supply and demand. It discusses aspects of local, national and global markets for oil, natural gas, coal, electricity, nuclear power, and renewable energy. In the course, we will examine public policies affecting energy markets including taxes, price regulation, energy efficiency, and control of emissions. Same course as ECON 5733.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4213 Econometric Methods**

**Prerequisites:** ECON 2003 or ECON 2203. STAT 2013 or STAT 2023 or STAT 2053.

**Description:** Basic quantitative methods used in economic analysis emphasizing applications to economic problems and interpretation of empirical results. Statistical analyses, regression and forecasting techniques using computer programs.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4223 Business and Economic Forecasting**

**Prerequisites:** ECON 2003 or ECON 2203. STAT 2013 or STAT 2023 or STAT 2053.

**Description:** Forecasting business and economic variables. Regression models and time series models such as exponential smoothing models, seasonal models, and Box-Jenkins models. Evaluation of methods and forecasting accuracy. Application of methods using computer programs.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4233 Econometric Applications**

**Prerequisites:** ECON 2203 and 3 hours of statistics.

**Description:** Econometric applications and data analysis used to conduct economic research and policy analysis. Econometric methods include the basics of linear regression, hypothesis testing, panel data, differences-in-differences, instrumental variables, and quantile regression. The emphasis is on the development of intuition and application rather than econometric theory.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4643 International Economic Development (IS)**

**Prerequisites:** ECON 2003.

**Description:** Problems of underdeveloped economics related to the world economy; obstacles to economic growth and policies for promoting growth.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**General Education and other Course Attributes:** International Dimension, Social & Behavioral Sciences

**ECON 4850 Applied Studies in Economics**

**Prerequisites:** 12 credit hours in economics and consent of instructor.

**Description:** Structured internship or field project with supporting academic study. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**ECON 4913 Urban and Regional Economics**

**Prerequisites:** ECON 2003 or ECON 2203.

**Description:** Theoretical, historical, and empirical examination of the economic forces that shape growth, development, land use, and location decisions in towns, cities and regions. Presents economic explanation for several urban problems such as sprawl, segregation, crime, pollution, traffic congestion, and inadequate housing and education. The role of state and local governments in addressing these problems is discussed.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4933 Applied Economics**

**Prerequisites:** ECON 3113 and ECON 3123 and 6 additional hours of upper-division economics.

**Description:** Essential skills in applied economics, including data collection, economics analysis, and presentation of findings. Specific applications may come from international trade and finance, econometrics, energy economics, public finance, labor economics, economic history, regional economics, and development, etc.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 4993 Economics Honors Thesis**

**Prerequisites:** Departmental invitation, senior standing, Honors Program participation.

**Description:** A guided reading and research program ending with an honors thesis under the direction of a faculty member, with second faculty reader and oral examination. Required for graduation with departmental honors in economics.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**General Education and other Course Attributes:** Honors Credit

**ECON 5000 Research and Thesis**

**Description:** Workshop for the exploration and development of research topics. Research leading to the master's thesis. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**ECON 5003 Research Report**

**Prerequisites:** Consent of committee chairperson.

**Description:** Supervised research for MS report.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 5010 Research and Independent Studies**

**Prerequisites:** Consent of departmental committee under a workshop arrangement or supervised independent studies.

**Description:** Offered for variable credit, 1-6 credit hours, maximum of 10 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 5033 Macroeconomic Analysis**

**Prerequisites:** Three hours of economics or consent of instructor.

**Description:** Study of the determinants of aggregate output, employment, price level, and interest rates, including international aspects. Monetary, fiscal, and exchange rate policies and impact on the macroeconomy and business environment.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 5043 Microeconomic Analysis**

**Prerequisites:** ECON 3113 and MATH 2144 or consent of instructor.

**Description:** A calculus-based microeconomics course developing basic consumer, producer, and equilibrium models.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 5113 Managerial Economics**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Economic theory applied to business decision-making. Concepts of microeconomics and macroeconomics related to understanding the economic system, analysis of policy, forecasting, and international economics. No credit for PhD students in economics.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 5173 Energy Economics**

**Prerequisites:** ECON 5113 or ECON 2103 or equivalent.

**Description:** Develop tools necessary to examine energy markets from an economics perspective and discuss aspects of local, national and global markets for oil, natural gas, coal, electricity, and renewable energy. The course examines public policies affecting energy markets including taxes, regulation, energy efficiency and control of emissions.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 5213 Introduction to Econometrics**

**Prerequisites:** STAT 3013 or equivalent; consent of instructor.

**Description:** Introductory course in econometric regression analysis for first year graduate students in economics, business and agricultural economics. A review of basic probability and statistics, linear regression with one or more explanatory variables, binary dependent variables regression, instrumental variables regression, the use of panel data, and program evaluation. Assessment of the internal validity of estimated models.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 5263 Introduction to Econometrics II**

**Prerequisites:** ECON 5213 or equivalent; consent of instructor.

**Description:** Introductory course in econometric regression analysis for first year graduate students in economics, business and agricultural economics. Topics include microeconomic applications using panel data, qualitative choice and limited dependent variable models. Also, includes applications in macroeconomics and financial economics using regression analysis.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 5353 Austrian Economics: Theory & History**

**Description:** Explore the Austrian school of economics, its origins, history and theory. Austrian economics views the market as a dynamic process with entrepreneurship as its driving force. In contrast to competing paradigms, the Austrian school consistently applies value subjectivity, acknowledges the highly heterogeneous nature of productive capital and relies primarily on a method that is specific for the social sciences. Same course as EEE 5103. May not be used for degree credit with EEE 4103 or ECON 4353.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 5603 Global Economics**

**Description:** This course presents an introduction to economic issues from a global perspective for the non-specialist. It emphasizes the problems and challenges the process of globalization poses to national economies. The first part of the course presents the main theories of international trade and their relevance to explaining current global trade patterns. The second part of the course examines the foreign exchange market and the process of exchange rate determination. It covers various international financial issues such as global current account imbalances, the role of the dollar in international financial markets and international currency crises. Same course as GS 5213.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 5733 Energy Economics: Traditional and Renewable Energy Markets**

**Prerequisites:** ECON 2103 or ECON 2003 and either MATH 2103 or MATH 2144.

**Description:** This course examines theory, empirical perspectives, and the political economy of energy supply and demand. It discusses aspects of local, national, and global markets for oil, natural gas, coal, electricity, nuclear power, and renewable energy. In the course, we will examine public policies affecting energy markets including taxes, price regulation, energy efficiency, and control of emissions. Same course as ECON 4113.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ECON 6000 Research and Thesis**

**Prerequisites:** Approval of advisory committee.

**Description:** Workshop for the exploration and development of research topics. Research leading to the PhD dissertation. Offered for variable credit, 1-12 credit hours, maximum of 30 credit hours.

**Credit hours:** 1-12

**Contact hours:** Contact: 1-12 Other: 1-12

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**ECON 6010 Seminar in Economic Policy**

**Description:** Intensive analysis of selected problems in economic policy. Individual research, seminar reports and group discussion of reports. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Economics&Legal Studie

**ECON 6013 Microeconomic Theory I**

**Prerequisites:** ECON 5223 or consent of instructor.

**Description:** Contemporary price and allocation theory with emphasis on comparative statics. Course previously offered as ECON 5123.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 6023 Microeconomic Theory II**

**Prerequisites:** ECON 6013.

**Description:** Contemporary price and allocation theory with emphasis on general equilibrium analysis. Welfare economics. Course previously offered as ECON 6133.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Economics&Legal Studie

**ECON 6033 Macroeconomic Theory I****Prerequisites:** ECON 5033 or consent of instructor.**Description:** National income, employment and the price level from the point of view of comparative statics. Course previously offered as ECON 5133.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6043 Macroeconomic Theory II****Prerequisites:** ECON 6033.**Description:** National income, employment and the price level from the point of view of dynamics. Growth models. Previously offered as ECON 6143.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6113 Seminar in Economic Theory****Description:** Microeconomics.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6123 Seminar in Economic Theory****Description:** Macroeconomics.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6213 Econometrics I****Prerequisites:** ECON 5213 or consent of instructor.**Description:** Theory and application of econometric theory to regression analysis. Topics include OLS, GLS, nonlinear least squares, and maximum likelihood estimation. Course previously offered as ECON 5243.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6233 Time Series Econometrics****Prerequisites:** ECON 5243 or equivalent.**Description:** Advanced topics and fundamental elements in economic as well as financial time series models. Recently developed techniques with stationary and nonstationary time series, including Box-Jenkins and forecast methods, unit root, cointegration, error correction model, and VAR.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6243 Econometrics II****Prerequisites:** ECON 6213.**Description:** Advanced econometric theory and microeconomic applications. Topics include instrumental variables estimation, generalized method-of-moments estimation, limited dependent variable models, regression analysis using cross-section survey and panel data, and program evaluation.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6323 Mathematical Economics I****Prerequisites:** ECON 3113 and MATH 2163 or equivalent.**Description:** Mathematical concepts of single variable and multivariate calculus, topological properties of Euclidean space, convergence, linear algebra, optimization theory and the Kuhn-Tucker Theorem with applications from economic theory. Previously offered as ECON 5223.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6613 International Finance****Prerequisites:** Permission of instructor.**Description:** Open economy macro-economics and the role of devaluation, fiscal and monetary policy in the open economy, monetary approach to the balance of payments, portfolio balance and asset market approaches to the determination of exchange rates. Course previously offered as ECON 5613.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6623 Economic Development I****Prerequisites:** Permission of instructor.**Description:** Characteristics and problems of less-developed countries. Criteria of growth and development with emphasis on strategies for development. The role of capital, labor, technological progress and entrepreneurship. Growth models. Course previously offered as ECON 5623.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6633 International Trade****Prerequisites:** Permission of instructor.**Description:** International trade and commercial policy. Comparative advantage, general equilibrium and modern trade theories; welfare implications of international resource allocation models; the theory of protection and international interdependence. Course previously offered as ECON 5633.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie



**ECON 6643 Economic Development II****Prerequisites:** Permission of instructor.**Description:** Major problems of development policy. Inflation and mobilization of capital, investment criteria, agriculture, foreign trade, population and manpower, planning and programming methods. Course previously offered as ECON 5643.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6903 Regional Economic Analysis and Policy****Description:** Selected topics in location theory, regional economic growth and policies toward regional development in the U.S. Course previously offered as ECON 5903.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie**ECON 6913 Urban Economics****Prerequisites:** Permission of instructor.**Description:** The urban area as an economic system. Problems of economic policy in an urban environment. Course previously offered as ECON 5913.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Economics&Legal Studie

## Undergraduate Programs

- Economics, BSBA (p. 2613)
- Economics: Business Economics and Quantitative Studies, BSBA (p. 2616)
- Economics: Pre-Law, BSBA (p. 2619)

## Graduate Programs

The department offers work leading to the Master of Science degree and the Doctor of Philosophy degree. The graduate program in economics prepares economists for academic careers as well as research and administrative positions in business and government agencies.

Graduate fields of specialization include regional and urban economics, international economics and economic development. In addition, graduate courses are offered in energy economics and econometrics.

The initial admission to a graduate program is determined by the graduate studies committee on the basis of the applicant's previous academic record; verbal, quantitative and analytical scores of the Graduate Record Examination and three letters of recommendation.

## The Master of Science Degree <sup>1</sup>

Admission to the master's program in economics is granted to college graduates with superior academic records. Students must have an undergraduate economics degree, be well grounded in economic theory, and have an excellent mathematical background. A total of 30-33 graduate credit hours are required to earn an MS in economics.

Each graduate student is guided in the preparation of a plan of study by the graduate advisor. At the master's level, there are two options. One provides the student with a well-rounded program that does not specialize in a particular area of economics. The second option is applied economics, which stresses communication skills, quantitative analysis and coursework from other disciplines related to a career objective. The candidate for the master's degree is required to show competence in basic economic theory and statistical methods, together with an understanding of the fundamental institutional operations of the United States economy.

A research report or thesis is required of all students who take only the MS degree. A foreign language is not required.

- <sup>1</sup> Our MS in Economics is not subject to AACSB accreditation because Economics programs are often taught in either business colleges or arts and sciences colleges.

## The Doctor of Philosophy Degree <sup>1</sup>

Admission to the doctoral program in economics is granted to college graduates who have superior academic records. A total of 64 graduate credit hours are required to earn a PhD in economics.

The PhD program stresses balanced preparation in economic theory, mathematics and statistics, as well as competence in subject-area fields of specialization. The student is required to pass qualifying examinations in the theory core and in one field of specialization. (The theory core is not considered a field of specialization.) Competence must be demonstrated in a second field of specialization through coursework. The graduate advisor helps the student develop a plan of study to achieve these objectives. A foreign language is not required.

A dissertation based upon original research is required of the candidate for a PhD degree in economics. The final oral examination is the dissertation defense.

- <sup>1</sup> Our PhD in Economics is not subject to AACSB accreditation because many Economics programs reside and are administered in colleges of arts and sciences.

## Minors

- Economics (ECBU), Minor (p. 2612)

## Faculty

J.B. Kim, PhD—Professor and Head

**Regents Professor:** Dan S. Rickman, PhD

**Professors:** Lee Adkins, PhD; Harounan Kazianga, PhD

**Associate Professors:** Mehtabul Azam, PhD; Mary N. Gade, PhD; Bidisha Lahiri, PhD; Wenyi Shen, PhD

**Assistant Professors:** Laura Ahlstrom, PhD; Rui Du, PhD

**Professors of Practice:** Bill McLean, PhD; Michael D. Morris, PhD

**Other Faculty:** Hongbo Wang, PhD

## Economics (ECBU), Minor

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 27

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
ACCT 2103 or ACCT 2003	Financial Accounting Survey of Accounting	3
ECON 2103 or ECON 2003	Introduction to Microeconomics (S) Microeconomic Principles for Business	3
ECON 2203	Introduction to Macroeconomics	3
Select 9 hours of upper-division economics		9
Select 9 hours of the following:		9
FIN 3113	Finance	
LSB 3213	Legal and Regulatory Environment of Business	
MGMT 3013	Fundamentals of Management (S)	
MKTG 3213	Marketing (S)	
<b>Total Hours</b>		<b>27</b>

## Other Requirements

- Must have a 2.0 in the 15 hours of required economics courses.

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

# Economics, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical and Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513 or MATH 1813	Mathematical Functions and Their Uses (A) College Algebra (A) Preparation for Calculus (A)	3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or first year seminar course approved by College)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>

### Major Requirements

A GPA of 2.00 is required in these 66 hours (one average)

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sub>1</sub>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Economics Major Requirements*

A GPA of 2.00 is required in these 39 hours of Economics

20 of these 39 hours must be in residence at OSU

MATH 2103	Business Calculus (A) (or higher MATH with (A) designation)	3
ECON 2203	Introduction to Macroeconomics	3
ECON 3113	Intermediate Microeconomics	3
ECON 3123	Intermediate Macroeconomics	3
ECON 4933	Applied Economics	3
Select 12 hours from other upper-division ECON courses		12
Select 3 hours of the following:		3
STAT 2013	Elementary Statistics (A)	
STAT 2023	Elementary Statistics for Business and Economics (A)	
STAT 2053	Elementary Statistics for the Social Sciences (A)	

Select 3 hours of the following: 3

BCOM 3113	Written Communication	
BCOM 3223	Oral Communication	
ENGL 3030	Fiction Writing	
ENGL 3323	Technical Writing	
SPCH 3723	Business and Professional Communication	

Select 6 hours upper-division electives 6

**Hours Subtotal 66**

### Electives

Select 11 hours <sup>3</sup> 11

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC

Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours

**Hours Subtotal 11**

**Total Hours 120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3

MSIS 2103	Business Data Science Technologie	3
MATH 1483 or MATH 1513 or MATH 1813	Mathematical Functions and Their Uses (A) or College Algebra (A) or Preparation for Calculus (A)	3
Social Science (S with a D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
MATH 2103	Business Calculus (A) (or higher MATH with (A) designation)	3
BADM 2233	Business Analytics Fundamentals (A)	3
ECON 2003	Microeconomic Principles for Business	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
POLS 1113	American Government	3
ECON 2203	Introduction to Macroeconomics	3

STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) or Element: Statistic: (A) or Element: Statistic: for the Social Sciences (A)	3
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3 hours of upper division business	3
3 hours of electives	3
2 hours of electives	2

**Hours 14**

<b>Spring</b>	
MGMT 4513	Strategic Managemen 3
ECON 4933	Applied Economics 3
3 hours of upper division ECON	3
3 hours of electives	3
<b>Hours 12</b>	
<b>Total Hours 120</b>	

Humanities (H with D or I designation)	3
<b>Hours 16</b>	

**Spring**

EEE 2023	Introduction to Entrepreneurship	3
MSIS 3223	Principles of Data Analytics	3
MKTG 3213	Marketing (S)	3
MGMT 3013	Fundamenta of Managemen (S)	3

Humanities (H with D or I designation)	3
<b>Hours 15</b>	

**Junior**

**Fall**

BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
ECON 3113	Intermediate Microeconor	3
3 hours of upper division ECON	3	
3 hours of elective	3	

**Hours 16**

**Spring**

BCOM 3113	Written Communicat	3
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 3123	Intermediate Macrocono	3
3 hours of upper division ECON	3	
Natural Science with Lab (LN)	4	

**Hours 16**

**Senior**

**Fall**

3 hours of upper division ECON	3
3 hours of upper division business	3



# Economics: Business Economics and Quantitative Studies, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical and Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513 or MATH 1813	Mathematical Functions and Their Uses (A) College Algebra (A) Preparation for Calculus (A)	3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1

<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
GPA of 2.00 is required in these 66 hours (one average)		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Economics Major Requirements</i>		
A GPA of 2.00 is required in these 39 hours of Economics Major Requirements		
20 of these 39 hours must be in residence at OSU		
MATH 2103	Business Calculus (A) (or higher MATH with (A) designation)	3
ECON 2203	Introduction to Macroeconomics	3
ECON 3113	Intermediate Microeconomics	3
ECON 3123	Intermediate Macroeconomics	3
ECON 4933	Applied Economics	3
Select 9 hours of the following:		9
ECON 3213	Game Theory and Experimental Economics	
ECON 4213	Econometric Methods	
ECON 4223	Business and Economic Forecasting	
ECON 4233	Econometric Applications	
Select 6 hours from other upper-division ECON courses		6
STAT 2023	Elementary Statistics for Business and Economics (A)	3
or STAT 2013	Elementary Statistics (A)	
or STAT 2053	Elementary Statistics for the Social Sciences (A)	
STAT 3013	Intermediate Statistical Analysis	3
Select 3 hours of the following:		3
BCOM 3113	Written Communication	
BCOM 3223	Oral Communication	
ENGL 3030	Fiction Writing	
ENGL 3323	Technical Writing	
SPCH 3723	Business and Professional Communication	
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours <sup>3</sup>		11
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC		
Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours		

<b>Hours Subtotal</b>	<b>11</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103	Survey of American History (or HIST 1483 or HIST 1493)	3

MATH 1483 or MATH 1513 or MATH 1813	Mathematic Functions and Their Uses (A) or College Algebra (A) or Preparat for Calculus (A)	3
MATH 2103	Business Data Science Technologies	3

Social Science (S with a D or I designation)	3
<b>Hours</b>	<b>16</b>

<b>Spring</b>		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
MATH 2103	Business Calculus (A)	3
BADM 2233	Business Analytics Fundamenta (A)	3
ECON 2003	Microeconomic Principles for Business	3
Natural Science (N)	3	
<b>Hours</b>	<b>15</b>	

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
POLS 1113	American Government	3
ECON 2203	Introduction to Macroeconomics	3

STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) or Element: Statistic: (A) or Element: Statistic: for the Social Sciences (A)	3
Humanities (H)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
MSIS 3223	Principles of Data Analytics	3
MGMT 3013	Fundamentals of Management (S)	3
STAT 3013	Intermediate Statistical Analysis	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>

<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
ECON 3113	Intermediate Microeconor	3
3 hours of upper division ECON		3
3 hours from 9 hour list in major		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
MKTG 3213	Marketing (S)	3
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 3123	Intermediate Macroecono	3
BCOM 3113	Written Communication	3
Natural Science with Lab (LN)		4
<b>Hours</b>		<b>16</b>

<b>Senior</b>		
<b>Fall</b>		
3 hours of upper division ECON		3
3 hours from 9 hour list in major		3
3 hours from 9 hour list in major		3
3 hours of electives		3
2 hours of electives		2
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Managemen	3
ECON 4933	Applied Economics	3
3 hours of electives		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

## Economics: Pre-Law, BSBA

### Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513 or MATH 1813	Mathematical Functions and Their Uses (A) College Algebra (A) Preparation for Calculus (A)	3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or first year seminar course approved by College)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>

### Major Requirements

A GPA of 2.00 is required in these 66 hours (one average)

<i>Common Body</i> <sup>2</sup>		
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Economics Major Requirements</i>		
A GPA of 2.00 is required in these 39 hours of Economics Major Requirements		
20 of these 39 hours must be in residence at OSU		
MATH 2103	Business Calculus (A) (or higher MATH with (A) designation)	3
ECON 2203	Introduction to Macroeconomics	3
ECON 3113	Intermediate Microeconomics	3
ECON 3123	Intermediate Macroeconomics	3
ECON 4933	Applied Economics	3
Select 12 hours from other upper-division ECON courses		12
PHIL 1313	Logic and Critical Thinking (A)	3
STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) Elementary Statistics (A) Elementary Statistics for the Social Sciences (A)	3
Select 6 hours of the following:		6
LSB 4323	Law of Commercial Transactions and Debtor-Creditor Relationships	
LSB 4403	Law and Entrepreneurship	
LSB 4413	Law of Business Organizations	
LSB 4423	Employment Law (D)	
LSB 4523	Law of Real Property	
LSB 4633	Legal Aspects of International Business Transactions (I)	
POLS 2023	The Individual And The Law	
POLS 4963	U.S. Constitution: Civil Rights and Civil Liberties	
POLS 4973	U.S. Constitution: Separation of Powers	
SPCH 3733	Elements of Persuasion (S)	
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours <sup>3</sup>		11
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC		

Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours

<b>Hours Subtotal</b>	<b>11</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MATH 1483	Mathematic Functions and Their Uses (A) (or MATH 1513 or MATH 1813)	3
MSIS 2103	Business Data Science Technologies	3
Social Science (S with a D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
MATH 2103	Business Calculus (A)	3
BADM 2233	Business Analytics Fundamentals (A)	3
ECON 2003	Microeconomic Principles for Business	3
Natural Science (N)		3
		<b>Hours 15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
POLS 1113	American Government	3
ECON 2203	Introduction to Macroeconomics	3

STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) or Element: Statistic: (A) or Element: Statistic: for the Social Sciences (A)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
MSIS 3223	Principles of Data Analytics	3
MKTG 3213	Marketing (S)	3
PHIL 1313	Logic and Critical Thinking (A)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>

<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
ECON 3113	Intermediate Microecono	3
BADM 3113	Practical Business and Interpersonal Skills	3
3 hours of electives		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
ECON 3123	Intermediate Macroecono	3
MGMT 3013	Fundamentals of Management (S)	3
3 hours of upper division ECON		3
3 hours of upper division ECON		3
Natural Science with Lab (LN)		4
<b>Hours</b>		<b>16</b>

<b>Senior</b>		
<b>Fall</b>		
3 hours of upper division ECON		3
3 hours of upper division ECON		3
3 hours from 6 hour list in major		3
3 hours of electives		3
2 hours of electives		2
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Managemen	3
ECON 4933	Applied Economics	3
3 hours from 6 hour list in major		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>



## Finance

Financial executives are of central importance to the overall planning, control and success of an organization. There are financial implications in virtually all organizational decisions, whether the organization is a business firm, a non-profit organization or a government. With each new innovation in the field of finance the importance of finance for all organizations has grown. Every decision-maker must have sufficient knowledge of finance to determine the financial implications of their decisions.

Finance has evolved from a descriptive discipline in the early 1900s to the analytical discipline we find today. Finance theoreticians use fundamental economic theory to develop valuation models and the tools of financial analysis and risk management that are used by finance practitioners to make financial decisions. Finance consists of three interrelated core areas: financial markets and institutions, investments and portfolio theory, and managerial (business) finance. Subsets of these core areas include personal finance, real estate finance, international finance, the management of financial institutions, insurance, energy finance, entrepreneurial finance, derivative securities, and risk management.

The primary objective of the undergraduate finance curriculum is to produce graduates who have a broad understanding of the financial aspects of their decisions and actions and who are capable of utilizing the fundamental tools of financial analysis. Toward these ends, the development of elementary mathematical and statistical skills and the study of economics, accounting and business administration are needed to accomplish the objective. The major in finance prepares students for positions that require special understanding of financial analysis, financial management and financial systems in a wide variety of organizations.

A career in financial management can begin in one of several positions that may lead to a major executive position, including chief executive officer and chief financial officer. Initial positions in the managerial finance area include analyst, capital budgeting analyst, cash manager, credit analyst, financial analyst (who works closely with accountants), real estate officer, and risk manager. Alternatively, finance majors may choose to enter the financial services industries. Finance majors could enter the workforce in the banking industry as a loan officer or as a member of the trust department; in the securities industry as a securities analyst, as an investment banker, as a stockbroker or account executive, or as a financial planner or personal financial advisor; and in the insurance industry as an agent, financial representative, sales agent, or underwriter.

## Courses

### FIN 2123 Personal Finance

**Description:** A first course in the management of the individual's financial affairs. Budgeting, use of credit, mortgage financing, investment and estate planning.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

### FIN 3113 Finance

**Prerequisites:** ACCT 2003 (or ACCT 2103 and ACCT 2203) and ECON 2003 (or ECON 2103).

**Description:** Operational and strategic financial problems including allocation of funds, asset management, financial information systems, financial structure, policy determination and analysis of the financial environment.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

### FIN 3613 General Insurance

**Prerequisites:** FIN 3113.

**Description:** Introduction to the theory and general principles of insurance. A broad analysis of the elements and operation of property, casualty, health and life insurance.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

### FIN 3713 Real Estate Investment and Finance

**Prerequisites:** FIN 3113.

**Description:** An introductory course in real estate investment and finance. Financing real estate, financial leverage and financial planning, the institutional structure of mortgage lending, managing risks, investment strategies and decisions.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

### FIN 4003 Introduction to Energy Business

**Prerequisites:** Sophomore standing.

**Description:** This class covers topics related to energy business broadly defined, including financial decision making. The main focus will be on the oil and gas industry but will also cover renewable energy issues, historical events, geopolitics, and supply/demand in energy. May not be used for degree credit with FIN 5003.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

### FIN 4063 Applied Financial Studies

**Prerequisites:** Consent of the instructor.

**Description:** Structured internship or field project with supporting academic study. Previously offered as FIN 4463.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4113 Financial Markets and Institutions**

**Prerequisites:** FIN 3113, and ECON 3313 or concurrent enrollment in ECON 3313.

**Description:** Money and capital markets, flow-of-funds, commercial banks and other financial intermediaries.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4213 International Financial Management**

**Prerequisites:** FIN 3113.

**Description:** Financial management topics unique to business firms operating in an international environment. Topics include global economic and business environments, international monetary system, foreign exchange markets, foreign exchange risk and management, foreign direct investment, and trade finance. Recent and current international financial events.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4223 Investments**

**Prerequisites:** FIN 3113 and STAT 2013, STAT 2023, or STAT 2053.

**Description:** Various approaches to selecting and timing investment opportunities, e.g., common stocks, bonds, commodities and options. Modern concepts of portfolio theory.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4333 Financial Management**

**Prerequisites:** FIN 3113 and STAT 2013, STAT 2023, or STAT 2053.

**Description:** Theories and practice applicable to the financial administration of a firm. A variety of teaching methods used in conjunction with readings and cases to illustrate financial problems and techniques of solution.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4343 Valuation and Financial Modeling**

**Prerequisites:** FIN 3113 and FIN 4333; consent of instructor.

**Description:** This course focuses on valuing entire business enterprises. The major course topic is estimating corporate value via the comparable companies approach, the discounted cash flow (DCF) approach, and the precedent transactions approach. May not be used for degree credit with FIN 5343.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4363 Energy Finance**

**Prerequisites:** FIN 3113.

**Description:** Introduction to basic terminology, industry structure, and supply and demand outlook in the oil, gas and power industries. A broad analysis of applications in the energy industry including financial statement analysis, valuation, risk analysis in capital budgeting, risk management, alternative energy topics and energy specific case studies.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4443 Banking Strategies and Policies**

**Prerequisites:** FIN 3113, and ECON 3313 or concurrent enrollment in ECON 3313.

**Description:** Theories and practices of bank asset management; banking markets and competition.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4453 Bank Decision Simulation and Analysis**

**Prerequisites:** FIN 3113 and FIN 4443.

**Description:** Student teams assume the roles of senior bank officers, making decisions regarding bank assets, funding, product pricing, financial leverage, profit enhancement, risk management, and staffing. Decisions implemented through computer simulation, incorporating the decisions into an environment where the decisions of competing management teams and the local economy determine bank profitability and shareholder value. Evaluation of students' abilities to create shareholder value and effectively communicate planning and analysis through written and spoken reports.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4550 Selected Topics in Finance**

**Prerequisites:** FIN 3113 or consent of instructor.

**Description:** Advanced topics in finance. Topics are updated each semester. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Lecture: 1-6 Contact: 1-6

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 4653 Bond Markets****Prerequisites:** FIN 3113 and FIN 4113.**Description:** Provides a broad introduction to treasury, corporate, municipal, mortgage backed, and asset backed bond markets. The analytical techniques for valuing bonds, quantifying their exposure to changes in interest rate and credit risk exposures and investment decision-making are explored. Concepts are applied through case studies and projects.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 4763 Financial Futures and Options Markets****Prerequisites:** FIN 4223.**Description:** Foundation in financial futures and options markets. A balance of institutional detail necessary to understand the structure of these markets and the theoretical developments necessary to apply the contracts to various uses. The use of financial futures and options to manage price risk.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 4813 Portfolio Management****Prerequisites:** FIN 3113 and FIN 4223 with a grade of "C" or better and consent of instructor.**Description:** Overview of portfolio management from the point of view of a trust officer, mutual fund manager, pension fund manager, or other manager of securities. Emphasizes the need of financial managers for an understanding of problems, trends, and theory of portfolio management.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 4833 Student Managed Investment Fund****Prerequisites:** FIN 4223 with a grade of "B" or better AND consent of instructor.**Description:** Security valuation and portfolio management practicum course involving investing decisions using real money. Content includes applying financial theories and models to real world practice. Includes research-based fundamental analysis and valuations of current portfolio holdings and prospective holdings.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 4843 Risk Management****Prerequisites:** FIN 3113.**Description:** Introduction to relevant analytical tools necessary for the effective management of risk. Previously offered as FIN 4613.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 4853 Student Managed Investment Fund II****Prerequisites:** FIN 4833 with a grade of "B" or better and consent of instructor.**Description:** Advanced security valuation and portfolio management practicum course involving investing decisions using real money. Content includes applying financial theories and models to real world practice. Includes research-based fundamental analysis and valuations of publicly traded companies. Increased emphasis on portfolio management and asset allocation.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 4913 Advanced Risk Management****Prerequisites:** FIN 3113, FIN 4223, FIN 4763, and FIN 4843 (with a grade of "C" or better).**Description:** Applications of risk management concepts and skills for the development of programs to manage risk exposures.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Finance**FIN 5000 Masters Research and Thesis****Prerequisites:** Good standing in Master of Science in quantitative financial economics program and consent of program coordinator.**Description:** Research and thesis for master's students. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Finance**FIN 5003 Introduction to Energy Business****Description:** This class covers topics related to energy business broadly defined, including financial decision making. The main focus will be on the oil and gas industry but will also cover renewable energy issues, historical events, geopolitics, and supply/demand in energy. May not be used for degree credit with FIN 4003.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 5010 Finance Projects and Independent Studies****Prerequisites:** Good standing in graduate program and consent of project adviser and consent of department head.**Description:** Graduate projects and independent study in finance. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Finance

**FIN 5013 Business Finance**

**Prerequisites:** Admission to a SSB graduate program and ACCT 5183 or equivalent, or consent of MBA director or instructor.

**Description:** Introduction to the major areas of business finance: the financial environment in which business decisions are made and the institutions found therein, the financial management practices of a firm securing financing and allocating resources among competing alternatives, and the valuation of financial assets to the firm and individuals.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**FIN 5053 Theory and Practice of Financial Management**

**Prerequisites:** Admission to a SSB graduate program and FIN 5013 or equivalent and ACCT 5183 or equivalent or consent of the MBA director or instructor.

**Description:** Concepts and theories applicable to the financial administration of a firm. Cases, problems and readings to illustrate various financial problems and techniques of solution.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**FIN 5153 Corporate Financial Strategy**

**Prerequisites:** Admission to a SSB graduate program and FIN 5013 or equivalent and ACCT 5183 or equivalent or the consent of the MBA director or instructor.

**Description:** Strategic financial decisions and their implementation, including capital structure policy, capital budgeting, risk assessment and management, corporate restructuring, management performance assessment, cost of capital, financial resource planning, dividend policy, and capital raising. Familiarity with basic financial tools and techniques including time value of money, asset pricing and security valuation, and financial statement analysis.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 5213 International Business Finance**

**Prerequisites:** FIN 5013.

**Description:** Theories and financial management practices unique to business firms which operate in, or are influenced by, an increasingly global economy.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 5223 Investment Theory and Strategy**

**Prerequisites:** Admission to a SSB graduate program, 5013 or the consent of MBA director or the instructor.

**Description:** Selected investment topics and advanced portfolio management techniques.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**FIN 5243 Financial Markets**

**Prerequisites:** FIN 5013.

**Description:** An analysis of the structure of financial markets, the determination and behavior of interest rates, the functioning of and the flow of funds.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 5333 Corporate Governance**

**Prerequisites:** FIN 5013.

**Description:** The theoretical and applied analysis of the governance structure of a corporation. The interconnections of the board of directors, CEO, management and shareholders. Case problems and readings address the advantages and disadvantages of various corporate governance practices.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**FIN 5343 Valuation and Financial Modeling**

**Prerequisites:** FIN 5013.

**Description:** This course focuses on valuing entire business enterprises. The major course topic is estimating corporate value via the comparable companies approach, the discounted cash flow (DCF) approach, and the precedent transactions approach, and the precedent transactions approach. May not be used for degree credit with FIN 4343.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Finance

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**FIN 5363 Energy Finance****Prerequisites:** FIN 5013 or equivalent.**Description:** Introduction to basic terminology, industry structure, and supply and demand outlook in the oil, gas, and power industries. A broad analysis of applications in the energy industry including financial statement analysis, valuation, risk analysis in capital budgeting, risk management, alternative energy topics and energy specific case studies.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 5550 Special Topics in Finance****Prerequisites:** Consent of instructor.**Description:** Theoretical and applied aspects of specialized financial areas. Evaluation of models, current trends and problems. Offered for variable credit, 1-6 credit hours, maximum of 12 credit hours.**Credit hours:** 1-6**Contact hours:** Lecture: 1-6 Contact: 1-6**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 5653 Bond Markets****Prerequisites:** Consent of the instructor.**Description:** This course provides a mathematically rigorous introduction to fixed income markets. Specific attention is given to 1-factor and 2-factor models, their theoretic foundations and how to calibrate them to market data.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 5763 Derivative Securities and the Management of Financial Price Risk****Prerequisites:** FIN 5013 or consent of instructor.**Description:** Differing amounts of financial price risk for individuals and corporations in volatile financial environment. The development of arbitrage-based models for the pricing of derivative securities, and the use of a full range of derivative securities to manage exposure to financial price risk.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 5773 Financial Engineering****Prerequisites:** MATH 4513 and FIN 5763 or consent of instructor.**Description:** Techniques for the design, development and implementation of innovative financial instruments and processes to the formulation of creative solutions of problems in finance.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**FIN 5833 Student Managed Investment Fund****Prerequisites:** Graduate standing AND consent of instructor.**Description:** Security valuation and portfolio management practicum course involving investing decisions using real money. Content includes applying financial theories and models to real world practice. Includes research-based fundamental analysis and valuations of current portfolio holdings and prospective holdings.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 5853 Student Managed Investment Fund II****Prerequisites:** FIN 5833 with a grade of "B" or better "and" consent of instructor.**Description:** Advanced security valuation and portfolio management practicum course involving investing decisions using real money. Content includes applying financial theories and models to real world practice. Includes research-based fundamental analysis and valuations of publicly traded companies. Increased emphasis on portfolio management and asset allocation.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**FIN 5883 Quantitative Financial Applications****Prerequisites:** FIN 5223 and consent of the head of the department.**Description:** Application of financial solution techniques through directed case work in appropriate business and public sector settings. Simulation, small group instruction and field-based experiences.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**FIN 6053 Financial Theory and Corporate Policy****Prerequisites:** Consent of the instructor.**Description:** Theoretical and empirical underpinnings of modern corporate finance.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Finance



**FIN 6660 Seminar in Finance**

**Prerequisites:** Consent of instructor.

**Description:** Advanced research with emphasis on theoretical problems and solutions. Selected topics covered. Offered for variable credit, 3-6 credit hours, maximum of 12 credit hours.

**Credit hours:** 3-6

**Contact hours:** Contact: 3-6 Other: 3-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Finance

## Undergraduate Programs

- Finance: Two Options, BSBA (p. 2631)

## Graduate Programs

Concentrations in finance are offered through the Master of Business Administration, Master of Science in Quantitative Financial Economics and Doctor of Philosophy degrees.

## The Master of Science in Quantitative Financial Economics (MSQFE) Degree

(See "Business Administration (p. 2600).")

The Master of Science in Quantitative Financial Economics Degree. The discipline of quantitative finance continues to evolve, spurred by business and financial institution demand for quantitative skills where more emphasis is on quantitative methods from regulatory authorities. Oklahoma State University offers a Master of Science Degree in Quantitative Financial Economics (MSQFE) to meet this demand. The objective of the MSQFE is to produce graduates with quantitative skill sets necessary to support advanced financial and economic decision-making that includes rigorous financial-modeling, mathematical, and statistical skills.

The MSQFE is a Spears School of Business degree program that draws on the combined expertise of five OSU departments—Finance, Economics, Mathematics, Statistics and Agricultural Economics. The program is designed to produce graduates with the skills necessary to participate in critical decision making processes at all levels of the organization. The program focuses on the analytical methods necessary for effective participation in the fields of financial management, investment management, risk management and financial engineering. The program provides students the opportunity to apply their knowledge and skills to projects that utilize quantitative financial tools and techniques. The MSQFE program seeks to develop student competencies in risk evaluation methods, empirical estimation techniques, valuation theory and techniques, mathematical solution methods, capital budgeting, demand analysis, and risk management.

The MSQFE is a 33 credit-hour program. The core 24 hours consists of classes required of all students in the program. Students may elect to complete a master's thesis. This option would reduce the number of elective hours from nine to three.

The admission requirements include an earned undergraduate degree from a college or university of recognized standards. In addition to the Oklahoma State University Graduate College's standard requirements, the program's Curriculum Committee will consider the applicant's letters of recommendation, GMAT or GRE score, previous academic performance and financial/statistical modeling experience. The background necessary to complete the program with only 33 hours of coursework includes ten

hours of calculus, differential equations, statistical methods, intermediate microeconomics and principles of finance.

Additional information about the program is available on the Internet at <http://watson.okstate.edu/msqfe/>.

## The Doctor of Philosophy Degree

A PhD in business administration with concentration in finance prepares the student for careers in academia, business or government.

The program is designed to meet the needs and objectives of individual students but all students will seek an in-depth understanding of the theoretical foundations of financial economics, and develop research competency and teaching skills. The small class size provides a supportive environment conducive to the exchange of ideas and the development of new insights by both faculty and students.

Students will select finance as their major area of study. Two areas of concentration are also to be selected. As support for the major field of study, each student is required to attain graduate-level competence in economic theory and quantitative methods.

Prerequisites for admission to the program are appropriate basic courses in accounting, calculus, economics, finance and statistics.

Competence in planning and executing research is demonstrated by a dissertation. In addition, each candidate must pass comprehensive qualifying examinations and a final oral examination on the dissertation itself.

Outstanding students with degrees in any field of study may apply. Applications for admission are evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. score on the Graduate Management Admissions Test (GMAT) or Graduation Record Examination (GRE),
3. a two- or three-page statement describing goals and academic interests,
4. at least three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the applicant's responsibility to see that all materials related to these criteria are received by the Department of Finance. Additional information about the program is available on the internet at [Watson.okstate.edu/financephd/](http://Watson.okstate.edu/financephd/) (<http://Watson.okstate.edu/financephd/>).

## Minors

- Energy Finance (EFIN), Minor (p. 2629)
- Finance (FIN), Minor (p. 2630)

## Faculty

Betty Simkins, PhD—Regents Professor and Head

**Professors:** David A. Carter, PhD; Ramesh P. Rao, PhD

**Associate Professors:** William H. Dare, PhD; Shu Yan, PhD; Qin "Emma" Wang, PhD; Jun Zhang, PhD

**Assistant Professors:** Greg Eaton, PhD; Louis Piccotti, PhD; Brian Roseman, PhD

**Professors of Professional Practice:** Joe Byers, PhD; Nancy Titus-Piersma, MS; Eric Sisneros, PhD



**Other Faculty:** David McCaslin; Jared Pawelka; Mark Poole; Liying Xu, PhD

## Energy Finance (EFIN), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 18

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
ACCT 2003 or ACCT 2103	Survey of Accounting Financial Accounting	3
ECON 2003 or ECON 2103	Microeconomic Principles for Business Introduction to Microeconomics (S)	3
FIN 3113	Finance	3
FIN 4003	Introduction to Energy Business	3
FIN 4363	Energy Finance	3
Select 3 hours from one of the following:		3
One upper-division finance		
ECON 4113 or GEOL 4990	Energy Economics: Traditional and Renewable Energy Markets Special Problems in Earth Science	
<b>Total Hours</b>		<b>18</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Finance (FIN), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 18

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
FIN 3113	Finance	3
Select 9 hours of upper-division finance <sup>1</sup>		9
ACCT 2003	Survey of Accounting	3
or ACCT 2103	Financial Accounting	
ECON 2003	Microeconomic Principles for Business	3
or ECON 2103	Introduction to Microeconomics (S)	
<b>Total Hours</b>		<b>18</b>

<sup>1</sup> Excluding FIN 4063 Applied Financial Studies.

## Other Requirements

- 12 of the 18 hours must be taken in residence at OSU and 6 of the 9 hours of finance electives must be taken in residence at OSU.

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Finance: Two Options, BSBA

### Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 120

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1</sup>	3
MKTG 3213	Marketing (S) <sup>1</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or any First Year Seminar approved by College)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required in these 72 hours		

#### Common Body<sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Finance Major Requirements</i>		
A minimum GPA of 2.00 is required in these 45 hours of Finance Major Requirements		
23 of these 45 hours must be in residence at OSU		
Core Courses:		
ACCT 3004	Foundational Accounting and Data Skills	4
ACCT 3104	Intermediate Accounting I and Data Analysis	4
ACCT 4901	Advanced Accounting Tools and Technologies	1
ECON 2203	Introduction to Macroeconomics	3
ECON 3313	Money and Banking	3
FIN 4223	Investments	3
FIN 4333	Financial Management	3
STAT 2023 or STAT 2053 or STAT 2013	Elementary Statistics for Business and Economics (A) Elementary Statistics for the Social Sciences (A) Elementary Statistics (A)	3
Select 3 hours of the following:		3
BCOM 3113	Written Communication	
BCOM 3223	Oral Communication	
BCOM 3443	Business Communication for International Students	
ENGL 3323	Technical Writing	
SPCH 3703	Small Group Communication	
SPCH 3723	Business and Professional Communication	
SPCH 4753	Intercultural Communication (I)	
SPCH 4763	Organizational Communication	
<i>Option</i>		
Select one option (p. 2632)		18
<b>Hours Subtotal</b>		<b>72</b>
<b>Electives</b>		
Select 5 hours <sup>3</sup>		5
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. 12 credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.		

<b>Hours Subtotal</b>	<b>5</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Finance Options

### General Option

Code	Title	Hours
Select 18 hours from Upper division Finance courses		18

### Commercial Bank Management Option

Code	Title	Hours
FIN 4063	Applied Financial Studies	3
FIN 4113	Financial Markets and Institutions	3
FIN 4443	Banking Strategies and Policies	3
FIN 4763	Financial Futures and Options Markets	3
Select 6 hours of the following:		6
FIN 3613	General Insurance	
FIN 3713	Real Estate Investment and Finance	
FIN 4363	Energy Finance	
FIN 4213	International Financial Management	
FIN 4453	Bank Decision Simulation and Analysis	
FIN 4550	Selected Topics in Finance (max 6 hours)	
FIN 4653	Bond Markets	
FIN 4813	Portfolio Management	
FIN 4843	Risk Management	

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
ECON 2003	Microeconomics Principles for Business	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
		<b>Hours 15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3

BADM 2111	Career Planning for Business Success	1
EEE 2023	Introduction to Entrepreneurship	3
ECON 2203	Introduction to Macroeconomics	3
STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) or Elementary Statistics (A) or Elementary Statistics for the Social Sciences (A)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
ACCT 3004	Foundational Accounting and Data Skills	4
MGMT 3013	Fundamentals of Management (S)	3
FIN 3113	Finance	3
MSIS 3223	Principles of Data Analytics	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
ACCT 3104	Intermediate Accounting I and Data Analysis	4
BADM 3111	Professional Development for Business Success	1
ECON 3313	Money and Banking	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3213	Marketing (S)	3
FIN 4333	Financial Management	3
<b>Hours</b>		<b>17</b>

<b>Spring</b>		
BCOM 3113	Written Communication	3
BADM 3113	Practical Business and Interpersonal Skills	3
FIN 4223	Investments	3
3 hours from 18 hour list in major (or Commercial Bank Management Option class)		3
3 hours from 18 hour list in major (or Commercial Bank Management option class)		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
Natural Science with Lab (LN)		4
3 hours from 18 hour list in major (or Commercial Bank Management option class)		3
3 hours from 18 hour list in major (or Commercial Bank Management option class)		3
3 hours of electives		3
<b>Hours</b>		<b>13</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
ACCT 4901	Advanced Accounting Tools and Technologies	1
3 hours from 18 hour list in major (or Commercial Bank Management option class)		3
3 hours from 18 hour list in major (or Commercial Bank Management option class)		3
2 hours of electives		2
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>



## Hospitality and Tourism Management

Since 1937, the School of Hospitality and Tourism Management has been educating students that have become successful leaders, decision-makers, and entrepreneurs to lead at the forefront of this fast-growing and rapidly changing national and global industry. The mission of the School is to be a world leader in hospitality and tourism education through purposeful research, superior teaching and innovative experiential learning to enhance the lives of those we serve.

Our focus:

- High-quality academic foundation centered on relevant curriculum focused on the business of global hospitality and tourism with the integration of research and engagement
- Diverse experiential learning labs that are operated professionally and ethically using sound business principles
- Student organizations which actively partner with national and international hospitality professional associations
- Signature events that provide experiential learning for students and bring together individuals and communities while supporting the land grant university mission.

Career opportunities are available in multiple sectors in the U.S. and globally that include Hotels & Hospitality Services; Food & Beverage; Travel & Tourism; Events & Entertainment; Resorts, Theme Parks & Attractions; and Cruises, Clubs & Casino. Students have the opportunity to gain hands-on experience volunteering with student-led and other events such as: Wine Forum of Oklahoma, Craft Beer Forum of Oklahoma; Distinguished Chef Scholarship Benefit Series, and Hospitality Days Career Fair. A new educational facility opened fall 2016 which unites technology with state-of-the-art laboratories, classrooms, exhibit areas and faculty offices. Specific accommodations include quantity food preparation areas with commercial equipment, dining room management and table service laboratory, quick service restaurant, basic food preparation laboratory, demonstration classroom and the Hirst Center for Beverage Education. The Center promotes a curriculum at the forefront of beverage education featuring a variety of formats including alcoholic and non-alcoholic beverages.

To meet the needs of the industry and provide sound academic preparation at the undergraduate level, the curriculum emphasizes general education, business fundamentals, and hospitality and tourism education. The professional related courses include lodging management, sales and marketing, revenue management, service management, food and beverage production, purchasing and cost control, facility management and design, tourism business and development. In addition, advanced hospitality and tourism management are also included in the specialized areas of Event Management and Beverage Management. The BS degree with a major in hospitality and tourism management may be earned by completing a minimum of 120 semester hours and achieving a "C" grade in courses required in the major area and professional electives.

Successful completion of 480 hours of industry work experience and a management internship of 320 hours are required. Internship placement in hotels, restaurants, event venues, and other hospitality and tourism-related establishments is arranged in the U.S. and globally in cooperation with industry executives and faculty. Study abroad programs and international internships are also available.

Please visit our College catalog for more information: <https://business.okstate.edu/htm> (<https://business.okstate.edu/htm/>).

## Courses

### HTM 1103 Introduction to Hospitality and Tourism

**Description:** Study of hotels, restaurants, tourism and the hospitality industry from a global perspective. Emphasizes development and history, ethical issues, and professional opportunities. Previously offered as HRAD 1103.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

### HTM 1113 Fundamentals of Culinary Production

**Description:** Food production as related to theories and techniques of foods, their preparation fundamentals using a scientific and experiential approach. Focus on gastronomic basics, national safety and sanitation standards, organizational skills for food operations, standardized recipe and equipment understanding, quality control. Teamwork, communication skills and problem-solving strategies as related to food production environments. Previously offered as HRAD 1113.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Hospitality & Tourism Mgmt

### HTM 2021 Food Safety and Sanitation

**Description:** Principles and theory of food safety and sanitation focused on prevention of food borne illnesses, and ensuring public health and consumer safety; includes the NRA Servsafe Exam. Previously offered as HRAD 2021.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

### HTM 2153 Introduction to Hospitality Accounting

**Description:** Accounting principles, procedures and transactions used for the compilation of financial reports in hospitality businesses. Theory related to assets, liabilities, owners' equities, revenues and expenses and current hospitality accounting practices. Previously offered as HRAD 2153.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

### HTM 2533 Hospitality Information Technology

**Description:** Overview and practical experience in computer systems utilized in the hospitality industry including POS and PMS, databases, file structure, and productivity software. An analysis of the interaction between technology and hospitality organizational operations. Previously offered as HRAD 2533.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Hospitality & Tourism Mgmt

**HTM 2643 Lodging Operations**

**Description:** The organization and administration of lodging operations including front desk operations, housekeeping, laundry, sales/marketing, management and other positions common to lodging operations. Includes a laboratory experience in The Atherton Hotel at OSU. Previously offered as HRAD 3363 and HRAD 2643.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Hospitality & Tourism Mgmt

**HTM 2664 Restaurant Operations**

**Prerequisites:** HTM 1113 and HTM 2021.

**Description:** Experiential learning in processes and complexities of food production in a commercial setting including cooking principles and techniques, safety, sanitation, and profitability. Emphasis on quality and quantity food production, station set-up, timing and service. Practices of hospitality industry front of the house service management skills including table service techniques; leadership behavior, motivation; communication training, staffing and professionalism with an emphasis on restaurant management operations. Previously offered as HRAD 2665 and HTM 2665.

**Credit hours:** 4

**Contact hours:** Lecture: 2 Lab: 5 Contact: 7

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Hospitality & Tourism Mgmt

**HTM 2771 Hospitality and Tourism Industry Speakers Series**

**Description:** Seminars presented by distinguished hospitality or tourism industry professionals. Current issues and implications for the future of the hospitality and tourism industries. Previously offered as HRAD 2770 and HRAD 2771.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 2900 Hospitality and Tourism Undergraduate Research**

**Description:** An introduction to research in hospitality and tourism including a guided research project under the direction of a faculty member. Previously offered as HRAD 2900. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3101 Malted Beverage**

**Prerequisites:** Proof of minimum age 21.

**Description:** Overview of the history of malted beverages, brewing process, styles, tasting techniques, pairing food with malted beverages, and the malted beverages industry.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3120 Special Events Management**

**Prerequisites:** Instructor permission.

**Description:** Study of special event planning, implementation and evaluation. The interaction between the staff, customer, guests, contractors, and others necessary to implement a successful special event. Additional focus on catering through hotels, restaurants or private companies. Previously offered as HRAD 4421 and HRAD 3120. Offered for variable credit, 1-3 credit hours, maximum of 12 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3123 Event Planning**

**Description:** Theoretical and experiential learning through planning and leadership of events within the hospitality management field. Focus on working with teams, marketing strategies, budget management, collaboration, vision, and program planning. Previously offered as HRAD 3123.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3201 Overview of Mixology**

**Prerequisites:** Proof of minimum age 21.

**Description:** The art and science of mixology. Examination of the role that mixed drinks play in executing a professional and profitable bar. Includes an overview of spirits produced around the world.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3213 Hospitality and Tourism Management and Organizations**

**Description:** Function and methods of management as related to the hospitality and tourism industries. Management principles, decision-making, organizations, interpersonal relationships, and production systems. Previously offered as FNIA 3213 and HRAD 3213.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3223 International Travel and Tourism (I)**

**Description:** The study of international travel and tourism for business and pleasure. The management of travel and tourism concepts in the hospitality industry and related businesses around the world. International travel industry financial management, technology, economic planning and policy formulation. Previously offered as HRAD 4223 and HRAD 3223.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**General Education and other Course Attributes:** International Dimension

**HTM 3243 The Business of Tourism**

**Description:** All aspects of the tourism business including segments of global tourism, business practices, economic impact, management as well as marketing strategies and processes. Previously offered as HRAD 2243 and HTM 2243. Same course as HTM 2243.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3283 Hospitality Accounting Systems**

**Prerequisites:** HTM 2153 or ACCT 2003.

**Description:** Examination of the Uniform System of Accounts for the Lodging Industry (USALI), the Uniform System of Accounts for Restaurants (USAR), and the Uniform System Financial Reporting for Clubs (USFRC) using managerial accounting techniques. Previously offered as HRAD 2283 and HTM 2283. Same course as HTM 2283.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3301 Fundamentals of Coffee and Tea**

**Description:** Foundations of the original characteristics of coffee and tea from seed and leaf to cup. Discover the language for sensory analysis, assess specialty varietals, and the essential elements of brewing.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3411 Hospitality and Tourism Pre-Internship Seminar**

**Description:** Preparation in written communication, resumes, interviews, securing an internship, professional behavior and ethics in the hospitality and tourism industries. Previously offered as HRAD 3411.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3443 Hospitality Industry Internship**

**Prerequisites:** HTM 2643 and HTM 2664 and BADM 2111 and instructor permission.

**Description:** Supervised experience in an approved work situation related to a future career in the hospitality or tourism industry. Management and supervisory experience in multiple aspects of a hospitality or tourism organization. Documentation of 480 hours of hospitality or service work experience required prior to enrollment. Previously offered as HRAD 3443.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3473 Mechanical Equipment and Facility Management**

**Description:** Fundamentals of building mechanical systems, maintenance and facilities management. The theory and interaction of illumination electric wiring, plumbing, heating, ventilation, air conditioning systems. Principles of facility management in the hospitality industry related to coordination of the physical space with guest services. Previously offered as HRAD 3473.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3543 Lodging Property Management**

**Prerequisites:** HTM 2643.

**Description:** The role of the general manager and executive team in lodging properties. Exploration of the strategic management needs of a lodging business, the roles of the general manager and the executive team, and the organization and responsibilities of support departments. Previously offered as HRAD 3943 and HRAD 3543.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3563 Gastronomic Tourism**

**Description:** Global culinary and gastronomic tourism topics and how culture international diversity is expressed through food and drink. Social and cultural contexts in which gastronomic tourism takes place. Introduction to the social, cultural and environmental impacts of global and local gastronomic tourism in regard to both people and place. Previously offered as HRAD 3563.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3573 Franchising and Quick Service Restaurant Management**

**Description:** Study of the history and transformation of hospitality industry chains. The organization of chains, fundamentals of franchising, sales and growth, evaluation of franchise financial performance, and unit ownership characteristics. Quick service restaurant organization, guest services, cost controls, sanitation, personnel management, purchasing, marketing, and time management. Previously offered as HRAD 3573.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3623 Purchasing and Cost Control for Hospitality and Foodservice**

**Prerequisites:** HTM 3283.

**Description:** Theory, processes, and complexities of procurement and cost controls for products and services utilized in hospitality industries. Emphasis on management of the purchasing process, cost control systems, and technology applications. Previously offered as HRAD 3623.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3663 Food and Beverage in Events**

**Description:** Planning, producing and evaluating food and beverage service in events. Examination of assessment of client needs, communication processes, pricing strategies, staffing production techniques, presentation, and service standards/styles, for food and beverage service in events. Previously offered as HRAD 3663.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3721 Overview of Beverages in the Hospitality Industry**

**Prerequisites:** Proof of minimum age 21.

**Description:** Overview of the international dimensions, history, classifications, production techniques, distribution, and quality factors of beverages such as wines, distilled spirits, beers, and non-alcoholic beverages used in the hospitality industry. Responsible alcohol beverage service and management techniques. Previously offered as HRAD 3721.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 3783 Hospitality Industry Human Resources Management**

**Description:** Theories and practices used for personnel management in the hospitality and services industries. The organization of a human resources department, hiring, discipline, compensation, job analysis and performance evaluation. Previously offered as HRAD 3783.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4090 International Hospitality Studies**

**Prerequisites:** Instructor Permission.

**Description:** Participation in a hospitality educational experience outside of the U.S. The international aspects of the hospitality industry especially in the country or countries included in the experience. Development of an understanding of local, regional and national customs and cultures through experiential learning. Previously offered as HRAD 4090. May not be used for degree credit with HTM 5090. Offered for variable credit, 1-18 credit hours, maximum of 18 credit hours.

**Credit hours:** 1-18

**Contact hours:** Contact: 1-18 Other: 1-18

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4093 European Travel and Tourism (I)**

**Prerequisites:** Instructor permission.

**Description:** In-depth examination of local/regional/national customs and cultures, and business practices related to travel and tourism in Europe. Previously offered as HRAD 4093. May not be used for degree credit with HTM 5093.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**General Education and other Course Attributes:** International Dimension

**HTM 4103 Hospitality Law and Ethics**

**Description:** Examination of the laws regulating the hospitality industry. The interrelationships between law, the hospitality industry, and the public. Exploration of ethics, how legal principles apply in a global environment, and fundamental principles of tort and contract law. Previously offered as HRAD 4103.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4120 Advanced Special Events Management**

**Prerequisites:** Instructor permission.

**Description:** Hands-on study of special events, forums and conferences. Planning activities include conception, planning, implementation, and evaluation of an event, forum or conference including marketing, public relations and volunteer coordination. Previously offered as HRAD 4120. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4163 Hospitality and Tourism Marketing and Sales**

**Description:** Strategies for marketing, sales and decision-making in the hospitality and tourism industries. Includes techniques and methods of customer identification, consumer behavior, competition, product, promotion, placement and pricing strategies as well as developing sales strategies to attract the target market. Previously offered as HRAD 4163.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4183 Sustainable Tourism and Geography**

**Prerequisites:** Junior or senior standing or consent of instructor.

**Description:** Sustainable tourism from a cultural and environmental perspective. Concepts and theories of sustainability and tourism, including human rights, environmental justice, and ethics, emphasizing the global environmental and social effects and possibilities of tourism. Management concepts, sectoral approaches, transport and mobility themes, and emerging issues in the context of sustainability. Same course as GEOG 4443 and GLST 4443. May not be used for degree credit with GEOG 5443. Previously offered as HRAD 4183.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt



**HTM 4193 European Cuisine and Beverages (I)****Prerequisites:** Instructor permission.**Description:** In-depth examination of the historical/modern influences, and local/regional/national customs and cultures related to cuisine and beverages in Europe. Previously offered as HRAD 4193. May not be used for degree credit with HTM 5193.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt**General Education and other Course Attributes:** International Dimension**HTM 4263 Beverage Management & Controls****Prerequisites:** HTM 2664 and HTM 3623.**Description:** The theories and strategies of beverage service, operations and management. Management of beverage and bar operations, control systems and profitability, product selection/procurement and marketing, facility requirements and responsible alcohol service. Previously offered as HRAD 4263.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt**HTM 4443 Advanced Hospitality and Tourism Internship****Prerequisites:** HTM 3443 and instructor permission.**Description:** Management experience in multiple aspects of a hospitality or tourism organization. Exploration of human resources, development of an understanding of organizational behavior, conflict resolution, negotiating and communication techniques. Application of critical thinking skills to solve problems. The interaction between the customer and the products and services provided by the organization. Previously offered as HRAD 4443.**Credit hours:** 3**Contact hours:** Contact: 3 Other: 3**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Hospitality & Tourism Mgmt**HTM 4453 Revenue Management in Hospitality Operations****Prerequisites:** HTM 3623 or concurrent enrollment and HTM 3543.**Description:** Focus on revenue management in hospitality organizations with specific emphasis on pricing and strategies, forecasting sales and trend analysis. Previously offered as HRAD 4453.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt**HTM 4525 Capstone in Hospitality Management****Prerequisites:** HTM 3543 and HTM 2664 and HTM 3623 or concurrent enrollment and 90 credit hours completed.**Description:** Focus on problem solving in the hospitality industry through project-based learning and synthesis of knowledge and skills gained throughout the hospitality program. Use of realistic, but difficult operational and managerial situations and cases that provide applied experiences engineered to prepare students for critical thinking, advanced communication and solution-focused results. Movement of students from scholastic mode into supervisory and managerial roles in the hospitality industry. Previously offered as HRAD 4525.**Credit hours:** 5**Contact hours:** Lecture: 2 Lab: 6 Contact: 8**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Hospitality & Tourism Mgmt**HTM 4703 Beverage Production and Distribution Systems****Description:** Exploration of how major beverages of the world are produced and distributed throughout the United States and elsewhere. Examination of production systems includes farming practices, fermentation, distillation, and producer decision-making. Focus on distribution systems includes the three-tier system of alcohol distribution and its effect on producers, distributors, and retailers.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt**HTM 4723 Beverage Education****Prerequisites:** Proof of minimum age 21.**Description:** Emphasis on the international dimensions of the history, classifications, production techniques, distribution, and quality factors of beverages such as wines, distilled spirits, beers, and non-alcoholic beverages. Emphasis on responsible alcohol beverage service and management techniques. Previously offered as HRAD 4723.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt**HTM 4743 Bar Management and Profitability****Description:** Emphasis on the operation of a dynamic, modern, and profitable bar program including applicable laws; bar management, equipment and sanitation; fiscal and inventory controls; marketing and methods to increase financial success. Also, includes a history of mixology, the class spirits of the world, and beverage quality factors.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt

**HTM 4763 The Role of Non-Alcoholic Beverages in Hospitality Businesses**

**Description:** Examination of non-alcoholic beverages and how to incorporate them successfully into a restaurant, bar, or hospitality business. Includes understanding the history and cultures surrounding non-alcoholic beverages; the origins and production methods for all important categories of non-alcoholic beverages; the fundamentals of building and maintaining a profitable non-alcoholic program.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4850 Special Topics Course in Hospitality and Tourism Management**

**Prerequisites:** Instructor Permission.

**Description:** Special unit of study related to specific problems in the hospitality industry. Previously offered as HRAD 4850. Offered for variable credit, 1-15 credit hours, maximum of 15 credit hours.

**Credit hours:** 1-15

**Contact hours:** Contact: 1-15 Other: 1-15

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 4900 Honors Research**

**Prerequisites:** Spears School of Business Honors Program participation, senior standing.

**Description:** Guided creative component for students completing requirements for College Honors in Spears School of Business. Thesis, creative project or report under the direction of a faculty member in the major area, with second faculty reader and oral examination. Previously offered as HRAD 4900. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**General Education and other Course Attributes:** Honors Credit

**HTM 4983 Conventions, Conferences, and Meetings**

**Prerequisites:** Instructor permission.

**Description:** Planning and implementing conventions, conferences, meetings, seminars and symposia. Designing, promoting, managing and evaluating educational events, and contract management. Previously offered as HRAD 4983.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5000 Master's Thesis**

**Prerequisites:** Graduate standing and consent of adviser.

**Description:** Individual research interests in hospitality administration fulfilling the requirements for the MS degree. Previously offered as HRAD 5000. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5030 Master's Creative Component and Independent Study**

**Prerequisites:** Graduate standing and consent of instructor.

**Description:** Individual research and study having relevance to the hospitality field and a positive impact on the hospitality industry. Previously offered as HRAD 5030. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5090 International Hospitality Studies**

**Prerequisites:** Instructor Permission.

**Description:** Participation in a hospitality educational experience outside of the U.S. The international aspects of the hospitality industry especially in the country or countries included in the experience. Development of an understanding of local, regional and national customs and cultures through experiential learning. May not be used for degree credit with HTM 4090. Offered for variable credit, 1-3 credit hours, maximum of 18 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5093 European Travel and Tourism**

**Prerequisites:** Instructor Permission.

**Description:** In-depth examination of local/regional/national customs and cultures, and business practices related to travel and tourism in Europe. Previously offered as HRAD 4093. May not be used for degree credit with HTM 4093.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5112 Hospitality and Tourism Graduate Education and Research**

**Prerequisites:** Master's degree students only or consent of instructor.

**Description:** Systematic introduction to the competencies of graduate education and research in hospitality and tourism education and administration. Previously offered as HRAD 5112.

**Credit hours:** 2

**Contact hours:** Lecture: 2 Contact: 2

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5193 European Cuisine and Beverages**

**Prerequisites:** Instructor Permission.

**Description:** In-depth examination of the historical/modern influences, and local/regional/national customs and cultures related to cuisine and beverages in Europe. May not be used for degree credit with HTM 4193.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt



**HTM 5213 Hospitality and Tourism Management**

**Description:** In-depth study of hospitality and tourism management including theory, research, operations and practical experience. Emphasis on lodging operations systems, commercial food service systems, and tourism. Analysis and synthesis of a comprehensive management philosophy consistent with theory. Previously offered as HRAD 5213.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5233 Convention and Special Event Management**

**Description:** Meeting and event design, working with industry suppliers, on-site management, post-event analysis, computers and technology, and meetings documentation. Previously offered as HRAD 5233.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5263 Applied Revenue Management in Hospitality and Tourism Management**

**Description:** This course uses an online simulation tool to facilitate an in-depth understanding of revenue management's key concepts and applicability of revenue maximization strategies. The components of effective revenue management will be executed through entering decisions in the online simulation and their effects on overall profitability on the lodging operation will be analyzed and evaluated.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5313 Hospitality and Tourism Information Technology**

**Description:** Conceptual analysis of the technology used in the hospitality industry. Investigation of technology applications, ethical implications of technology and system development practice. Previously offered as HRAD 5213 and HRAD 5313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5323 Hospitality and Tourism Financial Management**

**Description:** Key concepts, tools and techniques critical for managerial decision making in financial aspects of hospitality organizations. Previously offered as HRAD 5323.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5413 Hospitality Human Resources Management**

**Description:** Recent theories and research in human resource management, employee development, and labor issues affecting the hospitality and tourism industry in maintaining a productive workforce. Previously offered as HRAD 5413.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**HTM 5423 Hospitality and Tourism Marketing Management**

**Prerequisites:** Undergraduate marketing course.

**Description:** The concepts and strategies of hospitality and tourism marketing management and customer development. Previously offered as HRAD 5423.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5443 Hospitality & Tourism Management Graduate Internship**

**Description:** Supervised work internship with an approved employer and worksite related to a future career in the hospitality industry. Experience must include management/supervisory aspects within a hospitality organization.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5503 Big Data Analytics in Hospitality and Tourism Management**

**Description:** An in-depth study of various topics and techniques in big data analytics, especially in the hospitality and tourism research domains. Fundamentals of data acquisition, data transformation, data visualization, and data mining via the discussion of literature and hands-on labs. Concepts, methodologies, techniques, and related software packages.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5513 Hospitality Strategic Management**

**Description:** Focus on strategic decision making in hospitality organizations. Examination of the processes by which managers strategically position the organization and allocate resources to maximize its economic value in uncertain, dynamic, and competitive environments. Previously offered as HRAD 5513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**HTM 5680 Seminar in Food Service Management**

**Description:** Examination of research, practice, and future trends in food service management issues from a strategic perspective. Previously offered as HRAD 5680.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5780 Seminar in Lodging Management**

**Description:** Examination of research, practice, and future trends in lodging management from a strategic perspective. Previously offered as HRAD 5780.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5813 Research Methods in Hospitality and Tourism Administration**

**Prerequisites:** REMS 5953 or STAT 5013.

**Description:** Scientific methods and current research methodologies as applied to problems in hospitality and tourism administration. Proposal planning, research design, statistical use and interpretation, and research reporting. Previously offered as HRAD 5813.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 5850 Special Topics in the Hospitality Industry**

**Description:** Special topics related to the hospitality industry. A problem-solving technique to design the research model and investigative procedures. Presentations to faculty, students and industry professionals at specialized workshops with research, instructional and industry project components. Previously offered as HRAD 5850. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**HTM 5870 Problems in the Hospitality Industry**

**Description:** Special recurring problems in the hospitality industry. Broad perspective of these issues and their application to the industry. Critical thinking skills to solve operational dilemmas. Previously offered as HRAD 5870. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**HTM 6000 Doctoral Dissertation**

**Prerequisites:** Consent of major professor.

**Description:** Research in hospitality administration for the PhD degree. Previously offered as HRAD 6000. Offered for variable credit, 1-12 credit hours, maximum of 30 credit hours.

**Credit hours:** 1-12

**Contact hours:** Contact: 1-12 Other: 1-12

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 6111 Hospitality and Tourism Doctoral Studies and Research**

**Prerequisites:** Doctoral degree students only or consent of instructor.

**Description:** Systematic introduction to the competencies of graduate education and research in hospitality and tourism education and administration for doctoral students. Previously offered as HRAD 6111.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 6113 Hospitality and Tourism Education**

**Prerequisites:** Doctoral degree students only or consent of instructor.

**Description:** Theoretical and practical components of hospitality and tourism education with emphasis on universities, community colleges and vocational schools. Previously offered as HRAD 6113.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 6513 Hotel and Restaurant Planning and Development**

**Description:** Theories and practices related to the acquisition, development and investment in hospitality-oriented real estate. The undertaking of site analysis, feasibility studies and building construction. Acquisitions, financing alternatives and management contract options. Current trends in hotel investing. Previously offered as HRAD 5643 and HRAD 6513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 6713 Contemporary Hospitality and Tourism Theory**

**Prerequisites:** Doctoral degree students only or consent of instructor.

**Description:** Advanced survey of both the classic and current body of knowledge in the area of hospitality and tourism management. Introduction to important works in the research area of hospitality and tourism management that will prepare students to assess fundamental research questions, opportunities, and limitations of the research. Previously offered as HRAD 6713.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

**HTM 6880 Seminar in Travel and Tourism Management**

**Description:** Study of the latest developments in travel and tourism research and management. Previously offered as HRAD 6880. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Hospitality & Tourism Mgmt

**HTM 6993 Advanced Hospitality and Tourism Research**

**Prerequisites:** Graduate level basic and/or intermediate research methods and intermediate statistics and doctoral degree student or consent of instructor.

**Description:** The latest advances in hospitality and tourism research theory development, modeling and research design. Focus is on improving ability to effectively develop/build a conceptual framework/model with an appropriate research design and hypotheses. Previously offered as HRAD 6993.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Hospitality & Tourism Mgmt

## Undergraduate Programs

- Hospitality and Tourism Management, BSBA (p. 2644)
- Hospitality and Tourism Management: Beverage Management, BSBA (p. 2647)
- Hospitality and Tourism Management: Event Management, BSBA (p. 2650)

## Graduate Programs

### Master of Science Degree

The master's degree program prepares students for leadership and decision-making with critical thinking skills, problem-solving, and in-depth knowledge of hospitality and tourism theory and concepts along with industry practice and applications. Admission to the graduate program is based on a variety of factors including undergraduate grade-point average, letters of recommendation, and statement of purpose and goals of the applicant. Prerequisite courses may be required for students with undergraduate degrees in areas other than hospitality or tourism. The degree requires a minimum of 32 credit hours for the thesis plan or 32 credit hours for the professionally focused non-thesis plan.

Please visit our Graduate College catalog page for more information:

<http://catalog.okstate.edu/graduate-college/masters-degrees/hospitality-tourism-management-ms/>

### Doctor of Philosophy Degree

The PhD in Business Administration with a concentration in Hospitality and Tourism Management provides the competencies needed to teach and conduct research and apply findings in the hospitality and tourism industry. The program includes a strong emphasis on research and application of statistical procedures, as well as to gain experience in resource generation, knowledge sharing and community engagement. A minimum of 60 hours beyond the master's degree is required.

A customized part-time doctoral degree program is also available for those students, especially educators, who would prefer to pursue their degree without maintaining full-time enrollment on campus.

Competitive graduate teaching and research assistantships, graduate fellowships and tuition waivers are available to qualified applicants.

Please visit our Graduate College catalog page for more information:

<https://catalog.okstate.edu/graduate-college/doctoral/business-administration-hospitality-tourism-management-phd/>

## Minors

- Event Management (EVMG), Minor (p. 2643)

## Faculty

Brijesh Thapa, PhD—Department Head/Professor

**Professors:** Bill Ryan, EdD, RD/LD; Li Miao, PhD

**Associate Professors:** Yeasun Chung, PhD; Lisa Slevitch, PhD; Kevin Kam Fung So

**Assistant Professors:** Chen-Wei Tao, PhD; Stacy Tomas, PhD

**Professors of Professional Practice:** Silvio Ceschini, MS; Mark Cochran, M.Ed, CEC, CFBE, AAC; Tony Collins, MS; Steven Ruby, BS, JD; Steven West, MS

## Event Management (EVMG), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

Chesapeake Energy Business Student Success Center, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 15**

A minimum of 6 credit hours for the minor must be earned in residence at OSU. Students with majors outside of the SSB may find that some courses may have additional prerequisites.

Code	Title	Hours
<b>Required Courses</b>		
HTM 3123	Event Planning	3
HTM 3663	Food and Beverage in Events	3
HTM 4983	Conventions, Conferences, and Meetings	3
Select 6 credits from HTM courses. <sup>1</sup>		6
A combination of HTM 3120 or HTM 4120 is recommended for attaining hands-on event design, planning and production experience.		
<b>Total Hours</b>		<b>15</b>

<sup>1</sup> Students may find that some courses have additional prerequisites. Please consult your academic advisor before enrollment.

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

# Hospitality and Tourism Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N) Laboratory (L)</i>		
Courses designated (N), (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
BADM 1111	Business First Year Seminar (or first year seminar course approved by the college)	1
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3

BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Hospitality &amp; Tourism Management Major Requirements</i>		
<i>Minimum Grade of "C" Required in HTM Major Requirements</i>		
HTM 1103	Introduction to Hospitality and Tourism	3
HTM 1113	Fundamentals of Culinary Production	3
HTM 2021	Food Safety and Sanitation	1
HTM 2643	Lodging Operations	3
HTM 2664	Restaurant Operations	4
HTM 3243	The Business of Tourism	3
HTM 3283	Hospitality Accounting Systems	3
HTM 3443	Hospitality Industry Internship	3
HTM 3543	Lodging Property Management	3
HTM 3623	Purchasing and Cost Control for Hospitality and Foodservice	3
HTM 4263	Beverage Management & Controls	3
HTM 4453	Revenue Management in Hospitality Operations	3

**Hours Subtotal** **62**

### Professional Electives <sup>3</sup>

*Minimum grade of "C" in each course*

Select 15 hours of upper division Hospitality and Tourism Management or Spears Business courses not already taken to satisfy degree requirements

**Total Hours** **120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

# Example Plan of Study

## Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
HTM 1103	Introduction to Hospitality and Tourism	3
3 hours of MATH or STAT designated 'A'		3
Humanities (with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
HTM 1113	Fundamentals of Culinary Production	3
BADM 2233	Business Analytics Fundamentals (A)	3
EEE 2023	Introduction to Entrepreneurship	3
POLS 1113	American Government	3

HTM 2021	Food Safety and Sanitation	1
<b>Hours</b>		<b>16</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
MSIS 2103	Business Data Science Technologie	3
MGMT 3013	Fundamentals of Management (S)	3
Humanities (H with D or I designation)		3
BADM 2111	Career Planning for Business Success	1
HTM 2643	Lodging Operations	3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
HTM 2664	Restaurant Operations	4
ECON 2003	Microeconomic Principles for Business	3
HTM 3283	Hospitality Accounting Systems	3
Natural Science with Lab (LN)		4
<b>Hours</b>		<b>14</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
MKTG 3213	Marketing (S)	3
FIN 3113	Finance	3
BADM 3113	Practical Business and Interpersonal Skills	3
LSB 3213	Legal and Regulatory Environment of Business	3
3 hours of Professional Electives		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MSIS 3223	Principles of Data Analytics	3
HTM 3543	Lodging Property Management	3



HTM 3623	Purchasing and Cost Control for Hospitality and Foodservice	3
Natural Science (N)		3
3 hours of Professional Electives		3
<b>Hours</b>		<b>15</b>
<b>Summer</b>		
HTM 3443	Hospitality Industry Internship <sup>1</sup>	3
<b>Hours</b>		<b>3</b>
<b>Senior</b>		
<b>Fall</b>		
HTM 3243	The Business of Tourism	3
HTM 4263	Beverage Management & Controls	3
3 hours of Professional Electives		3
Social Science (S with D or I designation)		3
<b>Hours</b>		<b>12</b>
<b>Spring</b>		
HTM 4453	Revenue Management in Hospitality Operations	3
MGMT 4513	Strategic Management	3
3 hours of Professional Electives		3
3 hours of Professional Electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> A management-based professional experience with concurrent enrollment in the class. 480 hours of practical hospitality work experience is required prior to enrolling.

# Hospitality and Tourism Management: Beverage Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Courses designated (N) with one (L)		7
Must include one Laboratory Science (L) course		
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>Hours Subtotal</b>		<b>40</b>
<b>College/Departmental Requirements</b>		
BADM 1111	Business First Year Seminar	1
Or first year seminar course approved by the college		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
<b>Common Body <sup>2</sup></b>		

ACCT 2003	Survey of Accounting <sup>3</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Hospitality &amp; Tourism Management Major Requirements</i>		
Minimum Grade of "C" Required in HTM Major Requirements		
HTM 1103	Introduction to Hospitality and Tourism	3
HTM 1113	Fundamentals of Culinary Production	3
HTM 2021	Food Safety and Sanitation	1
HTM 2643	Lodging Operations	3
HTM 2664	Restaurant Operations	4
HTM 3243	The Business of Tourism	3
HTM 3283	Hospitality Accounting Systems	3
HTM 3443	Hospitality Industry Internship	3
HTM 3543	Lodging Property Management	3
HTM 3623	Purchasing and Cost Control for Hospitality and Foodservice	3
HTM 4263	Beverage Management & Controls	3
HTM 4453	Revenue Management in Hospitality Operations	3
HTM 4703	Beverage Production and Distribution Systems	3

### Major Electives

Select 9 credits from:		9
HTM 3101	Malted Beverage	
HTM 3201	Overview of Mixology	
HTM 3301	Fundamentals of Coffee and Tea	
HTM 3721	Overview of Beverages in the Hospitality Industry	
HTM 4723	Beverage Education	
HTM 4743	Bar Management and Profitability	
HTM 4763	The Role of Non-Alcoholic Beverages in Hospitality Businesses	

**Hours Subtotal** **74**

### Professional Electives <sup>3</sup>

Minimum Grade of "C" Required in Electives	
Choose 3 hours worth of upper division Hospitality & Tourism Management or Spears Business courses	3

**Hours Subtotal** **3**

**Total Hours** **120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

- 40 hours must be upper-division.
- Hospitality work experience of 480 hours required for no grade prior to internship.
- **Transfer Admission Requirement:** 2.00 GPA

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3

HTM 1103	Introduction to Hospitality and Tourism	3
3 hours of MATH or STAT designated 'A'		3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
HTM 1113	Fundamentals of Culinary Production	3
BADM 2233	Business Analytics Fundamentals (A)	3
EEE 2023	Introduction to Entrepreneurship	3
POLS 1113	American Government	3
HTM 2021	Food Safety and Sanitation	1
<b>Hours</b>		<b>16</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
MSIS 2103	Business Data Science Technologie	3
MGMT 3013	Fundamentals of Management (S)	3
BADM 2111	Career Planning for Business Success	1
HTM 2643	Lodging Operations	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
HTM 2664	Restaurant Operations	4
ECON 2003	Microeconomic Principles for Business	3
HTM 3283	Hospitality Accounting Systems	3
Natural Science with Lab (L, N)		4
<b>Hours</b>		<b>14</b>

<b>Junior</b>			3 hours of Professional Electives	3
<b>Fall</b>				<b>Hours</b> 12
BADM 3111	Professional Development for Business Success	1		<b>Total Hours</b> 120
MKTG 3213	Marketing (S)	3		
FIN 3113	Finance	3		
BADM 3113	Practical Business and Interpersonal Skills	3		
LSB 3213	Legal and Regulatory Environment of Business	3		
3 hours from 9 hours list in major (Major Electives)		3		
			<b>Hours</b>	<b>16</b>
<b>Spring</b>				
MSIS 3223	Principles of Data Analytics	3		
HTM 3543	Lodging Property Management	3		
HTM 3623	Purchasing and Cost Control for Hospitality and Foodservice	3		
Natural Science (N)		3		
3 hours from 9 hour list in major (Major Electives)		3		
			<b>Hours</b>	<b>15</b>
<b>Summer</b>				
HTM 3443	Hospitality Industry Internship <sup>1</sup>	3		
			<b>Hours</b>	<b>3</b>
<b>Senior</b>				
<b>Fall</b>				
HTM 3243	The Business of Tourism	3		
HTM 4263	Beverage Management & Controls	3		
3 hours from 9 hours list in major (Major Electives)		3		
Social Science (S with D or I designation)		3		
			<b>Hours</b>	<b>12</b>
<b>Spring</b>				
HTM 4453	Revenue Management in Hospitality Operations	3		
MGMT 4513	Strategic Management	3		
HTM 4703	Beverage Production and Distribution Systems	3		

<sup>1</sup> A management-based professional experience with concurrent enrollment in the class. 480 hours of practical hospitality work experience is required prior to enrolling in HTM 3443.

# Hospitality and Tourism Management: Event Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120 Hours**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		
6		
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		
7		
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		
3		
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A)	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<i>Diversity (D) &amp; International Dimension (I)</i>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>Hours Subtotal</b>		<b>40</b>
<b>College/Departmental Requirements</b>		
BADM 1111	Business First Year Seminar	1
Or first year seminar course approved by the college		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Common Body <sup>2</sup></b>		
ACCT 2003	Survey of Accounting <sup>3</sup>	3

or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Hospitality &amp; Tourism Management Requirements</i>		
Minimum Grade of "C" Required in HTM Major Requirements		
HTM 1103	Introduction to Hospitality and Tourism	3
HTM 1113	Fundamentals of Culinary Production	3
HTM 2021	Food Safety and Sanitation	1
HTM 2643	Lodging Operations	3
HTM 2664	Restaurant Operations	4
HTM 3123	Event Planning	3
HTM 3243	The Business of Tourism	3
HTM 3283	Hospitality Accounting Systems	3
HTM 3443	Hospitality Industry Internship	3
HTM 3543	Lodging Property Management	3
HTM 3623	Purchasing and Cost Control for Hospitality and Foodservice	3
HTM 4263	Beverage Management & Controls	3
HTM 4453	Revenue Management in Hospitality Operations	3
Select 9 credits from:		9
HTM 3120	Special Events Management	
HTM 3663	Food and Beverage in Events	
HTM 4120	Advanced Special Events Management	
HTM 4983	Conventions, Conferences, and Meetings	
<b>Hours Subtotal</b>		<b>74</b>
<b>Professional Electives <sup>3</sup></b>		
Minimum Grade of "C" Required in Electives		
Choose 3 hours worth of upper division Hospitality & Tourism Management or Spears Business courses		
<b>Hours Subtotal</b>		<b>3</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

- 40 hours must be upper-division.
- Hospitality work experience of 480 hours required for no grade prior to internship.
- **Transfer Admission Requirement:** 2.00 GPA

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
HTM 1103	Introduction to Hospitality and Tourism	3
3 hours of MATH or STAT designated 'A'		3

Humanities (H with D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
HTM 1113	Fundamentals of Culinary Production	3
POLS 1113	American Government	3
EEE 2023	Introduction to Entrepreneurship	3
BADM 2233	Business Analytics Fundamentals (A)	3
HTM 2021	Food Safety and Sanitation	1
		<b>Hours 16</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
MSIS 2103	Business Data Science Technologie	3
MGMT 3013	Fundamentals of Management (S)	3
BADM 2111	Career Planning for Business Success	1
HTM 2643	Lodging Operations	3
Humanities (H with D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
HTM 2664	Restaurant Operations	4
ECON 2003	Microeconomic Principles for Business	3
HTM 3283	Hospitality Accounting Systems	3
Natural Science with Lab (LN)		4
		<b>Hours 14</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
MKTG 3213	Marketing (S)	3



FIN 3113	Finance	3
BADM 3113	Practical Business and Interpersonal Skills	3
LSB 3213	Legal and Regulatory Environment of Business	3
HTM 3123	Event Planning	3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MSIS 3223	Principles of Data Analytics	3
HTM 3543	Lodging Property Management	3
HTM 3623	Purchasing and Cost Control for Hospitality and Foodservice	3
Natural Science (N)		3
3 hours from 9 hour list in major (Major Electives)		3
<b>Hours</b>		<b>15</b>
<b>Summer</b>		
HTM 3443	Hospitality Industry Internship <sup>1</sup>	3
<b>Hours</b>		<b>3</b>
<b>Senior</b>		
<b>Fall</b>		
HTM 3243	The Business of Tourism	3
HTM 4263	Beverage Management & Controls	3
Social Science (S with D or I designation)		3
3 hours from 9 hour list in major (Major Electives)		3
<b>Hours</b>		<b>12</b>
<b>Spring</b>		
HTM 4453	Revenue Management in Hospitality Operations	3
MGMT 4513	Strategic Management	3
3 hours of Professional Electives		3
3 hours from 9 hour list in major (Major Electives)		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> A management-based professional experience with concurrent enrollment in the class. 480 hours of practical hospitality work experience is required prior to enrolling.

## Management

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The purpose of organizations is to channel the efforts of individuals to accomplish goals working together in a meaningful way to realize success in business or in solving pressing social problems requiring skilled managers.

The field of management is concerned with applying social, psychological and economic theories of human behavior to the real-world problems of designing organizations leading and motivating employees, planning effective courses of action and efficiently allocating resources. Since the field of management deals with real-world problems, students should have an interest in acquiring a deep understanding of human behavior and applying this knowledge in a variety of different contexts to create value for themselves and others.

The Department of Management offers an undergraduate major in management with options in human resource management (HRM), sports management, business sustainability and nonprofit management. The department also offers graduate studies leading to an MBA degree or a PhD degree. The disciplines spanned by these degrees offer dynamic, exciting career possibilities to students at all levels.

## Management

Undergraduate students should look forward to both intellectual growth and the development of management skills that are in high demand in today's competitive business world.

The Management major, as well as the four optional specializations, are concerned with the analytical process and the application of decision tools and relevant theory to creative problem solving. While the topics vary from one option to another, the common thread running through the Management major is the rational process of managing organizations, solving problems and accomplishing goals.

The major in management offers dynamic, exciting possibilities for study and employment by preparing students for leadership positions in all types of organizations. Some examples of topics include leadership, strategic management, planning courses of action, organizational behavior, resource allocation and administration. Students with degrees in management are employed by organizations of all types and sizes as managers or staff specialists. The major has flexibility so that the student may include coursework from any of the other business disciplines. The management major is a good choice for those interested in for profit leadership roles in business, non-profit and public sector organizations.

## Option in Human Resource Management

Students in the human resource management option study topics pertaining to the management and well-being of an organization's workforce, including compensation administration, forecasting demand for personnel, labor relations and collective bargaining, recruitment and selection, and training and development. This option is designed to prepare students for careers in human resource management or for careers that facilitate the attainment of a competitive advantage through human capital. A career as an HRM professional offers many opportunities, such as developing and implementing innovative HR policies and assisting employees with career challenges and opportunities. For those who enjoy working with both the people and the management systems side of organizations, a career as an HRM

professional offers many opportunities for career satisfaction and personal development.

## Option in Sports Management

The sports industry is a growing segment of our economy. Whether it is at the amateur, college, minor league or professional level, sports organizations are in need of graduates with business savvy. Sports enterprises are becoming increasingly concerned with their "bottom line," and they need employees who have business skills as well as expertise in the sports industry. The sports industry includes amateur, college, minor league and professional level sports organizations and is an industry that is growing in importance in our economy and society. Our sports management program is one of the few in the country that is housed within a business management department, so we offer our students the opportunity to gain important business management skills while learning about the unique nature of sports organizations.

## Option in Business Sustainability

A sustainable enterprise is built around the triple bottom line imperative of protecting and enhancing the current and long-term future of the organization, the quality of life of the people impacted by the organization, and the health of the natural environment. There is a growing need for individuals with training in sustainable enterprise, and the job opportunities for well-trained undergraduates are increasing. The Business Sustainability option prepares students for this growing and exciting field with extra class work in business ethics, corporate social responsibility and sustainable business practices.

## Option in Nonprofit Management

The nonprofit sector plays an important part in our society and in our economy; providing services and experiences for citizens that are unmet by government or the private sector, or can be delivered in a different way. Many students volunteer in the nonprofit sector and will continue to do so after graduation. As the sector matures, expectations of professionalism and business knowledge have increased. Students in the nonprofit management program will gain skills and knowledge about the nonprofit sector and organizations that will prepare them to enter the sector as professionals or board members at a critical time—as the Baby Boomer generation that has been leading in this sector retires. Topics include differences between the for-profit and nonprofit sectors in regards to generating revenue, managing a blended workforce of paid staff and volunteers, public image, accountability and measures of success.

## General Business

The general business program gives students a broad, comprehensive type of business education preparing them to enter employment in a wide range of administrative positions in private business, government or nonprofit organizations. The scope of their educational experience enables these graduates to assume management positions in organizations of varying sizes and ranges of operations.

Students majoring in general business will take general education or foundation course work in behavioral and social sciences, communications, humanities and fine arts, natural science, mathematics and statistics, as well as business foundation courses in accounting, business communications, business law, economics, finance, management information systems, management and marketing.

This major, which provides for a high degree of individual student choice, includes required upper-division coursework beyond the business core in

each of the business disciplines as well as substantial work in business or business-related courses, selected by the student in consultation with his or her major advisor. A pre-law option is offered.

## Courses

### **MGMT 3011 Business, Government and Society**

**Description:** Students will be exposed to topics in business sustainability including ethics and corporate responsibility; social environment and stakeholders; natural environment and externalities; and the regulatory environment.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3013 Fundamentals of Management (S)**

**Description:** Survey of management principles and techniques. Examines a variety of issues at individual, team and organizational levels and challenges faced by today's managers.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**General Education and other Course Attributes:** Social & Behavioral Sciences

### **MGMT 3021 Practical Business Skills: Success Strategies**

**Description:** This course introduces students to practical business skills by developing behaviors and exploring routines that correlate with career success. Specific attention to risk taking is explored.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3031 Practical Business Skills: Personal Decision Making**

**Description:** This course teaches practical business skills by introducing students to improved decision making. Specifically, students will explore life decisions, career choices and improved personal budgeting and management skills.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3041 Practical Business Skills: Critical Thinking Skills**

**Description:** This course introduces students to practical business skills including critical thinking, analytical skills, reason and the art of self-reflection. Students will also learn about imagination, intellectual bravery and the thinking skills needed to succeed in a rapidly changing world.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3123 Managing Behavior and Organizations**

**Prerequisites:** MGMT 3013.

**Description:** Focuses on the complexities of human behavior in organizational settings. Performance expectations and determinants at the individual, team and organizational levels are examined. Priority enrollment is given to management majors.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3133 Developing Leadership Skills**

**Prerequisites:** MGMT 3013.

**Description:** The study of personal, interpersonal and group factors relating to leadership performance. An integration of the theory and practice of leadership. May not be used for degree credit with BADM 3113.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3143 Business Career Development**

**Prerequisites:** MGMT 3013.

**Description:** Topics include career planning, company research, interviewing techniques, networking and personal selling. Students develop strategies to develop their professionalism, confidence and sophistication.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3313 Human Resource Management**

**Prerequisites:** MGMT 3013.

**Description:** Policies and practices used in personnel management. Focuses upon the functions of a human resource management department.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

### **MGMT 3943 Sports Management**

**Prerequisites:** MGMT 3013.

**Description:** Basic management skills necessary in the operation of sport organizations. The social, behavioral and managerial foundations of sport management, public relations, finance, economics, budgeting in the sport industry and managing a sports facility.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 3963 Social Issues in Sports Management**

**Description:** Analysis of the external environment and its relationship to sports management will be explored. Topical social issues will be discussed and presented and students will gain insight on how sports organizations operate complex issues.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4011 Crucial Interactions**

**Description:** Examines methods for increasing positive communication between you and organizational members. Crucial conversations are those conversations that we must have. Ways to increase the free-flow of dialogue to maximize benefit from a crucial conversation are discussed. No credit for students with credit in MGMT 5011.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4013 Current Topics in Management and Leadership**

**Prerequisites:** MGMT 3013.

**Description:** Examination of selected topics representing the most current management and leadership theories and practices.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4021 Managing Professional Relationships**

**Description:** The study of political behaviors and ways to use them effectively in order to be successful in your career. Ways to be prepared for political dynamics at work and what you can do to emerge a winner will be discussed. No credit for students with credit in MGMT 5021.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4031 Leading Organizational Change**

**Description:** An introduction to ways of leading change in an organization to keep pace with the economy and the competition. Building an eight step process for developing, selling and implementing change initiatives. No credit for students with credit in MGMT 5031.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4033 Management of Sustainable Enterprises**

**Description:** Students will be introduced to the social and natural environments and threats to sustainability. The course will cover the external drivers of sustainability as well as internal responses to these pressures. May not be used for degree credit with MGMT 5033. Previously offered as MGMT 3023.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4041 Performance Management**

**Description:** A study of the role of a performance management (PM) system in an organization, the basic components of a PM system (standards, measurement, judgment and action), PM methods and performance management interviews and the Balanced Scorecard. No credit for students with credit in MGMT 5041.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4051 Creating Ethical Work Places**

**Description:** An examination of the meaning of ethics in business and human resource management, how ethical, work-related behavior can be maximized, and how ethical organizational cultures facilitate organizational effectiveness. Establishing and critiquing an ethics program and examining your own code of ethics. No credit for students with credit in MGMT 5051.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4061 Managing Confrontations**

**Description:** Crucial confrontations directly address gaps between expectations and performance with a model that ensures individual and team effectiveness. Learn to hold people accountable, master face-to-face performance discussions, motivate without using power, enable without taking over, and move to action. It will improve the quality of your life and of your organization. No credit for students with credit in MGMT 5061.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4063 Management of Corporate Philanthropy**

**Description:** The course is designed as an opportunity for students to learn about the relationship between nonprofit and for-profit organizations, about individual and corporate philanthropy, and possibly to take part in a philanthropic experience.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4073 Management and Ethical Leadership**

**Description:** This course focuses on the application and evaluation of real-life ethical dilemmas using ethical decision-making models. Students will evaluate personal value systems, individual, leadership driven, organizational, and community ethical issues. Students may not take both MGMT 4073 and MGMT 5073 for credit.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4083 Corporate and Social Responsibility**

**Prerequisites:** MGMT 3013.

**Description:** Companies and organizations are powerful entities and have potential to harm or to do good in the pursuit of profit. This "good" is corporate social responsibility (CSR) and it's becoming a necessity in the corporate world. Students will be exposed to managerial responsibility as well as social responsibility at the corporate level. Teaching methods may include case analysis and business simulation. May not be used for degree credit with MGMT 5083.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4093 Management of Nonprofit Organizations**

**Description:** Students will be introduced to the role of nonprofits in the economy including management systems, strategy, and the interface between nonprofits, other businesses and various stakeholders. May not be used for degree credit with MGMT 5093.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4123 Labor Management Relations**

**Prerequisites:** MGMT 3013.

**Description:** Labor relations and collective bargaining. Negotiation and administration of labor agreements and employee relations in non-union organizations. Modes of impasse resolution.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4133 Total Rewards**

**Prerequisites:** MGMT 3313.

**Description:** This introductory course focuses on the fundamentals of compensation; such as, the legislative environment, compensations theories, job analysis, job evaluation, wage structures, and indirect compensation programs. May not be used for degree credit with MGMT 5133.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4143 Preventive Stress Management**

**Prerequisites:** MGMT 3013.

**Description:** Management to promote eustress (positive stress) and prevent or resolve distress (negative stress) in organizations. Psychophysiology of the stress response and the individual and organizational costs of distress. The principles and methods of preventive stress management.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4153 Talent Development**

**Prerequisites:** MGMT 3313.

**Description:** The role of training and development in organizational sustainability and competitiveness is examined. Topics include assessing training needs, developing and delivering training, evaluating training effectiveness, and career development. Students develop a training program and trainer skills.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4163 Fundraising for Nonprofit Organizations**

**Description:** Students will be introduced to the theory and practice of raising external funding for social causes. Course may include exposure to external speakers and nonprofit executives. May not be used for degree credit with MGMT 5163.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4213 Managing Diversity in the Workplace (D)**

**Description:** The American workforce is becoming increasingly more diverse. Successful leaders need to be able to interact with a wide-range of individuals. In this class, students will examine how managers build a successful organization by embracing diversity.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**General Education and other Course Attributes:** Diversity

**MGMT 4313 Organization for Action**

**Prerequisites:** MGMT 3013.

**Description:** A behavioral approach to the study of inter-organizational processes and the implementation strategies of firms. Building on Strategic Management and Human Resource Management, from the behavioral science, the study of the cognitive, social, cultural, and political aspects of strategy implementation in simple and complex organizations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management



**MGMT 4403 Environmental Sustainability for Business**

**Description:** The course reviews human-nature relationships and how they affect the ability of future generations to sustainably improve their quality of life. The course also considers methods of environmental stewardship that can contribute to sustainability. In-class and/or online discussions of issues, guest presentations by outside experts, and reports on selected topics are included.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4413 Change Management**

**Prerequisites:** MGMT 3013.

**Description:** Managing organizational change and redesign. The study of organizational change processes and the enhancement of performance through change management. Study of the body of knowledge and applications in this branch of organizational science.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4423 Environmental Problem Analysis for Business**

**Description:** This course reviews the process of environmental problem analysis using current practical examples. This course draws on theories from various disciplines and applies appropriate techniques of analysis.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4453 Environmental Management Practicum for Business**

**Description:** This course explores methods of analyzing sustainable solutions to complex environmental, safety and health problems using an integrated team approach. This approach combines technical, legal, economic, and sociopolitical information into a coherent analytical framework.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4463 Industrial Ecology for Business**

**Description:** Provides students with an overview and broad understanding of ecology principles as applied to an industrial setting. The course begins with an overview of general ecological principles such as ecosystem components and structures, biogeochemical cycles, energy flows, and properties of populations. The course concludes with a consideration of industrial ecology principles such as sustainability, pollution prevention, life cycle assessment and waste minimization.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4493 Applied Environmental Standards for Business Managers**

**Description:** Foundational understanding of the complex regulatory framework related to waste management.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4513 Strategic Management**

**Prerequisites:** Senior standing.

**Description:** Builds on concepts from business core courses to explain the upper management tasks of formulating and implementing strategies that increase organizational performance. Teaching methods may include case analysis and business simulation. Course previously offered as BADM 4513 and BADM 3513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4533 Leadership Dynamics**

**Prerequisites:** MGMT 3013.

**Description:** Contemporary business challenges require managerial leadership of the highest order. Students will learn about the latest developments in leadership theory and research. Students will also gain experience in putting into action the concepts learned in this class.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4543 Management Analytics**

**Prerequisites:** MGMT 3313.

**Description:** This course focuses on the application of analytic procedures and theories to the practice of human resource management. Topics include: research methods, psychometrics, descriptive statistics, inferential statistics, correlation, linear prediction, and other methods as deemed appropriate by the instructor. Students will show competence in proper data collection and evaluation techniques, as well as skills necessary to write up and present quantitative findings. May not be used for degree credit with STAT 3013 or PSYC 3214. Previously offered as MGMT 3513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 4573 Managerial Decision Making**

**Prerequisites:** MGMT 3013.

**Description:** The goal of this course is to help students become more effective decision-makers. It attempts to provide an understanding of decision-making at two levels - the individual and the group. It examines the mechanisms that underlie decision choices, preferences, and judgments, and through this examination, attempt to discover how to improve decision-making processes.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management



**MGMT 4613 International Management (I)****Prerequisites:** MGMT 3013 or MGMT 3123.**Description:** Survey of the organization, planning and management of international operations of business firms. Exploration of major cultural, economic and political systems and their effects on the management function.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**General Education and other Course Attributes:** International Dimension**MGMT 4623 Small Business Management****Prerequisites:** MGMT 3013 or MGMT 3123.**Description:** Starting and managing a small business.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4633 Business Management Consulting****Description:** Techniques required for locating business opportunities and evaluating potential, business consultancy, and identifying best practices in industry. Students will explore a typical consulting project from beginning to end.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4650 Leadership Issues****Prerequisites:** MGMT 3013.**Description:** Examination of leadership issues. Specific topics vary from semester to semester. Offered for variable credit, 1-6 credit hours, maximum of 9 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Management**MGMT 4693 International Human Resource Management****Prerequisites:** MGMT 3013 required, MGMT 3133 preferred and LSB 4423 recommended.**Description:** A comparison of human resource management policies and practices in the United States with those of major U.S. trading partners. Major human resource functions such as planning, staffing, training, compensation, performance appraisal and labor relations. Human resource policies and practices of China, Japan, Mexico, Canada and other countries.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4713 Negotiation Essentials****Prerequisites:** MGMT 3013.**Description:** Fundamentals of effective negotiation and dispute resolution practices. Current theory, strategies and tactics. More effective negotiations and how to secure "win-win" solutions. May not be used for degree credit with MGMT 5713.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4743 Advanced Sports Management****Prerequisites:** MGMT 3943.**Description:** This course builds on the material covered in MGMT 3943. More in-depth coverage is given to selected topics related to managing a sports entity.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4750 International Leadership Experience****Description:** This course focuses on developing leadership skills through international travel. Students will learn the skills and values used by leaders in other countries. The cultural and business environment faced by leaders in other countries will also be explored. Offered for fixed 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4813 Talent Acquisition****Prerequisites:** MGMT 3313.**Description:** This course focuses on the theories and methods of recruiting and selecting employees; such as, job analysis, human resource planning, recruiting, employment laws, and staffing. Staffing methods include interviews, references, application blanks, cognitive ability, personality tests, and others. Development and critique of a selection plan as well as conduct of a behavioral interview are analyzed. May not be used for degree credit with MGMT 5823.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4843 Strategic Sport Management****Prerequisites:** MGMT 3943.**Description:** An in-depth analysis and review of revenue generation in the sport industry. Topics will include past and present examples from many different types of sports, both in the United States and internationally. Revenue generation strategies will be discussed in terms of management planning and decision making.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management

**MGMT 4850 Applied Leadership Studies****Prerequisites:** MGMT 3013.**Description:** Structured internship of field project with supporting academic study. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Management**MGMT 4883 Multiple Perspectives in Global Management****Prerequisites:** MGMT 3013 or MGMT 3123.**Description:** View of how multinational corporations and cross-border business transactions have an impact on countries, cultures, employees, and ecological systems.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**MGMT 4943 International Sports Management (I)****Description:** A broad overview of the industry of sports around the globe. The historical, political, cultural, and business influences of sport development and management across the world will be discussed. The similarities and differences in organizational and management strategy from various countries, regions, and continents will also be examined.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Management**General Education and other Course Attributes:** International Dimension**MGMT 5011 Crucial Interactions****Description:** Examines methods for increasing positive communication between you and organizational members. Crucial conversations are those conversations that we must have. Ways to increase the free-flow of dialogue to maximize benefit from a crucial conversation are discussed. No credit for students with credit in MGMT 4011.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management**MGMT 5021 Managing Professional Relationships****Description:** The study of political behaviors and ways to use them effectively in order to be successful in your career. Ways to be prepared for political dynamics at work and what you can do to emerge a winner will be discussed. No credit for students with credit in MGMT 4021.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management**MGMT 5031 Leading Organizational Change****Description:** An introduction to ways of leading change in an organization to keep pace with the economy and the competition. Building an eight step process for developing, selling and implementing change initiatives. No credit for students with credit in MGMT 4031.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management**MGMT 5033 Management of Sustainable Enterprises****Description:** Students will be introduced to the social and natural environments and threats to sustainability. The course will cover the external drivers of sustainability as well as internal responses to these pressures. May not be used for degree credit with MGMT 4033. Previously offered as MGMT 5023.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MGMT 5041 Performance Management****Description:** A study of the role of a performance management (PM) system in an organization, the basic components of a PM system (standards, measurement, judgment and action), PM methods and performance management interviews and the Balanced Scorecard. No credit for students with credit in MGMT 4041.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management**MGMT 5051 Creating Ethical Work Places****Description:** An examination of the meaning of ethics in business and human resource management, how ethical, work-related behavior can be maximized, and how ethical organizational cultures facilitate organizational effectiveness. Establishing and critiquing an ethics program and examining your own code of ethics. No credit for students with credit in MGMT 4051.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management**MGMT 5061 Managing Confrontations****Description:** Crucial confrontations directly address gaps between expectations and performance with a model that ensures individual and team effectiveness. Learn to hold people accountable, master face-to-face performance discussions, motivate without using power, enable without taking over, and move to action. It will improve the quality of your life and of your organization. No credit for students with credit in MGMT 4061.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Management

**MGMT 5073 Management and Ethical Leadership**

**Description:** This course focuses on the application and evaluation of real-life ethical dilemmas using ethical decision-making models. Students will evaluate personal value systems, individual, leadership driven, organizational, and community ethical issues. Students may not take both MGMT 4073 and MGMT 5073 for credit.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5083 Corporate and Social Responsibility**

**Description:** Ethics and decision-making in corporations. Students will be exposed to managerial responsibility as well as social responsibility at the corporate level. Students may not take both MGMT 4083 and MGMT 5083 for credit.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5093 Management of Nonprofit Organizations**

**Description:** Students will be introduced to the role of nonprofits in the economy including management systems, strategy, and the interface between nonprofits, other businesses and various stakeholders. May not be used for degree credit with MGMT 4093.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5113 Individual and Organizational Behavior**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** This course integrates the fields of management principles and practices with the study of individual and group behavior within organizations. The focus will be upon translation of management and organizational behavior theory to practices that result in organizational effectiveness, efficiency, and human resource development.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5123 Org Design & Research**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Examination of selected topics representing the most current management theories and practices.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5133 Total Rewards**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** This course covers the development, implementation, and evaluation of compensation and benefits policies/programs. Students will learn the underlying theory as well as complete projects deemed necessary to master this material. Additionally, content will be provided to cover the legal environment, governing total rewards programs, administrative functions, and communication of total rewards programs' goals. May not be used for degree credit with MGMT 4133.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5153 Talent Development**

**Description:** A study of training development (T&D) concepts and methods. A study of the theories, principles, methods, and related terminology of T&D and their application to T&D problems.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5163 Fundraising for Nonprofit Organizations**

**Description:** Students will be introduced to the theory and practice of raising external funding for social causes. Course may include exposure to external speakers and nonprofit executives. May not be used for degree credit with MGMT 4163.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5213 Seminar in Organizational Behavior**

**Prerequisites:** Admission to MBA program or consent of MBA director.

**Description:** Current research on group behavior in organizations. Group processes and structural factors affecting the interaction process and intra- and intergroup performance characteristics. Laboratory simulation and team research projects used to pursue advanced topics.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5223 Seminar in Human Resource Management**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Principles, theories and methods of human resource management applied to various types of organizations. Human resource functions of planning, staffing, training and development, performance management, compensation and benefits, safety and health, and labor relations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5303 Corporate and Business Strategy**

**Prerequisites:** FIN 5013 or concurrent enrollment.

**Description:** Key issues in formulating and implementing business and corporate strategies. The orientation of top management and diagnosis of what is critical in complex business situations and realistic solutions to strategic and organizational problems. Course previously offered as MBA 5303.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5313 Project Management**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** The processes and techniques of managing projects in today's business world. The processes of idea generation, needs analysis, implementation, evaluation, and learning. The techniques of team building and conflict resolution in project management. Course previously offered as MSIS 5333.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5323 Teams in Organizations**

**Prerequisites:** MGMT 5113, admission to MBA program or consent of MBA director.

**Description:** The different ways in which organizations use teams. Many aspects of team development and the skills needed to effectively work in a team environment.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5453 Technology Commercialization**

**Prerequisites:** Admission to MBA program or consent of MBA director.

**Description:** The steps involved in evaluating and commercializing new technologies. The necessary steps in moving from prototype to product.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5500 Special Projects in Management**

**Description:** Structured internship, academic project, or field project on a management topic under the direction of a faculty member. Offered for variable credit, 1-6 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-6

**Contact hours:** Lecture: 1-6 Contact: 1-6

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5533 Leadership Challenges**

**Prerequisites:** MGMT 5113, admission to MBA program or consent of MBA director.

**Description:** Contemporary leadership practices. Leadership as a behavior, not as a position. The challenges of leadership, regardless of position.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5543 Human Resource Analytics**

**Description:** Topics include: research methods, psychometrics, descriptive statistics, inferential statistics, correlation, linear prediction, and other methods as deemed necessary by the instructor. Students will show competence in proper data collection and evaluation techniques, as well as skills necessary to write up and present quantitative findings. Students will apply these concepts practically over the course of the semester and will be expected to develop their own data sets for analysis. Previously offered as MGMT 5523.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5553 Management of Technology and Innovation**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Business applications of research, practice, and theory in the management of technology and innovation. To improve the effectiveness by which technologies are developed, implemented, and institutionalized. Emphasizes both management with advanced technologies and strategic management of technology.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5563 Crisis in Organizations**

**Prerequisites:** MGMT 5113, admission to MBA program or consent of the MBA director.

**Description:** Management and leadership in the face of crisis, from the smallest mom and pop store to the largest multinational corporation.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5613 Business Opportunity Identification and Analysis**

**Prerequisites:** Admission to MBA program or consent of MBA director.

**Description:** The techniques required for locating business opportunities, assessing their feasibility, and evaluating their potential returns.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5643 Sport Management**

**Description:** Designed to give the student an understanding of the basic management skills necessary in the operation of sport organizations. Topics include the social, behavioral, and managerial foundations of sport management, public relations, finance, economics, and budgeting in the sport industry, and managing a sports facility.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5673 Advanced Sport Management**

**Description:** Builds on the material covered in MGMT 5643. More in-depth coverage is given to selected topics related to managing a sports entity.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5713 Negotiation and Third-Party Dispute Resolution**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** This course is designed to improve students personal effectiveness and increase their productivity by drawing on the latest research in the psychology of judgment combined with the art of negotiation and decision-making. Students learn to develop effective strategies and systematic approaches to negotiations and influence opportunities. May not be used for degree credit with MGMT 4713.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5743 Intl Negotiations**

**Prerequisites:** Admission to MBA program or consent of MBA director.

**Description:** Improvement of negotiation skills and learn how cultural and national issues affect negotiations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5750 International Leadership Experience**

**Description:** This course focuses on developing leadership skills through international travel. Students will learn the skills and values used by leaders in other countries. The cultural and business environment faced by leaders in other countries will also be explored. Offered for fixed 3 credit hours, maximum of 6 credit hours.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 5800 Special Topics in Management**

**Description:** Exploration of emerging management topics. Specific topics will vary from semester to semester. Offered for variable credit, 1-6 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-6

**Contact hours:** Lecture: 1-6 Contact: 1-6

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.



**MGMT 5823 Talent Acquisition**

**Description:** This course focuses on the process of talent acquisition. Course topics include: human resource planning, position analysis, recruiting practices, selection, employment offers, and verification procedures. Students will study underlying human resource management theory and complete projects deemed necessary for mastery of the material. The course will also cover material related to the development, implementation, and evaluation of selection systems and the legal environment as it pertains to talent acquisition. Related topics will be discussed at the discretion of the instructor. May not be used for degree credit with MGMT 4813.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5843 Advanced Strategic Sports Management**

**Description:** Brand management in collegiate sports, the role of collegiate athletics in higher education in the United States, brand management in sports merchandising and entertainment, stadium financing and politics, franchise movement, legal cases, biographical stories, and the role of sports and tourism.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 5943 Advanced International Sports Management**

**Description:** Historical, political, cultural, and business influences of sport development and management across the world. Emphasis on similarities and differences in organizational and management strategy form various countries, regions and continents.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MGMT 6313 Advanced Organizational Behavior**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Theory and research focusing on individual and group behavior in organizations. Both classic and contemporary topics in organizational behavior, including work attitudes, motivation, job design, leadership, group processes, power and politics, and individual differences.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6323 Advanced Strategic Management**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Research concerning the content of organizational strategy and the process through which it is formulated and implemented.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6333 MESO Organization Studies**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Integration of macro- and micro-level concepts and topics across individual, group and organizational levels of analysis. Work and organization design, teams and groups, decision-making, and conflict management.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6343 Contemporary Research in Management I**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Introduction to the research process in management and building a career as a management scholar.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6353 Advanced Methods in Management Research**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Course examines issues in theory building and development, strategies for collecting behavioral research. At conclusion of course, student should be able to: develop research questions, develop appropriate measures for constructs to be tested, and design research study using various methodologies. Same course as BADM 6353.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6363 Advanced Organization Theory**

**Description:** Advanced organization theory in the field of management research. Analysis of key theoretical contributions within the field of management and related disciplines.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6443 Contemporary Research in Management II**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Specialized contemporary topics in management for doctoral students.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management



**MGMT 6453 Advanced Methods in Management Research II**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Topics include construct validation, moderation, mediation, polynomial regression and response surface analysis, path analysis, and longitudinal analysis along with some attention to cluster analyses, ANOVA, and canonical correlation analyses. The focus is on developing mastery of data analyses using regression and structural equation modeling software and on interpreting analyses.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

**MGMT 6553 Advanced Methods in Management Research III**

**Prerequisites:** Doctoral student standing and consent of instructor.

**Description:** Building on the first two seminars in the sequence, this class focuses on developing and testing more nuanced hypotheses such as those involving moderated mediation, change, and non-linear effects. In addition, more sophisticated analytical approaches necessary to deal with complex samples, contexts, and measurement will be introduced; such as, structural equation modeling, multilevel modeling, polynomial and spline regression, and logistic regression.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

## Undergraduate Programs

- General Business, BSBA (p. 2668)
- General Business: Pre-Law, BSBA (p. 2671)
- Management, BSBA (p. 2676)
- Management: Business Sustainability, BSBA (p. 2679)
- Management: Human Resource Management, BSBA (p. 2682)
- Management: Nonprofit Management, BSBA (p. 2685)
- Management: Sports Management, BSBA (p. 2688)

## Graduate Programs

The Department of Management offers work leading to the Master of Business Administration and the Doctor of Philosophy in business administration degrees.

## The Master of Business Administration (MBA) Degree

(See "Business Administration (p. 2600).")

## Graduate Certificates

### Certificate in Nonprofit Management

A growing number of executives in non-profits are recognizing the need to incorporate contemporary management skills into their organizations. This certificate is designed to highlight management practices used in traditional businesses that can also be applied in the nonprofit context and explore the important interface between for-profit businesses and nonprofit organizations.

This certificate is aimed at working professionals who typically join organizations at entry to mid-level management positions without prior business management education. The certificate offers a range of

courses that will examine how to apply business practices in nonprofit organizations. Those seeking the graduate certificate will complete 6 hours of required coursework and select another 6 hours of coursework that best fits their situation.

### Certificate in Sustainable Business

A sustainable enterprise is built around the triple bottom line imperative of protecting and enhancing the current and long-term future of the organization, the quality of life of the people impacted by the organization, and the health of the planet. A combination of factors has made a focus on sustainability no longer an option for organizations—whether public, private, or governmental. First, from a cost perspective, managers must recognize that their actions (whether proactive or inactive) that negatively impact people (e.g., its shareholders, employees, customers, communities) can lead to lawsuits. Similarly, by reducing the waste that harms the planet, organizations can minimize costs. Second, from a revenue perspective, the development of green products can provide a competitive advantage in the marketplace. Third, from an ethical perspective, it is simply the right thing to do to protect the planet as well as present and future generations of people from the negative externalities of an organization's actions. We are building these ideas into both our undergraduate and graduate management programs.

This certificate is aimed at working professionals and offers a range of courses that will examine how to apply business practices to sustainability practices in business. Those seeking the graduate certificate will complete 6 hours of required coursework and select another 6 hours of coursework that best fits their situation.

## The Doctor of Philosophy Degree

The PhD in business administration program administered through the Department of Management prepares students for a career in university research and teaching.

The program is flexible and individually structured to meet the needs and objectives of the candidate. Emphasis is placed on understanding the psychological, social and economic foundations of business administration and developing the analytical skills to publish research in the management specialties of organizational behavior, human resources and strategic management.

PhD students in management concentrate in either organizational behavior or strategic management and pursue two minors. At least one of the minor areas must be taken in the Spears School of Business. As support for the major and minor fields of study, each student is required to attain graduate-level competence in quantitative research methods.

As prerequisites to the program, all candidates must have completed appropriate basic courses in calculus and statistics. In addition, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, management, management information systems, management science and marketing. Competence in the functional areas is usually demonstrated through the completion of appropriate graduate courses in each area through a program accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Competence in planning and executing research must be demonstrated in a dissertation. In addition, each candidate must pass a series of comprehensive qualifying examinations, both written and oral, and a separate, final oral examination of the dissertation itself. To enhance teaching skills, all PhD students in residence are required to teach on a

quarter-time or half-time basis for at least one semester while earning the degree.

Outstanding students with master's degrees in any field of study are encouraged to apply. The application for admission to the program is evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. the score on the Graduate Management Admissions Test,
3. a two- or three-page statement describing research interests,
4. three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the responsibility of each applicant to ensure that all material related to the above criteria is received by the department.

## Certificates

- Sustainable Business Management (SBM), Undergraduate Certificate (p. 2693)

## Minors

- Business Sustainability (BUSS), Minor (p. 2666)
- General Business (GNBU), Minor (p. 2667)
- Human Resource Management (HRM), Minor (p. 2674)
- Management (MGMT), Minor (p. 2675)
- Nonprofit Management (NPM), Minor (p. 2691)
- Sports Management (SPMG), Minor (p. 2692)

## Faculty

James M. Pappas, PhD—Associate Professor and Head

**Professors:** Federico Aime, PhD

**Associate Professors:** Raj Basu, PhD; W. Matthew Bowler, PhD; Bryan D. Edwards, PhD; Lisa Schurer Lambert, PhD; Chalmer E. Labig, Jr., PhD; Laurie Lucas, JD; Geoffrey P. Pivateau, JD; Andrew L. Urich, JD; Alexis Washington, PhD

**Assistant Professors:** Nikolaos Dimotakis, PhD; Lindsey Greco, PhD; John Holden, JD; Yurianna Kimmons, PhD; Anna Lennard, PhD; Jeanine Pieterneel Porck, PhD

**Professors of Professional Practice:** Jason B. Aamodt, JD; Jennifer Coonce; R. Evan Davis, PhD; Bryan Finch, PhD; Sumathi Pearl, EDD; Stephanie Royce, PhD; Jose A. Sagarnaga Castillo, PhD; Tara Fitzgerald Urich, JD

**Other Faculty:** C. Eve Ash; Durand Crosby, PhD; Sylvia Hill; Edward Lindsey, JD; Marla Mahar; Kim McCrackin; Jeff Paul, PhD; Tanya Raun, JD; Scott Robin; Kristina Schaap; Paul Sims

## Business Sustainability (BUSS), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00  
**Total Hours:** 16

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MGMT 3011	Business, Government and Society	1
MGMT 3013	Fundamentals of Management (S)	3
MGMT 4033	Management of Sustainable Enterprises	3
MGMT 4083	Corporate and Social Responsibility	3
Select 6 hours of the following:		6
MGMT 4403	Environmental Sustainability for Business	
MGMT 4423	Environmental Problem Analysis for Business	
MGMT 4453	Environmental Management Practicum for Business	
MGMT 4463	Industrial Ecology for Business	
MGMT 4493	Applied Environmental Standards for Business Managers	
ECON 3903	Economics of the Environment	
ECON 4113	Energy Economics: Traditional and Renewable Energy Markets	
EEE 4403	Social Entrepreneurship	
MGMT 4093	Management of Nonprofit Organizations	
MKTG 3333	Nonprofit Marketing	
MKTG 4443	Social Issues in the Marketing Environment	
HTM 4183	Sustainable Tourism and Geography	
<b>Total Hours</b>		<b>16</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for

example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).

- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## General Business (GNBU), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 21

For a minor requiring 21 hours, 15 of the 21 hours must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. Students with majors from the Spears School of Business may not minor in General Business.

Code	Title	Hours
<b>Minor Requirements</b>		
ACCT 2103 or ACCT 2003	Financial Accounting Survey of Accounting	3
ECON 2103 or ECON 2003	Introduction to Microeconomics (S) Microeconomic Principles for Business	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
MSIS 2103	Business Data Science Technologies	3
<b>Total Hours</b>		<b>21</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

# General Business, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 120

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required in these 66 hours		

### Common Body<sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>General Business Major Requirements</i>		
A GPA of 2.00 is required in these 39 hours		
20 of these 39 hours must be in residence at OSU		
BCOM 3113 or BCOM 3443 or ENGL 3323	Written Communication Business Communication for International Students Technical Writing	3
BCOM 3223 or SPCH 3723	Oral Communication Business and Professional Communication	3
Select 3 upper-division hours from six of the following ten areas: ACCT, BADM, ECON, EEE, FIN, HTM, LSB, MGMT, MKTG, MSIS		18
Select an additional 15 upper-division hours from fields in the SSB		15
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours <sup>3</sup>		11
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC		
Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours		
<b>Hours Subtotal</b>		<b>11</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with a D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3

ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
3 hours of upper division business		3
Humanities (H with D or I designation)		3
3 hours from 18 hour list in major		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
BADM 3113	Practical Business and Interpersonal Skills	3
BCOM 3113	Written Communication	3
3 hours from 18 hour list in major		3
3 hours of upper division business		3
3 hours of upper division business		3
<b>Hours</b>		<b>16</b>



<b>Spring</b>		
MSIS 3223	Principles of Data Analytics	3
BCOM 3223	Oral Communication	3
Natural Science with Lab (LN)		4
3 hours from 18 hour list in major		3
3 hours from 18 hour list in major		3
	<b>Hours</b>	<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
3 hours from 18 hour list in major		3
3 hours from 18 hour list in major		3
3 hours of upper division business		3
3 hours of electives		3
2 hours of electives		2
	<b>Hours</b>	<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours upper division business		3
3 hours of electives		3
3 hours of electives		3
	<b>Hours</b>	<b>12</b>
	<b>Total Hours</b>	<b>120</b>

## General Business: Pre-Law, BSBA

### Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 120

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		
6		
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		
7		
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		
3		
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required in these 69 hours		

### Common Body<sup>2</sup>

ACCT 2003	Survey of Accounting <sup>3</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>General Business Major Requirements</i>		
A GPA of 2.00 is required in these 42 hours		
21 of these 42 hours must be in residence at OSU		
Select 12 hours upper-division SSB electives		12
BCOM 3113	Written Communication	3
or BCOM 3443	Business Communication for International Students	
or ENGL 3323	Technical Writing	
BCOM 3223	Oral Communication	3
or SPCH 3723	Business and Professional Communication	
Select 3 upper-division hours from five of the following nine areas: ACCT, BADM, ECON, EEE, FIN, HTM, MGMT, MKTG, MSIS		15
Select 9 hours of the following:		9
LSB 4323	Law of Commercial Transactions and Debtor-Creditor Relationships	
LSB 4403	Law and Entrepreneurship	
LSB 4413	Law of Business Organizations	
LSB 4423	Employment Law (D)	
LSB 4523	Law of Real Property	
LSB 4633	Legal Aspects of International Business Transactions (I)	
HTM 4103	Hospitality Law and Ethics	
POLS 3983	Courts and Judicial Process (S)	
POLS 4963	U.S. Constitution: Civil Rights and Civil Liberties	
POLS 4973	U.S. Constitution: Separation of Powers	
<b>Hours Subtotal</b>		<b>69</b>
<b>Electives</b>		
Select 8 hours <sup>3</sup>		8
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.		
<b>Hours Subtotal</b>		<b>8</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

### 3+3 Law Program

With approval from the advisor and department head, a maximum of 30 hours from an accredited doctoral law program may be substituted for the following classes:

Code	Title	Hours
Select 6 hours of electives		6
LSB 3213	Legal and Regulatory Environment of Business	3
Select 3 hours of BCOM		3
Select 9 hours from LSB/POLS list		9
Select 9 hours of upper-division business		9
<b>Total Hours</b>		<b>30</b>

### Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

### Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

### Example Plan of Study

#### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1

ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with a D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
		<b>Hours 15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
		<b>Hours 16</b>

<b>Spring</b>		
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
3 hours of upper division business		3
3 hours from 15 hour list in major		3
Humanities (H with D or I designation)		3
	<b>Hours</b>	<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
BCOM 3113	Written Communica	3
BADM 3113	Practical Business and Interpersonal Skills	3
3 hours from 9 hour list in major		3
3 hours from 15 hour list in major		3
3 hours of upper division business		3
	<b>Hours</b>	<b>16</b>
<b>Spring</b>		
MSIS 3223	Principles of Data Analytics	3
BCOM 3223	Oral Communication	3
Natural Science with Lab (LN)		4
3 hours from 9 hour list in major		3
3 hours from 15 hour list in major		3
	<b>Hours</b>	<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
3 hours from 9 hour list in major		3
3 hours from 15 hour list in major		3
3 hours from 15 hour list in major		3
3 hours of electives		3
2 hours of electives		2
	<b>Hours</b>	<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Managemen	3
3 hours of upper division business		3
3 hours of upper division business		3
3 hours of electives		3
	<b>Hours</b>	<b>12</b>
	<b>Total Hours</b>	<b>120</b>

## Human Resource Management (HRM), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MGMT 3011	Business, Government and Society	1
MGMT 3013	Fundamentals of Management (S)	3
MGMT 3313	Human Resource Management	3
Choose 9 hours from the following:		9
MGMT 4133	Total Rewards	
MGMT 4153	Talent Development	
MGMT 4543	Management Analytics	
MGMT 4813	Talent Acquisition	
<b>Total Hours</b>		<b>16</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Management (MGMT), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

Chesapeake Energy Business Student Success Center, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MGMT 3011	Business, Government and Society	1
MGMT 3013	Fundamentals of Management (S)	3
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3313	Human Resource Management	3
MGMT 4073	Management and Ethical Leadership	3
or MGMT 4083	Corporate and Social Responsibility	
Select 3 hours of any upper division MGMT		3
<b>Total Hours</b>		<b>16</b>

### Other Requirements

- 10 of the 16 hours must be taken at OSU.

### Additional OSU Requirements

#### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).



# Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 120

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required in these 61 hours		

### Common Body<sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Management Major Requirements</i>		
A GPA of 2.00 is required in these 34 hours of Management Major Requirements		
17 of these 34 hours must be in residence at OSU		
MGMT 3011	Business, Government and Society	1
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3313	Human Resource Management	3
MGMT 4073 or MGMT 4083	Management and Ethical Leadership Corporate and Social Responsibility	3
Select 12 hours upper-division MGMT courses		12
Select one of the following:		3
BCOM 3113	Written Communication	
BCOM 3443	Business Communication for International Students	
ENGL 3323	Technical Writing	
BCOM 3223 or SPCH 3723	Oral Communication Business and Professional Communication	3
Select 6 hours from upper-division business courses		6
<b>Hours Subtotal</b>		<b>61</b>
<b>Electives</b>		
Select 16 hours <sup>3</sup>		16
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.		
<b>Hours Subtotal</b>		<b>16</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses are required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology:	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneur	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
Humanities (H with D or I designation)		3
3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MGMT 3123	Managing Behavior and Organizations	3
FIN 3113	Finance	3
MKTG 3213	Marketing (S)	3
MGMT 3011	Business, Government and Society	1
3 hours of upper division MGMT		3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
LSB 3213	Legal and Regulatory Environment of Business	3

BADM 3113	Practical Business and Interpersonal Skills	3
MGMT 3313	Human Resource Management	3
BCOM 3113	Written Communication	3
3 hours of upper division MGMT		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
BCOM 3223	Oral Communication	3
MSIS 3223	Principles of Data Analytics	3
MGMT 4073 or MGMT 4083	Management and Ethical Leadership or Corporate and Social Responsibility	3
Natural Science with Lab (LN)		4
3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
3 hours of upper division MGMT		3
3 hours of upper division MGMT		3
3 hours of upper division business		3
3 hours of electives		3
1 hour of electives		1
<b>Hours</b>		<b>13</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours of upper division business		3
3 hours of electives		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

# Management: Business Sustainability, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required in these 61 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>2</sup>	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Business Sustainability Major Requirements*

A GPA of 2.00 is required in these 34 hours of Business Sustainability Major

20 of these 34 hours must be in residence at OSU

MGMT 3011	Business, Government and Society	1
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3313	Human Resource Management	3
MGMT 4033 or MGMT 4403	Management of Sustainable Enterprises Environmental Sustainability for Business	3
MGMT 4073	Management and Ethical Leadership	3
MGMT 4083	Corporate and Social Responsibility	3
Select 3 hours from the following:		3

BCOM 3113	Written Communication	
BCOM 3443	Business Communication for International Students	
ENGL 3323	Technical Writing	
Select 3 hours from the following:		3
BCOM 3223	Oral Communication	
SPCH 3723	Business and Professional Communication	

Select 12 hours from the following:		12
ECON 3613	International Economic Relations (S)	
ECON 3903	Economics of the Environment	
EEE 4403	Social Entrepreneurship	
EEE 4603	Entrepreneurship Empowerment in South Africa	
MGMT 4093	Management of Nonprofit Organizations	
MGMT 4423	Environmental Problem Analysis for Business	
MGMT 4453	Environmental Management Practicum for Business	
MGMT 4463	Industrial Ecology for Business	
MGMT 4493	Applied Environmental Standards for Business Managers	
MGMT 4613	International Management (I)	
MKTG 3333	Nonprofit Marketing	
MKTG 3993	International Business (I)	
MKTG 4443	Social Issues in the Marketing Environment	
MKTG 4553	International Marketing	

<b>Hours Subtotal</b>	<b>61</b>
<b>Electives</b>	
Select 16 hours <sup>3</sup>	16
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.	
<b>Hours Subtotal</b>	<b>16</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses are required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1

ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
		<b>Hours 16</b>

### Spring

EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
		<b>Hours 15</b>

### Sophomore

<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
Humanities (H with D or I designation)		3
3 hours electives		3
		<b>Hours 16</b>

<b>Spring</b>			
MGMT 3123	Managing Behavior and Organizations	3	
FIN 3113	Finance	3	
MGMT 4033 or MGMT 4403	Management of Sustainable Enterprises or Environmental Sustainability for Business	3	
MKTG 3213	Marketing (S)	3	
MGMT 3011	Business, Government and Society	1	
Humanities (H with D or I designation)			3
<b>Hours</b>			<b>16</b>

<b>Junior</b>			
<b>Fall</b>			
BADM 3111	Professional Development for Business Success	1	
LSB 3213	Legal and Regulatory Environment of Business	3	
BADM 3113	Practical Business and Interpersonal Skills	3	
MGMT 3313	Human Resource Management	3	
BCOM 3113	Written Communication	3	
3 hours from 12 hour list in major			3
<b>Hours</b>			<b>16</b>

<b>Spring</b>			
BCOM 3223	Oral Communication	3	
MGMT 4083	Corporate and Social Responsibility	3	
MSIS 3223	Principles of Data Analytics	3	
Natural Science with Lab (LN)			4
3 hours of electives			3
<b>Hours</b>			<b>16</b>

<b>Senior</b>			
<b>Fall</b>			
MGMT 4073	Management and Ethical Leadership	3	
3 hours from 12 hour list in major			3
3 hours from 12 hour list in major			3
3 hours of electives			3
1 hour of electives			1
<b>Hours</b>			<b>13</b>

<b>Spring</b>			
MGMT 4513	Strategic Management	3	
3 hours from 12 hour list in major			3
3 hours of electives			3
3 hours of electives			3
<b>Hours</b>			<b>12</b>
<b>Total Hours</b>			<b>120</b>



# Management: Human Resource Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required in these 61 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Human Resource Management Major Requirements*

A GPA of 2.20 is required in these 34 hours of Human Resource Management Major Requirements

17 of these 34 hours must be in residence at OSU

MGMT 3011	Business, Government and Society	1
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3313	Human Resource Management	3
MGMT 4073 or MGMT 4083	Management and Ethical Leadership Corporate and Social Responsibility	3
MGMT 4133 or MGMT 4153	Total Rewards Talent Development	3
MGMT 4813	Talent Acquisition	3
Select one of the following:		3
MGMT 4543	Management Analytics	
STAT 3013	Intermediate Statistical Analysis	
PSYC 3214	Statistical Methods in Psychology	

Select one of the following: 3

BCOM 3113	Written Communication	
BCOM 3443	Business Communication for International Students	
ENGL 3323	Technical Writing	
BCOM 3223 or SPCH 3723	Oral Communication Business and Professional Communication	3

Select 9 hours from the following: 9

LSB 4423	Employment Law (D)	
MGMT 4133	Total Rewards	
MGMT 4153	Talent Development	
MGMT 4213	Managing Diversity in the Workplace (D)	
MGMT 4713	Negotiation Essentials	

**Hours Subtotal 61**

**Electives**

Select 16 hours <sup>3</sup> 16

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

<b>Hours Subtotal</b>	<b>16</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
		<b>Hours 16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
		<b>Hours 15</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
Humanities (H with D or I designation)		3
3 hours of electives		3
		<b>Hours 16</b>

<b>Spring</b>		
MGMT 3123	Managing Behavior and Organizations	3
MKTG 3213	Marketing (S)	3

MGMT 3313	Human Resource Management	3	3 hours of electives	3
			<b>Hours</b>	<b>12</b>
FIN 3113	Finance	3		
MGMT 3011	Business, Government and Society	1		
Humanities (H with D or I designation)				3
			<b>Hours</b>	<b>16</b>
<b>Junior</b>				
<b>Fall</b>				
BADM 3111	Professional Development for Business Success	1		
LSB 3213	Legal and Regulatory Environment of Business	3		
BADM 3113	Practical Business and Interpersonal Skills	3		
MGMT 4543	Management Analytics	3		
BCOM 3113	Written Communication	3		
3 hours from 9 hour list in major				3
			<b>Hours</b>	<b>16</b>
<b>Spring</b>				
BCOM 3223	Oral Communication	3		
MGMT 4133 or MGMT 4153	Total Rewards or Talent Development	3		
MSIS 3223	Principles of Data Analytics	3		
Natural Science with Lab (LN)				4
3 hours of electives				3
			<b>Hours</b>	<b>16</b>
<b>Senior</b>				
<b>Fall</b>				
MGMT 4073 or MGMT 4083	Management and Ethical Leadership or Corporate and Social Responsibility	3		
MGMT 4813	Talent Acquisition	3		
3 hours from 9 hour list in major				3
3 hours of electives				3
1 hour of electives				1
			<b>Hours</b>	<b>13</b>
<b>Spring</b>				
MGMT 4513	Strategic Management	3		
3 hours from 9 hour list in major				3
3 hours of electives				3

# Management: Nonprofit Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required in these 61 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Non-Profit Management Major Requirements</i>		
A GPA of 2.00 is required in these 34 hours of Nonprofit Major Requirements		
20 of these 34 hours must be in residence at OSU.		
MGMT 3011	Business, Government and Society	1
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3313	Human Resource Management	3
MGMT 4073 or MGMT 4083	Management and Ethical Leadership Corporate and Social Responsibility	3
MGMT 4093	Management of Nonprofit Organizations	3
MGMT 4163	Fundraising for Nonprofit Organizations	3
Select 6 hours upper-division MGMT courses		6
Select one of the following:		3
BCOM 3113	Written Communication	
BCOM 3443	Business Communication for International Students	
ENGL 3323	Technical Writing	
BCOM 3223 or SPCH 3723	Oral Communication Business and Professional Communication	3
Select 6 hours of the following:		6
ECON 3613	International Economic Relations (S)	
ECON 3903	Economics of the Environment	
EEE 4403	Social Entrepreneurship	
EEE 4603	Entrepreneurship Empowerment in South Africa	
MGMT 4083	Corporate and Social Responsibility	
MGMT 4613	International Management (I)	
MKTG 3333	Nonprofit Marketing	
MKTG 3993	International Business (I)	
MKTG 4443	Social Issues in the Marketing Environment	
MKTG 4553	International Marketing	
<b>Hours Subtotal</b>		<b>61</b>
<b>Electives</b>		
Select 16 hours <sup>3</sup>		16
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.		

<b>Hours Subtotal</b>	<b>16</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses are required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
Humanities (H with D or I designation)		3
3 hours of electives		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
MGMT 3123	Managing Behavior and Organizations	3
MKTG 3213	Marketing (S)	3
FIN 3113	Finance	3

MGMT 3313	Human Resource Management	3	3 hours of electives	3
MGMT 3011	Business, Government and Society	1		
Humanities (H with D or I designation)				
			<b>Hours</b>	<b>16</b>
<b>Junior</b>				
<b>Fall</b>				
BADM 3111	Professional Development for Business Success	1		
LSB 3213	Legal and Regulatory Environment of Business	3		
BADM 3113	Practical Business and Interpersonal Skills	3		
MGMT 4093	Management of Nonprofit Organizations	3		
BCOM 3113	Written Communication	3		
3 hours upper division MGMT				
			<b>Hours</b>	<b>16</b>
<b>Spring</b>				
BCOM 3223	Oral Communication	3		
MGMT 4163	Fundraising for Nonprofit Organization	3		
MSIS 3223	Principles of Data Analytics	3		
Natural Science with Lab (LN)				4
3 hours of electives				3
			<b>Hours</b>	<b>16</b>
<b>Senior</b>				
<b>Fall</b>				
MGMT 4073 or MGMT 4083	Management and Ethical Leadership or Corporate and Social Responsibility	3		
3 hours upper division MGMT				3
3 hours from 6 hour list in major				3
3 hours of electives				3
1 hour of electives				1
			<b>Hours</b>	<b>13</b>
<b>Spring</b>				
MGMT 4513	Strategic Management	3		
3 hours from 6 hour list in major				3
3 hours of electives				3



# Management: Sports Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required in these 64 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Sports Management Major Requirements*

A GPA of 2.00 is required in these 37 hours of Sports Management Major Requirements

19 of these 37 hours must be in residence at OSU

MGMT 3011	Business, Government and Society	1
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3313	Human Resource Management	3
MGMT 3943	Sports Management	3
MGMT 4073 or MGMT 4083	Management and Ethical Leadership Corporate and Social Responsibility	3
MGMT 4743	Advanced Sports Management	3
MGMT 4943	International Sports Management (I)	3
Select 3 hours upper-division MGMT courses		3
Select one of the following:		3
BCOM 3113	Written Communication	
BCOM 3443	Business Communication for International Students	
ENGL 3323	Technical Writing	
BCOM 3223 or SPCH 3723	Oral Communication Business and Professional Communication	3
Select 9 hours of the following:		9
ECON 3513	Labor Economics	
ECON 3723	The Economics of Sport	
LSB 4423	Employment Law (D)	
MGMT 4843	Strategic Sport Management	
MKTG 3323	Consumer and Market Behavior	
MKTG 3433	Promotional Strategy	
MKTG 3473	Professional Selling	
MKTG 3713	Sports Marketing	
MSIS 4943	Decision-Making Tools for Sports Management	

**Hours Subtotal 64**

**Electives**

Select 13 hours <sup>3</sup> 13

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

<b>Hours Subtotal</b>	<b>13</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designation)		3
		<b>Hours 16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
		<b>Hours 15</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
		<b>Hours 16</b>

<b>Spring</b>		
MGMT 3123	Managing Behavior and Organizations	3
MGMT 3943	Sports Management	3
FIN 3113	Finance	3

MGMT 3313	Human Resource Management	3	3 hours of electives	3
MGMT 3011	Business, Government and Society	1		
Humanities (H with D or I designation)				
			<b>Hours</b>	<b>16</b>
<b>Junior</b>				
<b>Fall</b>				
BADM 3111	Professional Development for Business Success	1		
LSB 3213	Legal and Regulatory Environment of Business	3		
BADM 3113	Practical Business and Interpersonal Skills	3		
MGMT 4743	Advanced Sports Management	3		
BCOM 3113	Written Communication	3		
3 hours from 9 hour list in major				
			<b>Hours</b>	<b>16</b>
<b>Spring</b>				
BCOM 3223	Oral Communication	3		
MGMT 4943	International Sports Management (I)	3		
MSIS 3223	Principles of Data Analytics	3		
Natural Science with Lab (LN)				
3 hours of electives				
			<b>Hours</b>	<b>16</b>
<b>Senior</b>				
<b>Fall</b>				
MGMT 4073 or MGMT 4083	Management and Ethical Leadership or Corporate and Social Responsibility	3		
3 hours upper division MGMT				
3 hours from 9 hour list in major				
3 hours of electives				
1 hour of electives				
			<b>Hours</b>	<b>13</b>
<b>Spring</b>				
MGMT 4513	Strategic Management	3		
3 hours from 9 hour list in major				
3 hours of electives				
			<b>Hours</b>	<b>12</b>
			<b>Total Hours</b>	<b>120</b>

## Nonprofit Management (NPM), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MGMT 3011	Business, Government and Society	1
MGMT 3013	Fundamentals of Management (S)	3
MGMT 4093	Management of Nonprofit Organizations	3
MGMT 4163	Fundraising for Nonprofit Organizations	3
Select 6 hours of the following:		6
EEE 4123	Entrepreneurship and The Arts	
LSB 3213	Legal and Regulatory Environment of Business	
MGMT 4083	Corporate and Social Responsibility	
MGMT 4403	Environmental Sustainability for Business	
MKTG 3333	Nonprofit Marketing	
MKTG 4443	Social Issues in the Marketing Environment	
RMRT 4943	Grant Writing and Nonprofit Management	
<b>Total Hours</b>		<b>16</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Sports Management (SPMG), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MGMT 3011	Business, Government and Society	1
MGMT 3013	Fundamentals of Management (S)	3
MGMT 3943	Sports Management	3
Select 9 hours of the following:		9
MGMT 3963	Social Issues in Sports Management	
MGMT 4743	Advanced Sports Management	
MGMT 4843	Strategic Sport Management	
MGMT 4943	International Sports Management (I)	
<b>Total Hours</b>		<b>16</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Sustainable Business Management (SBM), Undergraduate Certificate

### Requirements for Students Matriculating in or before Academic Year

2021-2022. Learn more about University Academic Regulation 3.1 (p. 922).

**Total Hours:** 24

Code	Title	Hours
MGMT 4033	Management of Sustainable Enterprises	3
MGMT 4083	Corporate and Social Responsibility	3
MGMT 4403	Environmental Sustainability for Business	3
MGMT 4423	Environmental Problem Analysis for Business	3
Select 4 of the following courses:		12
AGEC 3503	Natural Resource Economics	
AGEC 4503	Environmental Economics and Resource Development	
ARCH 4233	Sustainable Design in Architecture	
BIOL 3034	General Ecology	
PBIO 3253	Environment and Society (N)	
ECON 3903	Economics of the Environment	
ENVR 3113	Sampling and Analyses for Solving Environmental Problems	
EEE 4403	Social Entrepreneurship	
MGMT 4453	Environmental Management Practicum for Business	
MGMT 4463	Industrial Ecology for Business	
MGMT 4493	Applied Environmental Standards for Business Managers	
MKTG 4443	Social Issues in the Marketing Environment	
NREM 3013	Applied Ecology and Conservation	
Special courses: Students may receive 3-6 credits from Sustainability study in Costa Rica at Universidad de Earth and other Travel Abroad Sustainability courses (as approved by faculty).		
<b>Total Hours</b>		<b>24</b>

For detailed and latest information on this program, please contact Dr. James Pappas, Spears School of Business, 449 Business, 405-744-7729.



## Management Science and Information Systems

Emerging technologies continue to dramatically alter the way business and life is conducted. Those who wish to have a leading role in developing and implementing next generation information systems should consider a career in management information systems, including the sub-fields of data science and information assurance/cybersecurity. The need for knowledgeable workers with expertise in these information systems driven areas will continue to increase at substantial rates for the foreseeable future.

The Department of Management Science and Information Systems offers an undergraduate major in management information systems (MIS) with possible options of data science and information assurance (IA). It also offers graduate studies leading to master's degrees in information assurance (MSIA) and management information systems (MIS). Also, PhD degrees in business administration with an option in MIS, information assurance, management science and operations management can be earned.

Undergraduate degrees in MIS require a common foundation of work in disciplines such as mathematics, statistics, behavioral sciences and communications. A second tier of required work consists of the courses required for all Spears School of Business students such as economics, marketing, accounting and management. The third tier of classes are core MIS courses that develop information technology, data science and cybersecurity expertise in students.

### Management Information Systems (MIS)

The MIS degree focuses on the business applications of information technology. This includes emphasizing necessary skills required in the analysis, development, evaluation and implementation of various information and communication technologies critical for today's global organizations. The integration of information technology throughout all aspects of business coupled with the critical need for responsive information systems has created a strong demand for graduates with expertise in information systems and business administration.

Once MIS students satisfy the first two tiers of requirements mentioned above, they will focus on specialized courses in areas such as systems analysis and design, web and mobile app development, database design and management, data science techniques and applications, data communications and cybersecurity, among other relevant areas.

### Data Science

The data science option allows developing aptitudes in quantitative tools that are especially critical in today's data-driven organization. Additional course work in statistics, and descriptive, predictive and prescriptive analytics is possible with a Data Science option.

### Information Assurance

The Information Assurance option uses the expertise in the department that led OSU to be named a National Center of Academic Excellence in Information Assurance Education and Research by the NSA and the Department of Homeland Security. This option provides students with in-depth study and hands-on analysis of critical organizational issues in information assurance and cybersecurity.

## Courses

### MSIS 2103 Business Data Science Technologies

**Description:** The class focuses on problem solving with data analytics tools and technologies that are key to organization decision making. Emphasis is placed on decision making with spreadsheets and databases. Key information systems and cybersecurity concepts are also studied.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

### MSIS 2203 Computer Programming for Business

**Description:** Problem solving and computer programming for business. Fundamental principles and constructs of programming. Fundamentals of a current applied business programming language.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

### MSIS 3023 Technology, Diversity and Entrepreneurship

**Description:** A study of technology, diversity and entrepreneurship. The use of technology as a research tool to study diversity and the opportunities available to diverse groups through entrepreneurship.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

### MSIS 3103 End User Database Systems Design and Management

**Prerequisites:** Non-MIS (or CS) majors only.

**Description:** Use of computer technology and software to represent, manipulate and manage data. Principles and techniques of logical database design and related database concepts. Analysis, design and implementation of a database system using a relational DBMS. No credit for students in the MIS major.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

### MSIS 3153 International Telecommunications Business Environment (I)

**Description:** This course concentrates on understanding the implications and challenges of utilizing telecommunications networks in today's global business environment. Emphasis will be placed on identifying the major players in the global information infrastructure, standards setting bodies and procedures, and the various regulatory processes encountered. Students will research the telecommunications industry in other countries and develop comprehensive written reports. Course previously offered as TCOM 3153.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**General Education and other Course Attributes:** International Dimension

**MSIS 3163 Web Design Essentials**

**Description:** Web design principles including UX/UI, HTML/CSS, scripting, database management, and other relevant topics using the latest professional tools.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3203 Advanced Computer Programming for Business**

**Prerequisites:** MSIS 2203.

**Description:** Advanced programming features are examined with an emphasis on the development of computer programs for business applications. Previously offered as MSIS 4203.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3223 Principles of Data Analytics**

**Prerequisites:** MSIS 2103 and (BADM 2233 or MATH 2103 or higher).

**Description:** Problem solving with descriptive, predictive and prescriptive analytics in a business context using spreadsheets and other analytic tools. Techniques include forecasting, optimization, location analysis, decision analysis, inventory management, among others. Previously offered as MGMT 3223.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3233 Management Science - Prescriptive Analytics**

**Prerequisites:** MSIS 3223.

**Description:** Prescriptive analytics applied to resource allocation and operational problems encountered in accounting, economics, finance, management and marketing. Linear programming, goal programming, integer programming, and network models.. Previously offered as MGMT 3233.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3243 Descriptive Analytics**

**Prerequisites:** MSIS 3223.

**Description:** Application of descriptive analytics, especially from a "big data" perspective. Previously offered as MGMT 3243.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3333 Database Systems Development**

**Prerequisites:** MIS or CS or ACCT or MATH or STAT majors.

**Description:** Database design principles focusing on database modeling with hands-on creation, population and querying of transactional databases using SQL. Required for MIS majors. May not be used for degree credit with MSIS 5643. Course previously offered as MSIS 4013.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3363 Web Application Development**

**Prerequisites:** MSIS 2203 and MSIS 3333.

**Description:** Develop web applications involving database development, user interface design, and asynchronous client-side programming.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3393 Advanced Spreadsheet Modeling and Programming**

**Prerequisites:** MSIS 2103 and permission of instructor.

**Description:** This class provides students with advanced spreadsheet skills, including the ability to formulate math programming models, simulations, risk analysis, and other business decision-making tools. The class will also provide students with an introduction to spreadsheet programming (VB, macros, etc.), building decision support systems in spreadsheets, etc.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 3931 Diversity Impacts in Information Systems (D)**

**Description:** Critical analysis of the impact of technology on socially-defined classifications such as race, ethnicity, age, gender, sexuality, and disability; and how those groups affect technology industries. Through reading, observation, discussion, and writing; students will have their own perceptions challenged to better understand technology interaction through and with diverse populations, and how relationships between those groups may be improved or worsened as a result of mediated communications.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**General Education and other Course Attributes:** Diversity

**MSIS 4003 Systems Analysis and Design**

**Prerequisites:** MSIS 3363.

**Description:** This course covers the core concepts and skills for developing software in an organizational context, including agile software development techniques, as well as the socio-cultural aspects of the systems analysis and design process. Course previously offered as MSIS 3303 and MGMT 3033.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 4010 Applied Management Science and Information System Studies****Prerequisites:** Consent of department head and MSIS majors only.**Description:** Structured internship, field study or independent project with supporting academic study. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Mgmt Sci & Info Sys**MSIS 4020 Applications Software Tools and Techniques****Prerequisites:** Permission of instructor and/or department.**Description:** Hands-on experience with selected software-based tool or programming languages such as SAP, SQL, PERT/CPM, etc. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.**Credit hours:** 1-3**Contact hours:** Lecture: 1-3 Contact: 1-3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4033 Information Systems Project Management and Communication****Description:** This class discusses the multi-faceted dimensions critical to successfully leading information systems projects. Topics will include behavioral, strategic, technical, quantitative and communications issues faced by those directing projects. Course previously offered as MSIS 3033.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4111 Tech Succ Skills App****Prerequisites:** Senior standing and MIS major or permission of instructor.**Description:** Advanced professional development and networking for technology students.**Credit hours:** 1**Contact hours:** Lecture: 1 Contact: 1**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4113 Enterprise Systems and Collaborative Commerce****Description:** Current and emerging management and technical concepts, practices, and tools for information integration and re-engineering of organizational processes. The use of enterprise resource planning tools (ERP II), collaborative commerce, supply chain, business intelligence, and e-business. Previously offered as MGMT 4113.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4123 Information Assurance Management****Description:** A broad investigation of the elements of information assurance and security with an emphasis on the management impact to corporations and businesses engaged in the information services and e-commerce. Students should come away from the course with the ability to advise management on the risks and mitigation for all types of threats to information and privacy. May not be used for degree credit with MSIS 5123. Previously offered as MSIS 3123.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4133 Information Technologies for Electronic Commerce****Prerequisites:** MSIS 4003.**Description:** The Internet and web-based technologies, systems and applications that allow organizations to overcome the barriers of time and distance for conducting commerce. Scripting and markup languages, web programming tools, and the connectivity technologies for designing and developing electronic commerce and systems.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4233 Applied Information Systems Security****Prerequisites:** MSIS 4123, MSIS 4523.**Description:** An investigation into the various technical aspects of attacking and guarding against attacks and failures in various types of information systems. Course content may vary but will generally include computer, network, and data protection technologies (e.g. firewalls, packet filters, proxy servers, user authentication and validation techniques, encryption, backup methodologies, system and component redundancies, etc.). Various threats and attack methods will be examined. May not be used for degree credit with MSIS 5233.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4243 Digital Forensics and Auditing****Prerequisites:** MSIS 4123.**Description:** Procedures for identification, preservation and extraction of electronic evidence. Auditing and investigation of network and host system intrusions, analysis and documentation of information gathered, and preparation of expert testimonial evidence. Forensic tools and resources for system administrators and information system security offices. Ethics, law, policy and standards concerning digital evidence. May not be used for degree credit with MSIS 5243.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys

**MSIS 4253 System Certification and Accreditation****Prerequisites:** MSIS 4123.**Description:** Introduction to the certification and accreditation process. Risk analysis, system security analysis, and other topics. Previously offered as MGMT 4253. May not be used for degree credit with MSIS 5253.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4263 Business Intelligence and Predictive Analytics****Description:** Applied knowledge management tools and techniques for organizational decision support. Predictive analytics, machine learning, and other emerging techniques.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4273 Legal and Ethical Issues in Information Systems****Description:** Reviews the current status of information systems law in regard to rights of privacy, freedom of information, confidentiality, work product protection, copyright, security, legal liability, ethical issues, and a range of additional legal and information policy topics. Investigates the legal difficulties that technological innovations are causing in all of these areas. Legal options for dealing with the conflicts caused by technological change and likely adaptations of the law over time in response to societal changes will be explored. May not be used for degree credit with MSIS 5273.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4283 Operating Systems for Information Assurance****Description:** Operating Systems (OS) concepts for security. Vulnerabilities and threats. Security models. User authentication. Smart cards: architectures, technologies, application environments, and case studies. System availability. Software and data integrity. Auditing. Sensitive data confidentiality. Access control. Secure OS development: design principles, design methodologies, security certification. Case studies: Unix/Linux, MS/Windows XP/2000.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4363 Advanced Application Development****Prerequisites:** MSIS 4003 and MSIS 3363.**Description:** Develop next-generation, data driven mobile applications involving database development, development of web services, server-side business logic, and XML-based user interface design in format of a capstone project.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4373 Advanced Topics in Management Information Systems****Prerequisites:** Senior standing and consent of instructor.**Description:** Current and emerging advanced topics in the field of management information systems. Advanced network management, advanced electronic commerce issues, international management information systems and legal and regulatory issues in telecommunications.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4443 Advanced Topics in Analytics****Prerequisites:** Permission of instructor.**Description:** Emerging topics in analytics, including simulation, business dynamics, blockchain/cryptocurrency, artificial intelligence, supply chain, among others. Previously offered as MGMT 4443.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4523 Infrastructure Development****Description:** Broad coverage of network types and protocols used to drive the diverse voice, video and data needs of today's business. Network vocabulary and the understanding of how telecommunications components function are stressed. Previously offered as MGMT 4523.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4623 Data Science Programming****Description:** Programming concepts and applications for data science, analytics, and business intelligence.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4673 Data Visualization****Description:** This course will provide an understanding of the role of descriptive analytics, visualization, and dashboarding in direct support of managerial decision making (business intelligence and analytics). May not be used for degree credit with MSIS 5673.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 4713 Scripting Essentials****Description:** Application of scripting languages (e.g. BASH, PowerShell, Python) for general business, data and information assurance solutions. May not be used for degree credit with MSIS 5713.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys



**MSIS 4943 Decision-Making Tools for Sports Management****Prerequisites:** Instructor permission.**Description:** This course is designed as an elective for MGMT students enrolled in the Sports Management option. Useful decision tools such as statistical inference, decision analysis, mathematical programming, forecasting and simulation are used to address decisions faced by sports administrators and decisions made during sporting contests. Current 'hot' issues in sports decision-making will also be examined.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5020 Advanced Applications Software Tools****Description:** Advanced hands-on experience with selected software-based tool or programming languages such SAP, SQL, PERT/CPM, etc. For graduate credit only. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.**Credit hours:** 1-3**Contact hours:** Lecture: 1-3 Contact: 1-3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5033 Information Systems Project Management****Prerequisites:** Graduate standing.**Description:** This class covers the important multi-faceted dimensions of directing and leading information systems projects. Topics will include behavioral, strategic, technical and quantitative issues faced by information system project teams.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5123 Enterprise Resource Planning****Prerequisites:** Admission to a graduate program.**Description:** Challenges of data integration and redesign of processes in organizations. Introduction to enterprise resource planning (ERP) concepts, software, and practices. ERP issues architecture, planning, design, implementation, and project management. Extensions of ERP Technologies for managing supply chains and customer relationships. Emerging trends. May not be used for degree credit with MSIS 4123.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5133 Advanced Web Based Application Development****Prerequisites:** Graduate standing and MSIS 5643 or equivalent.**Description:** Development of n-tier web-based applications, including concepts and technologies relating to the presentation, business, and data tiers. Technologies include (but are not limited to) browser and other client programming, server-side programming, data tier programming and XML technologies.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5193 Programming for Data Science and Analytics I****Prerequisites:** Graduate standing and computer programming proficiency, or consent of instructor.**Description:** Programming concepts and applications for data science, analytics, and business intelligence covering data manipulation, data derivation, web content mining, visualization, text mining, and other topics.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5203 Advanced Infrastructure Development****Description:** Broad coverage of the underlying infrastructure necessary for information systems operation. Understanding and experience with essential network connectivity as well as server and service architecture to support information systems is emphasized.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5213 Information Assurance Management****Description:** A broad investigation of the elements of information assurance and security with an emphasis on the management impact to corporations and businesses engaged in information services and electronic commerce. Students should come away from the course with the ability to advise management on the risks and mitigation for all types of threats to information and privacy. Course previously offered as TCOM 5223.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5223 Programming for Data Science and Analytics II****Prerequisites:** MSIS 5193 and graduate standing.**Description:** Programming concepts and applications for data science, analytics, and business intelligence.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5233 Applied Information Systems Security****Prerequisites:** MSIS 5213, MSIS 5773.**Description:** An investigation into the various technical aspects of attacking, and of guarding against attacks and failures in various types of information systems. Course content may vary but includes computer, network, and data protection technologies (e.g., firewalls, packet filters, proxy servers, user authentication and validation techniques, encryption, backup methodologies, system and component redundancies, etc.). Various threats and attack methods examined. May not be used for degree credit with MSIS 4233.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5243 Information Technology Forensics****Prerequisites:** MSIS 5213.**Description:** Review of systems for vulnerabilities and analysis of systems that have been breached. This course will cover the many related issues and have a heavy hands-on component. May not be used for degree credit with MSIS 4243. Course previously offered as TCOM 5243.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5253 Advanced System Certification and Accreditation****Prerequisites:** MSIS 5213.**Description:** Preparing information systems for operational status requires significant planning and sound execution. Covers the key components of the certification and accreditation process, including risk assessment and mitigation, system security analysis, controls and system documentation. May not be used for degree credit with MSIS 4253. Course previously offered as TCOM 5253.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5263 Information Assurance Offense****Prerequisites:** MSIS 5233 and graduate coordinator permission.**Description:** Learning successful computer attacks so as to recognize and apply appropriate security controls for system vulnerabilities.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5273 Legal and Ethical Issues in Information Technology****Description:** This course reviews the current status of information systems law in regard to rights of privacy, freedom of information, confidentiality, work product protection, copyright, security, legal liability, ethical issues and a range of additional legal and information policy topics. May not be used for degree credit with MSIS 4273. Course previously offered as TCOM 5273.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5283 Secure Information Systems Administration****Prerequisites:** MSIS 5213 and MSIS 5773 and graduate coordinator permission.**Description:** Introduction to basic concepts and technologies relevant to secure information systems administration. The topics covered in this course include, but are not limited to, operating system (OS) hardening, securing servers, network protection, and various access control mechanisms.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5293 Information Assurance Capstone****Prerequisites:** Final semester in program; graduate coordinator permission.**Description:** This capstone course takes a strategic view of corporate information assurance. The goal is to provide an overarching view of an information assurance program to include physical, personnel, operational, and cyber security, including the underlying legislation and Federal and state regulations that drive corporate IA programs and policy.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5303 Prescriptive Analytics****Prerequisites:** Admission to a SSB graduate program.**Description:** Application of prescriptive analytic techniques to business problems. Some descriptive analytics may also be covered.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5313 Supply Chain Analytics**

**Prerequisites:** Graduate standing.

**Description:** Introduction to supply chain analytics including forecasting, scheduling, inventory, distribution, site selection, and other analytical tools and techniques.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5393 Advanced Spreadsheet Modeling**

**Description:** Advanced spreadsheet modeling skills critical to business problem solving. Presentation, analysis, solution and communication facets are emphasized.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5410 Advanced Topics in Information Assurance**

**Prerequisites:** Graduate standing and consent of program director.

**Description:** Advanced topics in information assurance and security. Course previously offered as TCOM 5410.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 5413 Advanced Data Science Applications**

**Prerequisites:** Graduate standing and permission of instructor.

**Description:** Special topics with an emphasis on emerging tools and techniques in the broad field of data science.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 5503 Statistics for Data Science**

**Prerequisites:** Graduate standing.

**Description:** Data Science focuses on the analysis of large secondary data sets. This course focuses on understanding and applying statistical models and techniques to obtain useful information from large data sets. These techniques are part of supervised statistical machine learning.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5600 Special Projects in Business Information Systems**

**Prerequisites:** Consent of MS in MIS director.

**Description:** Study of advanced topics not covered directly in other classes or directed study under the supervision of a faculty member. Offered for variable credit, 1-12 credit hours, maximum of 12 credit hours.

**Credit hours:** 1-12

**Contact hours:** Contact: 1-12 Other: 1-12

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5613 Advanced Supply Chain Analytics**

**Prerequisites:** MSIS 5313.

**Description:** Advanced tools and analytic techniques used in the supply chain field.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 5623 Information and Network Technology Management**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Major principles and impact of information technology from a manager's perspective in relation to the operation and success of businesses in today's global digital economy. Topics include the Internet, networks and wireless systems, database management systems, decision support systems, social media and e-business applications.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5633 Predictive Analytics Technologies**

**Prerequisites:** Graduate standing.

**Description:** A comprehensive analysis of contemporary business intelligence tools and techniques used in managerial decision-making, including decision support systems, data and text mining, knowledge management, expert systems, neural networks, and other tools and techniques.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.



**MSIS 5643 Advanced Database Management****Prerequisites:** Graduate standing.**Description:** Advanced theoretical and practical foundations of database systems. Brief review of classical issues surrounding design, analysis, and implementation of databases. Overview and use of modern database systems. Current and emerging issues in the database field. May not be used for degree credit with MSIS 3333.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5653 Advanced Systems Analysis and Design****Prerequisites:** Graduate standing.**Description:** Systems thinking. Systems life cycle, modeling approaches, methods, tools, and techniques of systems analysis and design for the development of modern organizational information systems.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**MSIS 5663 Data Warehousing****Prerequisites:** MSIS 5643.**Description:** Provides an introduction of the major activities involved in a data warehousing project. These activities include understanding fundamental principles and concepts, design principles, data warehouse prototype development, including table definitions, extract/transformation/load (ETL) logic, and example report definitions. The class will be hands-on.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5673 Descriptive Analytics and Visualization****Description:** This course will provide an understanding of the role of descriptive analytics, visualization, and dashboarding in direct support of managerial decision making (business intelligence and analytics). Specifically, knowledge about managerial decision making, business intelligence, analytics, decision support systems and how they relate to other types of information systems; knowledge about human visual processing in relation to data presentation; knowledge of dashboard design and management; and knowledge about software packages and hands-on capabilities. May not be used for degree credit with MSIS 4673.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5683 Big Data Advanced Analytics Technologies****Prerequisites:** MSIS 5223, MSIS 5643.**Description:** The astounding growth of data in all aspects of life in the form of emails, weblogs, tweets, sensors, video and text has necessitated the use of Big Data and advanced analytics techniques to support large scale data analytics. This course brings together key Big Data tools on a Hadoop platform to show how to efficiently manage data with three main characteristics: volume, velocity and variety. Topics include the Hadoop platform, social media analytics, link analysis, and stream analytics.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5693 Digital Transformation Strategy****Prerequisites:** Graduate standing.**Description:** This course covers a variety of practical and timely managerial and technical challenges faced by organizations as the new digital society and workplace continues to evolve.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5713 Scripting Essentials****Description:** Application of scripting languages (e.g. BASH, PowerShell, Python) for general business, data and information assurance solutions. May not be used for degree credit with MSIS 4713.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MSIS 5773 The Upper Layers of Telecommunications Systems****Description:** This course is designed to develop a solid and deep understanding of data/telecommunications networks. The course covers various technical components and their functions in today's communication networks, with a special focus on the upper layers of the TCP/IP protocol suite (i.e., Network, Transport, and Application). The topics covered in the course will include, but not be limited to IP packet delivery, forwarding, and routing, UDP and TCP, dynamic host configuration (DHCP), domain name (DNS) lookup, and other widely used Internet applications (e.g., Web and email). Course previously offered as TCOM 5123.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Mgmt Sci & Info Sys

**MSIS 5900 Practicum in Management Information Systems**

**Prerequisites:** Consent of director of and admission to the MS in MIS program.

**Description:** Application of MIS-related methods and skills in a business environment. Integration of knowledge through real-world problem solving situations in organizational contexts. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5950 Advanced Practicum**

**Prerequisites:** Consent of director of and admission to the MS in MIS program.

**Description:** Application of MIS-related methods and skills in a business environment beyond the normal practicum/internship timeframe. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Mgmt Sci & Info Sys

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MSIS 5990 Directed Studies in Information Assurance**

**Prerequisites:** Graduate standing and consent of program director.

**Description:** Special advanced topics, projects and independent study in information assurance and security. Course previously offered as TCOM 5990. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Lecture: 1-6 Contact: 1-6

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6200 Advanced Topics in Management Information Systems**

**Prerequisites:** Doctoral student status and consent of instructor.

**Description:** Special advanced topics in management information systems for doctoral students. Offered for variable credit, 3-6 credit hours, maximum of 12 credit hours.

**Credit hours:** 3-6

**Contact hours:** Contact: 3-6 Other: 3-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6300 Contemporary Topics in MSIS Research**

**Prerequisites:** Doctoral standing.

**Description:** In depth study in one or more topics in MSIS field. An ongoing conversation about major issues in the field. Topics related to any one of the areas within the broad, interdisciplinary field of management science and information systems, such as management information systems, management science, telecommunications, and operations management. Offered for variable credit, 1-12 credit hours, maximum of 12 credit hours.

**Credit hours:** 1-12

**Contact hours:** Lecture: 1-12 Contact: 1-12

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6303 Overview of Information Systems Research**

**Prerequisites:** Doctoral Standing.

**Description:** The purpose of this seminar is to become familiar with research streams and domains within Information Systems including theory, methods, paradigms, and various perspectives. Students will develop critical thinking and logical reasoning skills, as well as oral and written communication.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6313 Privacy and Security Research in Information Systems**

**Prerequisites:** Doctoral Standing.

**Description:** The purpose of this seminar is to develop an understanding of the research domains of privacy and security in Information Systems. Potential topics covered include conceptualization of concepts (e.g. intention vs. behavior, traits and states), contextual influences (e.g. e-commerce, healthcare, social media, data breaches), and methods (e.g. behavioral economic vs. hypothetical).

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6323 Seminar on Qualitative and Mixed-Methods Research**

**Prerequisites:** Doctoral Standing.

**Description:** The purpose of this seminar is to provide an introduction to qualitative and mixed methods and their use in scholarly research. Drawing upon well regarded courses by top IS scholars, the course balances understanding qualitative research with the application of that understanding to business research. Within a seminar class format, this course develops skills in designing, evaluating, and understanding qualitative research methods.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6333 Overview of MSIS Research**

**Prerequisites:** Doctoral standing.

**Description:** Recent research studies that fall within the broad, interdisciplinary field of management science and information systems. An introduction to the academic "way of life", focusing on research productivity.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6343 Advanced Methods in MSIS Research**

**Prerequisites:** Doctoral standing.

**Description:** Development of advanced methodological skills necessary to carry out research in the chosen area of study within the field of MSIS. Skills related to any one of the areas within the broad, interdisciplinary field of management science and information systems, such as management information systems, management science, telecommunications, and operations management. Same course as BADM 6343.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

**MSIS 6353 Seminar in Data Analytics**

**Prerequisites:** Doctoral Standing.

**Description:** The objective of this course is for the PhD student to develop an in-depth understanding and appreciation of business analytics and data science as viable research streams.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Mgmt Sci & Info Sys

## Undergraduate Programs

- Management Information Systems, BSBA (p. 2708)
- Management Information Systems: Data Science, BSBA (p. 2711)
- Management Information Systems: Information Assurance, BSBA (p. 2714)

## Graduate Programs

The Department of Management Science and Information Systems offers courses that lead to the completion of the Master of Business Administration (MBA), the Master of Science in management information systems (MIS) and the Doctor of Philosophy in business administration (PhD).

### The Master of Business Administration (MBA) Degree

(See "Business Administration (p. 2600).")

### The Master of Science in Management Information Systems (MIS) Degree

This degree program combines strong theoretical concepts with intense hands-on instruction, helping graduates not only to understand business

processes and the concepts behind the information systems they work with, but also develop, modify, use and protect these rapidly-changing computing systems through their technical expertise.

The MS in MIS is a 33-34 hour program featuring a core of 25 hours (24 for part-time), including a business practicum, plus two options to highlight different interest areas: data science and application development. These options afford the student opportunities to focus on descriptive, predictive and prescriptive analytics as well as software design and implementation.

Admission requirements for the MS in MIS are similar to the admission requirements for the other master's programs in the Spears School of Business. Information about the program is available on the Internet at <http://mis-analytics.okstate.edu>.

## Certificate in Health Analytics

There is a dire need for professionals with practical knowledge and skills in health analytics—ones who can convert large data repositories into actionable insight for better decisions to enhance effectiveness and efficiency in the ever more complex and highly competitive health care domain. OSU's internationally ranked MS in MIS program has collaborated with the Center of Health Sciences' MS in Health Care Administration (HCA) program and the Center of Health Systems Integration (CHSI) research center focused on the intersection of health, healthcare, informatics and analytics/data sciences to create a new, unique interdisciplinary program – a Certificate in Health Analytics.

The program requires taking four courses (each three credit hours, totaling 12 credit hours) of coursework. This certificate program allows for the courses to double-count toward a master's degree and this certificate degree.

## The Doctor of Philosophy (PhD) Degree

The PhD in business administration program administered through the Department of Management Science and Information Systems provides intensive study in management information systems, management science, operations management and telecommunications management. It prepares the student for significant professional contributions in university teaching and research.

The program is flexible and individually structured to meet the needs and objectives of the candidate. Emphasis is placed on understanding the analytical and theoretical foundations of business administration, applications in the depth area of specialization and development of research capabilities in the discipline.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, management, management information systems, management science and marketing. Competence in the functional areas is usually attained by documenting that the student has recently completed the appropriate graduate courses in each area through a program accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Competence in planning and executing research must be demonstrated in a dissertation. In addition, each candidate must pass a series of comprehensive qualifying examinations, written and oral, and a separate, final oral examination of the dissertation. To enhance teaching skills, all

PhD students in residence are required to teach on a quarter-time or half-time basis for at least one semester while earning the degree.

Outstanding students with master's degrees in any field of study may apply. The application for admission to the program is evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. the score on the Graduate Management Admissions Test,
3. a two- or three-page statement describing goals and academic interests,
4. three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the responsibility of each applicant to ensure that all material related to the above criteria is received by the department.

## Minors

- Data Science (DS), Minor (p. 2705)
- Information Assurance (IA), Minor (p. 2706)
- Management Information Systems (MIS), Minor (p. 2707)

## Faculty

Rick L. Wilson, PhD—Professor and Head

**Regents Professors:** Dursen Delen, PhD; Ramesh Sharda, PhD

**Professors:** Ali Amiri, PhD; Jeretta H. Nord, EdD; Rathindra Sarathy, PhD; Mark Weiser, PhD

**Associate Professors:** David P. Biros, PhD; Jin Kyu Lee, PhD

**Assistant Professors:** Corey Baham, PhD; Bryan I. Hammer, PhD; Andy Luse, PhD; Chenzhang Bao, PhD

**Professors of Professional Practice:** James Burkman, PhD; Fletcher Glancy, PhD; Kim Strom, MBA

## Data Science (DS), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MSIS 2103	Business Data Science Technologies	3
MSIS 3103	End User Database Systems Design and Management	3
or MSIS 3333	Database Systems Development	
MSIS 3223	Principles of Data Analytics	3
MSIS 3233	Management Science - Prescriptive Analytics	3
Select one of the following:		3
MSIS 3243	Descriptive Analytics	
MSIS 4443	Advanced Topics in Analytics	
MSIS 4263	Business Intelligence and Predictive Analytics	
MSIS 4673	Data Visualization	
<b>Total Hours</b>		<b>15</b>

## Other Requirements

- 12 of the 15 hours must be in residence at OSU.

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Information Assurance (IA), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MSIS 4123	Information Assurance Management	3
MSIS 4523	Infrastructure Development	3
Select 9 hours of the following:		9
MSIS 4233	Applied Information Systems Security	
MSIS 4253	System Certification and Accreditation	
MSIS 4273	Legal and Ethical Issues in Information Systems	
MSIS 4713	Scripting Essentials	
<b>Total Hours</b>		<b>15</b>

### Other Requirements

- 12 of the 15 hours must be taken in residence at OSU.

### Additional OSU Requirements

#### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Management Information Systems (MIS), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MSIS 2103	Business Data Science Technologies	3
MSIS 2203	Computer Programming for Business	3
MSIS 3333	Database Systems Development	3
or MSIS 3103	End User Database Systems Design and Management	
Select 6 hours upper-division MSIS excluding MSIS 3223		6
<b>Total Hours</b>		<b>15</b>

### Other Requirements

- 12 of the 15 hours must be in residence at OSU.

### Additional OSU Requirements

#### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).



# Management Information Systems, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.20 is required in these 67 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Management Information Systems Major Requirements*

A GPA of 2.00 is required in these 40 hours of Management Information Systems Major Requirements

21 of these 40 hours must be in residence at OSU

MSIS 2203	Computer Programming for Business	3
MSIS 3363	Web Application Development	3
Select one of the following:		3

MSIS 3233	Management Science - Prescriptive Analytics	
MSIS 3243	Descriptive Analytics	
MSIS 4263	Business Intelligence and Predictive Analytics	
MSIS 4623	Data Science Programming	
MSIS 4673	Data Visualization	
MSIS 3333	Database Systems Development	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4111	Tech Succ Skills App	1
MSIS 4123	Information Assurance Management	3
MSIS 4133	Information Technologies for Electronic Commerce	3
or MSIS 4363	Advanced Application Development	
MSIS 4523	Infrastructure Development	3
Select 12 hours of the following:		12
Any upper-division course from ACCT, ECON, FIN, EEE, MKTG, MGMT, MSIS, and HTM.		
Any CS courses except CS 1111, CS 4113 and CS 4883.		

**Hours Subtotal** **67**

**Electives**

Select 10 hours <sup>3</sup> **10**

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal** **10**

**Total Hours** **120**

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

- 1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
- 2. Forty-five hours of upper-division courses required.
- 1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
- 2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
MSIS 2203	Computer Programmin for Business	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science with Lab (LN)		4
<b>Hours</b>		<b>16</b>

<b>Sophomore</b>		
<b>Fall</b>		
EEE 2023	Introduction to Entrepreneur	3
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
MSIS 3333	Database Systems Development	3
MSIS 3223	Principles of Data Analytics	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
ECON 2003	Microeconomic Principles for Business	3
MSIS 4123	Information Assurance Management	3

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MSIS 3363	Web Application Development	3
MGMT 3013	Fundamentals of Management (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>

**Junior**

**Fall**

BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
MKTG 3213	Marketing (S)	3
MSIS 4003	Systems Analysis and Design	3
MSIS 3233 or MSIS 3243 or MSIS 4263 or MSIS 4623 or MSIS 4673	Management Science - Prescriptive Analytics or Descriptive Analytics or Business Intelligence and Predictive Analytics or Data Science Programming or Data Visualization	3
3 hours of electives		3
<b>Hours</b>		<b>16</b>

**Spring**

LSB 3213	Legal and Regulatory Environment of Business	3
BADM 3113	Practical Business and Interpersonal Skills	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4523	Infrastructure Development	3
3 hours from 12 hour list in major		3
<b>Hours</b>		<b>15</b>

**Senior**

**Fall**

MSIS 4111	Tech Succ Skills App	1
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MSIS 4133	Information Technologies for Electronic Commerce	3
Natural Science (N)		3
3 hours from 12 hour list in major		3
3 hours of electives		3
<b>Hours</b>		<b>13</b>

**Spring**

MGMT 4513	Strategic Management	3
3 hours from 12 hour list in major		3
3 hours from 12 hour list in major		3
3 hours of electives		3
1 hour of elective		1
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>120</b>

# Management Information Systems: Data Science, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.20 is required in these 67 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Management Information Systems Major Requirements*

A GPA of 2.00 is required in these 40 hours of Management Information Systems Major Requirements

21 of these 40 hours must be in residence at OSU

MSIS 2203	Computer Programming for Business	3
MSIS 3333	Database Systems Development	3
MSIS 3363	Web Application Development	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4111	Tech Succ Skills App	1
MSIS 4123	Information Assurance Management	3
Select 12 hours of the following:		12
MSIS 3233	Management Science - Prescriptive Analytics	
MSIS 3243	Descriptive Analytics	
MSIS 4263	Business Intelligence and Predictive Analytics	
MSIS 4623	Data Science Programming	
MSIS 4673	Data Visualization	

Select 9 hours of the following: 9

Any upper-division ACCT, ECON, FIN, EEE, MKTG, MGMT, MSIS, HTM, MATH, and STAT.

Any CS courses except CS 1111, CS 4113 and CS 4883.

**Hours Subtotal 67**

**Electives**

Select 10 hours <sup>3</sup> 10

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal 10**

**Total Hours 120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology	3
3 hours of MATH or STAT designated 'A'		
		3

Social Science (S with D or I designations)		3
		<b>Hours 16</b>
<b>Spring</b>		
MSIS 2203	Computer Programmin for Business	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science with Lab (LN)		4
		<b>Hours 16</b>
<b>Sophomore</b>		
<b>Fall</b>		
EEE 2023	Introduction to Entrepreneur	3
BADM 2111	Career Planning for Business Success	1
ACCT 2003	Survey of Accounting	3
MSIS 3333	Database Systems Development	3
MSIS 3223	Principles of Data Analytics	3
Humanities (H with D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
MSIS 3363	Web Application Development	3
ECON 2003	Microeconon Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
3 hours from 12 hour list in major		3
Humanities (H with D or I designation)		3
		<b>Hours 15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
MKTG 3213	Marketing (S)	3

MSIS 4003	Systems Analysis and Design	3
MSIS 4123	Information Assurance Management	3
3 hours from 12 hour list in major		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
LSB 3213	Legal and Regulatory Environment of Business	3
MSIS 4033	Information Systems Project Management and Communication	3
BADM 3113	Practical Business and Interpersonal Skills	3
3 hours from 12 hour list in major		3
3 hours from 9 hour list in major		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
MSIS 4111	Tech Succ Skills App	1
3 hours from 12 hour list in major		3
3 hours from 9 hour list in major		3
3 hours of electives		3
Natural Science (N)		3
<b>Hours</b>		<b>13</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours from 9 hour list in major		3
3 hours of electives		3
3 hours of electives		3
1 hour of elective		1
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>120</b>

# Management Information Systems: Information Assurance, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.20 is required in these 67 hours		

### Common Body<sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Management Information Systems Major Requirements</i>		
A GPA of 2.00 is required in these 40 hours of Management Information Systems Major Requirements		
21 of these 40 hours must be in residence at OSU		
MSIS 2203	Computer Programming for Business	3
MSIS 3363	Web Application Development	3
Select one of the following:		3
MSIS 3233	Management Science - Prescriptive Analytics	
MSIS 3243	Descriptive Analytics	
MSIS 4263	Business Intelligence and Predictive Analytics	
MSIS 4623	Data Science Programming	
MSIS 4673	Data Visualization	
MSIS 4133 or MSIS 4363	Information Technologies for Electronic Commerce Advanced Application Development	3
MSIS 3333	Database Systems Development	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4111	Tech Succ Skills App	1
MSIS 4123	Information Assurance Management	3
MSIS 4523	Infrastructure Development	3
Select 9 hours of the following:		9
MSIS 4233	Applied Information Systems Security	
MSIS 4243	Digital Forensics and Auditing	
MSIS 4253	System Certification and Accreditation	
MSIS 4273	Legal and Ethical Issues in Information Systems	
MSIS 4713	Scripting Essentials	
Select 3 hours of the following:		3
Any upper-division ACCT, ECON, FIN, EEE, MKTG, MGMT, MSIS, and HTM.		
Any CS courses except CS 1111, CS 4113 and CS 4883.		
<b>Hours Subtotal</b>		<b>67</b>
<b>Electives</b>		
Select 10 hours <sup>3</sup>		10



May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

<b>Hours Subtotal</b>	<b>10</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designation)		3
		<b>Hours 16</b>

<b>Spring</b>		
MSIS 2203	Computer Programmin for Business	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science with Lab (LN)		4
		<b>Hours 16</b>

<b>Sophomore</b>		
<b>Fall</b>		
EEE 2023	Introduction to Entrepreneur	3
BADM 2111	Career Planning for Business Success	1
ACCT 2003	Survey of Accounting	3
MSIS 3333	Database Systems Development	3
MSIS 3223	Principles of Data Analytics	3
Humanities (H with D or I designation)		3
		<b>Hours 16</b>
<b>Spring</b>		
MSIS 3363	Web Application Development	3
ECON 2003	Microeconor Principles for Business	3

MGMT 3013	Fundamentals of Management (S)	3
MSIS 4123	Information Assurance Management	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
MKTG 3213	Marketing (S)	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4523	Infrastructure Development	3
3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
LSB 3213	Legal and Regulatory Environment of Business	3
BADM 3113	Practical Business and Interpersonal Skills	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4133 or MSIS 4363	Information Technologies for Electronic Commerce or Advanced Application Development	3
3 hours from 9 hour list in major		3
<b>Hours</b>		<b>15</b>

<b>Senior</b>		
<b>Fall</b>		
MSIS 3233 or MSIS 3243 or MSIS 4263 or MSIS 4623 or MSIS 4673	Management Science - Prescriptive Analytics or Descriptive Analytics or Business Intelligence and Predictive Analytics or Data Science Program or Data Visualization	3
MSIS 4111	Tech Success App	1
Natural Science (N)		3
3 hours from 3 hour list in major (upper division ACCT, ECON, FIN, EEE, MKTG, MGMT, MSIS, and HTM)		3
3 hours from 9 hour list in major		3
<b>Hours</b>		<b>13</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours from 9 hour list in major		3
3 hours of electives		3
3 hours of electives		3
1 hour of elective		1
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>120</b>

## School of Accounting

The School of Accounting offers three degree programs in accounting:

1. BS in Business Administration with a major in accounting and options in either (1) External Reporting, Control, and Auditing or (2) Internal Reporting, Control, and Auditing
2. MS in accounting with concentrations in (1) Tax, (2) Financial Reporting and Auditing, (3) Data Analytics and Systems, and (4) Corporate Finance
3. PhD in Business Administration with an emphasis in accounting.

Accounting plays a critical role in supporting a prosperous society. The School of Accounting prepares students to become part of the future of the accounting profession as trusted consultants, accountants, managers, and analysts who support businesses and organizations in the global marketplace. We focus on preparing our students for a rewarding career, where they can help solve interesting and important problems. Our graduates have many possible career paths, including practicing as public, private, or governmental accountants, or working in managerial positions requiring an understanding of important accounting concepts. Our faculty members are known for their dedication to students and for advancing the practice of accounting and accounting education through active research programs and continuing professional development.

The BS and MS accounting programs are focused on educating students for success in a wide range of professional accounting careers. Both programs prepare students to complete market-relevant professional accounting certifications.

The specific objective of the BS accounting program is to provide fundamental knowledge as a foundation for accounting career development, with a focus on having students complete the CIA and CMA professional exams, or enter a MS-accounting program as preparation for completion of the Uniform CPA Examination and a career as a professional accountant.

The specific objective of the MS accounting program is to provide students with a greater breadth and depth in accounting than is possible in the BS program. The MS program has a specific focus on preparing graduates for careers as professional accountants who will complete the Uniform CPA Examination.

Students who have the objective of sitting for the Uniform CPA Examination as Oklahoma candidates must have a BS degree and are required to complete 150 credit hours consisting of 76 upper-division hours, 30 hours of accounting above introductory accounting (including 3 hours of external auditing), and nine upper-division hours from other business-related areas.

## Accreditation

The School of Business is fully accredited by AACSB International, with the School of Accounting having supplemental accreditation by AACSB.

## Courses

### ACCT 2003 Survey of Accounting

**Prerequisites:** 24 semester credit hours.

**Description:** Introduction to financial and managerial accounting concepts and objectives. May not be used for degree credit with ACCT 2103 and ACCT 2203.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

### ACCT 2103 Financial Accounting

**Prerequisites:** 24 semester credit hours, including ENGL 1113 and MATH 1483 or equivalent.

**Description:** Financial accounting concepts and the use of financial accounting information in decision-making.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

### ACCT 2203 Managerial Accounting

**Prerequisites:** ACCT 2103.

**Description:** Managerial accounting concepts and objectives, planning and control of sales and costs, analysis of costs and profits.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

### ACCT 3001 Practicum in Professional Accounting I

**Prerequisites:** ACCT 2003 with a grade of "C" or better or both ACCT 2103 and ACCT 2203 with a grade of "C" or better.

**Description:** Study of current and emerging issues in the accounting profession. Graded on a pass-fail basis.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

### ACCT 3003 Foundational Accounting Skills

**Prerequisites:** ACCT 2003 with a grade of "C" or better (or ACCT 2103 and ACCT 2203 with a grade of "C" or better).

**Description:** Foundational skills and concepts underlying financial accounting and reporting. May not be used for degree credit with ACCT 3004.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 3004 Foundational Accounting and Data Skills**

**Prerequisites:** (MSIS 2103 or AGECE 3213) with a grade of "C" or better and ACCT 2003 (or both ACCT 2103 and ACCT 2203) with a grade of "C" or better.

**Description:** Foundational skills and concepts underlying financial accounting and reporting and data analytics in accounting. May not be used for degree credit with ACCT 3003.

**Credit hours:** 4

**Contact hours:** Lecture: 3 Lab: 2 Contact: 5

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Accounting

**ACCT 3013 Federal Income Taxation**

**Prerequisites:** ACCT 3004 or ACCT 3003 with a grade of "C" or better.

**Description:** A basic federal income tax course covering knowledge and skills required of early career accountants. Topics likely to include concepts of taxation applicable to all taxable entities but primarily relating to individuals and sole proprietorships. Additional topics likely to include income recognition, deductions, losses, credits, and basis and cost recovery concepts. This course is also likely to introduce students to primary tax law authorities, tax planning strategies, and preparation of individual income tax returns.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 3103 Intermediate Accounting I**

**Prerequisites:** ACCT 3003 with a grade of "C" or better (or ACCT 2103 and ACCT 2203 with a grade of "C" or better and a satisfactory score on a qualifying exam covering basic accounting concepts).

**Description:** Theory and concepts underlying financial accounting and reporting. Previously offered as ACCT 3433 and ACCT 3303. May not be used for degree credit with ACCT 3104.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 3104 Intermediate Accounting I and Data Analysis**

**Prerequisites:** ACCT 3004 or ACCT 3003 with a grade of "C" or better.

**Description:** Theory and concepts underlying financial accounting and reporting. Foundational accounting data analytics skills. May not be used for degree credit with ACCT 3103.

**Credit hours:** 4

**Contact hours:** Lecture: 3 Lab: 2 Contact: 5

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Accounting

**ACCT 3113 Intermediate Accounting II**

**Prerequisites:** ACCT 3104 or ACCT 3103 with a grade of "C" or better

**Description:** Theory and concepts underlying financial accounting and reporting. Continuation of ACCT 3103. Previously offered as ACCT 4433 and ACCT 3403.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 3203 Cost Accounting**

**Prerequisites:** ACCT 3004 or ACCT 3003 with a grade of "C" or better and STAT 2013 or STAT 2023 or STAT 2053 with a grade of "C" or better.

**Description:** Cost accounting knowledge and skills required of early career accountants. Topics covered likely to include cost accumulation systems, allocating product costs, planning and controlling costs, standard costing, and profitability analysis.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 3603 Accounting Information Systems and Data Analytic Tools**

**Prerequisites:** ACCT 3004 or ACCT 3003 with a grade of "C" or better.

**Description:** Accounting information systems knowledge and skills required of early career accountants. Topics likely to include accounting system design and installation, and related internal controls, as well as relevant data analytic tools. Course previously offered as ACCT 4603.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4133 Advanced Accounting**

**Prerequisites:** ACCT 3113 with a grade of "C" or better.

**Description:** Advanced accounting knowledge and skills required of early career accountants. Topics likely to include accounting for business combinations and consolidations, accounting for governmental and not-for-profit entities. Previously offered as ACCT 4403.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4233 Internal Auditing**

**Prerequisites:** ACCT 3104 (or ACCT 3103) with a grade of "C" or better and ACCT 3603 with a grade of "C" or better or concurrent enrollment.

**Description:** Internal auditing theory, procedures, and practices required of early career accountants. Previously offered as ACCT 4203.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4503 External Auditing**

**Prerequisites:** ACCT 3104 (or ACCT 3103) with a grade of "C" or better and ACCT 3603 with a grade of "C" or better or concurrent enrollment.

**Description:** External auditing theory, procedures, and practices required of early career accountants.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4553 Ethics for Public Accountants**

**Prerequisites:** ACCT 3113 with a grade of "C" or better.

**Description:** Ethics concepts and applications required of early career accountants. Topics likely to include basic theories of ethics, including moral reasoning, moral values, relativity and objectivity, freedom and responsibility. Lecture and case approach for examination of issues such as independence, integrity, objectivity, client relationships, employee-employer relations, advertising, preferential treatment, core values and the corporation, and corporate governance, such as Sarbanes-Oxley Act, Foreign Corrupt Practices Act, and SEC regulations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4623 Expanding Accounting Horizons in the U.S. for Non-Majors**

**Prerequisites:** ACCT 2003 with a grade of "C" or better (or both ACCT 2103 and ACCT 2203 with a grade of "C" or better).

**Description:** A visit to a region or regions within the United States. An integrated approach to the organization, economic, political, historical, and technological issues impacting the firms, industries, or standard setters visited. May not be used for degree credit with ACCT 4723.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4723 Expanding Accounting Horizons in the US**

**Prerequisites:** ACCT 3004 or ACCT 3003 with a grade of "C" or better.

**Description:** A visit to a region or regions within the United States. An integrated approach to the organizational, economic, political, historical, and technological issues impacting the firms, industries, and standard setters visited. Effect on the accounting profession of the firms, industries, and standard setters visited is also examined. May not be used for degree credit with ACCT 4623.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4743 Oil and Gas Accounting**

**Prerequisites:** ACCT 3104 or ACCT 3103 with a grade of "C" or better.

**Description:** Generally accepted accounting practices and procedures in the oil and gas industry. May not be used for degree credit with ACCT 5133.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4763 International Accounting Abroad**

**Prerequisites:** ACCT 2003 with a grade of "C" or better or consent of instructor.

**Description:** A visit to a location or locations outside the United States. An integrated approach to the cultural, economic, political, historical, and technological effects of the region on international accounting. Comparison of the accounting issues of the region to that of the U.S.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4901 Advanced Accounting Tools and Technologies**

**Prerequisites:** ACCT 3113 with a grade of "C" or better.

**Description:** Advanced accounting analytics and technology skills.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4911 Practicum in Professional Accounting II**

**Prerequisites:** ACCT 3113 with a grade of "C" or better; ACCT 4901 with a grade of "C" or better or concurrent enrollment; declared BSBA-Accounting major or minor.

**Description:** Study of current and emerging issues in the accounting profession, focusing on the impact of emerging technology.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 4930 Accounting Projects**

**Prerequisites:** Consent of instructor.

**Description:** Special topics, projects and independent study in accounting. Previously offered as ACCT 4010. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-9

**Contact hours:** Contact: 1-9 Other: 1-9

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Accounting

**ACCT 4933 Internship in Accounting**

**Prerequisites:** ACCT 3113 with a grade of "C" or better.

**Description:** Supervised internship of at least 320 hours in public accounting, industry, government, or not-for-profit sector. Does not count toward upper-level accounting requirements for CPA Exam eligibility in all states. May not be used for degree credit with ACCT 5830. Graded on a pass-fail basis.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Accounting

**ACCT 4943 CIA Review**

**Prerequisites:** ACCT 3113 with a "C" or better, and ACCT 4233 with a "C" or better or concurrent enrollment.

**Description:** Review of content and skills tested on the Certified Internal Auditor exam. Does not count toward upper-level accounting requirements for CPA Exam eligibility in all states. Graded on a pass-fail basis. Please see instructor for additional costs associated with the course and related materials. Graded on a pass-fail basis.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Accounting

**ACCT 4953 CMA Review**

**Prerequisites:** ACCT 3113, ACCT 3203, and FIN 3113, all with a "C" or better.

**Description:** Review of content and skills tested on the Certified Management Accountant exam. Does not count toward upper-level accounting requirements for CPA Exam eligibility in all states. Graded on a pass-fail basis. Please see instructor for additional costs associated with the course and related materials.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Accounting

**ACCT 4963 CPA Review**

**Prerequisites:** ACCT 4133 with a grade of "C" or better of concurrent enrollment and completion of 135 credit hours.

**Description:** Review of context and skills tested on the Certified Public Accountant exam. Does not count toward upper-level accounting requirements for CPA Exam eligibility in all states. May not be used for degree credit with ACCT 5994. Graded on a pass-fail basis. Please see instructor for additional costs associated with the course and related materials.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Accounting

**ACCT 5003 Advanced Federal Income Taxation**

**Prerequisites:** Admission to MS in accounting.

**Description:** Federal income tax law applicable to individuals, corporations, partnerships, trusts and estates, and other specialized topics. Previously offered as ACCT 4033. May not be used for degree credit with ACCT 4033.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5013 Tax Research**

**Prerequisites:** Admission to MS in accounting.

**Description:** Development and administration of federal tax law with emphasis on the development of tax research skills.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5043 Partnership Taxation**

**Prerequisites:** Admission to MS in accounting and completion of ACCT 5013.

**Description:** Federal income tax laws applicable to partners and partnerships.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 5053 Corporate Taxation**

**Prerequisites:** Admission to MS in accounting and completion of ACCT 5013.

**Description:** Federal income tax law applicable to corporations and shareholders.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5093 Reimagine: Innovative Accounting and Analytics Mindset**

**Prerequisites:** Admission to the MS in Accounting Program.

**Description:** Focus on improving innovation, creativity, leadership and communication skills related to the accounting function. Please see Program Coordinator for additional costs associated with the course, related travel costs and scholarship opportunities.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 5103 Seminar in Contemporary Accounting Theory I**

**Prerequisites:** Admission to MS in accounting.

**Description:** Origins and development of accounting theory. Critical study of issues in contemporary accounting theory.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.



**ACCT 5113 Financial Accounting Research**

**Prerequisites:** Admission to MS in accounting.

**Description:** Research and presentation of solutions for complex issues in contemporary accounting practice; using databases, SEC, FASB, AICPA, IASB, as well as other publicly available information.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5133 Oil and Gas Accounting**

**Prerequisites:** Admission to MS in accounting.

**Description:** Financial accounting and reporting for oil and gas operations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5153 Financial Statement Analysis**

**Prerequisites:** Admission to MS in accounting.

**Description:** Study of the demand and supply of financial data, properties of numbers derived from financial statements, the role of financial information in investment decisions, and features of the decision-making environment. Previously offered as ACCT 5313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5183 MBA Financial Reporting**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Fundamentals of financial reporting, preparation and analysis of financial statements, and the role of financial accounting in decision making. Previously offered as ACCT 5103.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5283 MBA Managerial Accounting**

**Prerequisites:** ACCT 5183 and admission to MBA program or consent of MBA director.

**Description:** Interpretation of accounting data in planning, controlling and decision-making.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 5503 Advanced Auditing**

**Prerequisites:** Admission to MS in accounting.

**Description:** Auditing theory, procedures and practices.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5563 State and Local Taxation**

**Prerequisites:** Admission to the MS in Accounting Program and ACCT 5013.

**Description:** State and local income tax law applicable to corporations and sole proprietorships.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 5603 Advanced Accounting-based Information Systems**

**Prerequisites:** Admission to MS in accounting.

**Description:** Concepts underlying the design and use of an effective accounting information system.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5623 Contemporary Issues in Taxation**

**Prerequisites:** Admission to the MS in Accounting Program and ACCT 5013.

**Description:** Contemporary issues in taxation.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 5723 Expanding Accounting Horizons in the US**

**Prerequisites:** Admission to MS in accounting.

**Description:** A visit to a region or regions within the United States.

An integrated approach to the organizational, economic, political, historical, and technological issues impacting the firms, industries, and standard settlers visited. Effect on the accounting profession of the firms, industries, and standard settlers visited is also examined.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting



**ACCT 5763 International Accounting Abroad****Prerequisites:** Admission to MS in accounting.**Description:** A visit to a location or locations outside the United States.

An integrated approach to the cultural, economic, political, historical, and technological effects of the region on international accounting. Comparison of the accounting issues of the region to that of the U.S.

**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Accounting**ACCT 5783 MBA International Acct****Prerequisites:** ACCT 5183 and admission to MBA program or consent of MBA director.

**Description:** Diversity in financial reporting across countries and its effect on global capital flows. Corporate financial information across borders. Accounting in emerging markets.

**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Accounting**ACCT 5833 Graduate Internship in Accounting****Prerequisites:** Admission to MS in accounting. Completion of either MSIS 5393 or department approved Excel program.

**Description:** Minimum 320-hour supervised internship in an accounting-related function. May be counted as elective hours only. May not be used for degree credit with ACCT 4933. Graded on a pass-fail basis. Supervised internship in public accounting, industry, or not-for-profit organizations.

May be counted as elective hours only. Previously offered as ACCT 5900 and ACCT 5830. May not be used for degree credit with ACCT 4933.

Graded on a pass-fail basis.

**Credit hours:** 3**Contact hours:** Contact: 3 Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Accounting**ACCT 5840 Special Topics and Individual Work in Accounting****Prerequisites:** Admission to MS in accounting and consent of instructor.

**Description:** Individual work on special topics, projects or readings selected to acquaint students with significant accounting literature. Previously offered as ACCT 5110. Offered for variable credit, 1-10 credit hours, maximum of 10 credit hours.

**Credit hours:** 1-10**Contact hours:** Lecture: 1-10 Contact: 1-10**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 5880 MBA Special Topics in Accounting****Prerequisites:** ACCT 5183 and admission to MBA program or consent of MBA director.

**Description:** Individual work on special topics, projects or readings to acquaint students with accounting literature. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Accounting**ACCT 5994 CPA Review****Prerequisites:** Admission to MS in accounting program.

**Description:** Review of content and skills tested on the Certified Public Accountant exam. May not be used for degree credit with ACCT 4963. Please see Program Coordinator for additional costs associated with the course and related materials. Previously offered as ACCT 5990.

**Credit hours:** 4**Contact hours:** Contact: 4 Other: 4**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Accounting

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**ACCT 6000 Doctoral Research and Thesis****Prerequisites:** Approval of advisory committee.

**Description:** For students working on the doctoral degree. Offered for variable credit, 1-18 credit hours, maximum of 36 credit hours.

**Credit hours:** 1-18**Contact hours:** Contact: 1-18 Other: 1-18**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Accounting**ACCT 6110 Graduate Readings and Special Topics in Accounting****Prerequisites:** Consent of supervising professor and coordinator of graduate programs in accounting.

**Description:** Supervised reading of significant literature and study of special topics not covered in regularly scheduled accounting courses. Offered for variable credit, 1-3 credit hours, maximum of 20 credit hours.

**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Accounting**ACCT 6703 Seminar in Accounting Research****Prerequisites:** Doctoral student status and consent of coordinator of graduate programs in accounting.

**Description:** The theoretical literature and research methodology in accounting.

**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Accounting

**ACCT 6803 Capital Markets Research in Accounting**

**Prerequisites:** Consent of supervising professor and coordinator (or director) of the doctoral program in accounting.

**Description:** This course introduces empirical accounting research literature, particularly in the areas of capital markets, security valuation, and determinants of accounting choices made by managers. Students read and discuss several papers that examine a broad range of research questions and that use a variety of empirical research techniques. The course is designed to enable the student to understand and appreciate extant research, and help the student develop the skills necessary to conduct their own research.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

**ACCT 6903 Analytical and Archival Research**

**Prerequisites:** Consent of supervising professor and coordinator (or director) of the doctoral program in accounting.

**Description:** This course introduces analytical research literature in the areas of accounting, finance, and economics. Students read and discuss several papers that examine a broad range of research questions and that address those questions using analytical and archival research techniques. The course is designed to enable the student to understand and appreciate extant research, and help the student develop the skills necessary to conduct their own research.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Accounting

## Undergraduate Programs

- Accounting: External Reporting, Control, and Auditing, BSBA (p. 2725)
- Accounting: Internal Reporting, Control and Auditing, BSBA (p. 2728)

## Graduate Programs

### The Master of Science in Accounting Degree

The objective of the MS accounting program is to provide students with a greater breadth and depth in accounting than is possible in the BS program. The MS program has a specific focus on preparing graduates for careers as professional accountants who will complete the Uniform CPA Examination. Students who complete our master's program will be technically adept, resourceful, and ready to compete in a fast-changing, increasingly-global world. In addition to technical competence, the program places particular emphasis on professional ethics, personal responsibility, continuing development of leadership skills, and communication skills. Advanced courses provide a theoretical foundation for insight into significant problems practitioners in the accounting profession will confront. Candidates enter the program as a cohort in the summer semester and may select one of four concentrations: (1) Tax, (2) Financial Reporting and Auditing, (3) Data Analytics and Systems, and (4) Corporate Finance. The program consists of 33 or 34 hours depending on the selected concentration. Please note that some concentrations may not be available every year. Please check with the Program Coordinator if you have questions about a specific concentration.

Admissions are decided on a holistic approach, with the following criteria preferences being considered: an undergraduate degree, an upper-division grade-point average in accounting of 3.25, an overall grade-point average of 3.0, and a GMAT score of 550.

## The Doctor of Philosophy Degree

The PhD in the Spears School of Business with a major in accounting provides the highest degree of preparation for the individual student, enabling the student to make significant contributions in research, teaching, and professional engagement in a university setting. Admission to the program is very competitive.

Graduates of recognized colleges and universities whose records indicate appropriate academic achievement and intellectual capacity may qualify for admission to the program. Additional factors considered in the admissions process include interpersonal skills and professional accounting experience. Satisfactory scores on the GMAT and TOEFL (for non-US applicants) are also required.

Students in the PhD program take a series of seminars that provides an overview of relevant accounting academic literature, along with additional methods coursework that prepares students to conduct high-quality academic research. A student's advisory committee assists in developing a plan of study that adequately covers the student's research and teaching interests. Our PhD students have teaching and research related responsibilities throughout their program.

## Minors

- Accounting (ACCT), Minor (p. 2724)

## Faculty

Audrey A. Gramling, PhD, CPA, CIA—Professor and Head

**Associate Professors:** Brad Lawson, PhD, CPA; Teresa Lightner, PhD, CPA; Sandeep Nabar, PhD; William C. Schwartz, PhD, CPA; Angela Wheeler Spencer, PhD, CPA

**Assistant Professors:** Bryan Brockbank, PhD; Leah Muriel, PhD, CPA, CIA; Jaclyn Prentice, PhD, CPA; Craig A. Sisneros, PhD, CPA; Scott White, PhD, CPA; Michael Wolfe, PhD, CPA

**Professors of Professional Practice:** Rachel Cox, MS, CPA; Rachel Domnick, MS, CPA; Sarah Johnson, MS, CPA; Dan Meyer, MS, CPA, CMA; Alyssa Vowell, MBA, CPA

**Part-time Faculty:** Eddy R. Ditzler, MS, CPA; Julie Ward MS, CPA

## Accounting (ACCT), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 29

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
ACCT 2003	Survey of Accounting	3
ACCT 3004	Foundational Accounting and Data Skills	4
ACCT 3104	Intermediate Accounting I and Data Analysis	4
Select six hours of upper-division accounting from the following:		6
ACCT 3013	Federal Income Taxation	
ACCT 3113	Intermediate Accounting II	
ACCT 3203	Cost Accounting	
Select three hours from the following:		3
ECON 2003	Microeconomic Principles for Business	
or ECON 2103	Introduction to Microeconomics (S)	
or ECON 2203	Introduction to Macroeconomics	
Select three courses from the following:		9
FIN 3113	Finance	
LSB 3213	Legal and Regulatory Environment of Business	
MGMT 3013	Fundamentals of Management (S)	
MKTG 3213	Marketing (S)	
<b>Total Hours</b>		<b>29</b>

### Other Requirements

- "C" or better in each accounting course, 9 of the 17 required accounting hours must be completed at OSU.

### Additional OSU Requirements

#### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive, of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for

example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).

- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following minor requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

# Accounting: External Reporting, Control, and Auditing, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.50**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar ( or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b> <sup>3</sup>		

<i>Business Core</i>		
ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>External Reporting, Control and Auditing Requirements</i>		
A grade of "C" or better must be earned in each course and in ACCT 2003, ACCT 2103 and ACCT 2203.		
A GPA of 2.50 is required in these 47 hours of the School of Accounting Major Requirements.		
24 of these 47 hours, including 20 of 32 required 3000- and 4000-level accounting hours, must be in residence at OSU.		
ACCT 3004	Foundational Accounting and Data Skills	4
ACCT 3104	Intermediate Accounting I and Data Analysis	4
ACCT 3113	Intermediate Accounting II	3
ACCT 3203	Cost Accounting	3
ACCT 3603	Accounting Information Systems and Data Analytic Tools	3
ECON 2203	Introduction to Macroeconomics	3
STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) Elementary Statistics (A) Elementary Statistics for the Social Sciences (A)	3
BCOM 3113 or BCOM 3443	Written Communication Business Communication for International Students	3
MSIS 4123	Information Assurance Management	3
ACCT 3013	Federal Income Taxation	3
ACCT 3001	Practicum in Professional Accounting I	1
ACCT 4911	Practicum in Professional Accounting II	1
ACCT 4901	Advanced Accounting Tools and Technologies	1
<i>Major Electives/Option Requirements:</i>		
ACCT 4503	External Auditing	3
ACCT 4133	Advanced Accounting	3
ACCT 4553	Ethics for Public Accountants	3
LSB 4323	Law of Commercial Transactions and Debtor-Creditor Relationships	3
<b>Hours Subtotal</b>		<b>74</b>
<b>Electives</b>		
Select 3 hours <sup>3</sup>		3

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

<b>Hours Subtotal</b>	<b>3</b>
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
		<b>Hours 16</b>

<b>Spring</b>		
ECON 2003	Microecon Principles for Business	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
		<b>Hours 15</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
EEE 2023	Introduction to Entrepreneurship	3
ECON 2203	Introduction to Macroeconomics	3

STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) or Element: Statistic: (A) or Element: Statistic: for the Social Sciences (A)	3
Humanities (H with D or I designation)		3

**Hours 16**

<b>Spring</b>		
ACCT 3004	Foundational Accounting and Data Skills	4
ACCT 3001	Practicum in Professional Accounting I	1
MSIS 3223	Principles of Data Analytics	3
FIN 3113	Finance	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3

**Hours 17**

**Junior**

**Fall**

ACCT 3104	Intermediate Accounting I and Data Analysis	4
ACCT 3603	Accounting Information Systems and Data Analytic Tools	3
BADM 3111	Professional Developmen for Business Success	1
LSB 3213	Legal and Regulatory Environment of Business	3
BADM 3113	Practical Business and Interpersona Skills	3

**Hours 14**

**Spring**

ACCT 3113	Intermediate Accounting II	3
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BCOM 3113 or BCOM 3443	Written Communication or Business Communication for International Students	3
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MGMT 3013	Fundamenta of Managemen (S)	3
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ACCT 3203	Cost Accounting	3
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Natural Science with Lab (LN)		4
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**Hours 16**

**Senior**

**Fall**

ACCT 4133	Advanced Accounting	3
ACCT 3013	Federal Income Taxation	3

LSB 4323	Law of Commercial Transaction: and Debtor- Creditor Relationship	3
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ACCT 4503	External Auditing	3
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ACCT 4901	Advanced Accounting Tools and Technologie	1
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**Hours 13**

**Spring**

MGMT 4513	Strategic Managemen	3
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MSIS 4123	Information Assurance Management	3
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ACCT 4553	Ethics for Public Accountants	3
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ACCT 4911	Practicum in Professional Accounting II	1
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3 hours of electives		3
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**Hours 13**

**Total Hours 120**



# Accounting: Internal Reporting, Control and Auditing, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.50**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or First Year Seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b> <sup>3</sup>		

<i>Business Core</i>		
ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Internal Reporting, Control and Auditing Requirements</i>		
A grade of "C" or better must be earned in each course and in ACCT 2003, ACCT 2103, and ACCT 2203.		
A GPA of 2.50 is required in these 47 hours of the School of Accounting Major Requirements.		
24 of these 47 hours, including 16 of 26 required 3000- and 4000-level accounting hours, must be in residence at OSU.		
ACCT 3004	Foundational Accounting and Data Skills	4
ACCT 3104	Intermediate Accounting I and Data Analysis	4
ACCT 3113	Intermediate Accounting II	3
ACCT 3203	Cost Accounting	3
ACCT 3603	Accounting Information Systems and Data Analytic Tools	3
ECON 2203	Introduction to Macroeconomics	3
STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) Elementary Statistics (A) Elementary Statistics for the Social Sciences (A)	3
BCOM 3113 or BCOM 3443	Written Communication Business Communication for International Students	3
MSIS 4123	Information Assurance Management	3
ACCT 3013	Federal Income Taxation	3
ACCT 3001	Practicum in Professional Accounting I	1
ACCT 4911	Practicum in Professional Accounting II	1
ACCT 4901	Advanced Accounting Tools and Technologies	1
<i>Major Electives/Option Requirements:</i>		
ACCT 4233	Internal Auditing	3
FIN 4223	Investments	3
FIN 4333	Financial Management	3
Select 3 hours from the following:		
ECON 3023	Managerial Economics	3
ECON 3113	Intermediate Microeconomics	3
ECON 3313	Money and Banking	3
FIN 4113	Financial Markets and Institutions	3
FIN 4213	International Financial Management	3
FIN 4763	Financial Futures and Options Markets	3
FIN 4843	Risk Management	3
MSIS 2203	Computer Programming for Business	3



MSIS 3333	Database Systems Development
MSIS 4113	Enterprise Systems and Collaborative Commerce

**Hours Subtotal** **74**

**Electives**

Select 3 hours<sup>3</sup> **3**

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal** **3**

**Total Hours** **120**

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1

ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
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HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
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MSIS 2103	Business Data Science Technologie	3
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3 hours of MATH or STAT designated 'A' **3**  
Social Science (S with D or I designations) **3**

**Hours** **16**

**Spring**

ECON 2003	Microeconor Principles for Business	3
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ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
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POLS 1113	American Government	3
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BADM 2233	Business Analytics Fundamentals (A)	3
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Natural Science (N) **3**

**Hours** **15**

**Sophomore**

**Fall**

ACCT 2003	Survey of Accounting	3
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BADM 2111	Career Planning for Business Success	1
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EEE 2023	Introduction to Entrepreneur	3
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ECON 2203	Introduction to Macroeconomics	3
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STAT 2023 or STAT 2013 or STAT 2053	Elementary Statistics for Business and Economics (A) or Element: Statistic: (A) or Element: Statistic: for the Social Sciences (A)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
ACCT 3004	Foundational Accounting and Data Skills	4
ACCT 3001	Practicum in Professional Accounting I	1
MSIS 3223	Principles of Data Analytics	3
FIN 3113	Finance	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>17</b>
<b>Junior</b>		
<b>Fall</b>		
ACCT 3104	Intermediate Accounting I and Data Analysis	4
ACCT 3603	Accounting Information Systems and Data Analytic Tools	3
BADM 3111	Professional Developmen for Business Success	1
LSB 3213	Legal and Regulatory Environment of Business	3
BADM 3113	Practical Business and Interpersona Skills	3
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
ACCT 3113	Intermediate Accounting II	3

BCOM 3113 or BCOM 3443	Written Communication or Business Communication for International Students	3
MGMT 3013	Fundamenta of Managemen (S)	3
ACCT 3203	Cost Accounting	3
Natural Science with Lab (LN)		4
<b>Hours</b>		<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
ACCT 3013	Federal Income Taxation	3
ACCT 4901	Advanced Accounting Tools and Technologies	1
ACCT 4233	Internal Auditing	3
FIN 4223	Investments	3
3 hours from 3 hour list in major		3
<b>Hours</b>		<b>13</b>
<b>Spring</b>		
MGMT 4513	Strategic Managemen	3
MSIS 4123	Information Assurance Management	3
ACCT 4911	Practicum in Professional Accounting II	1
FIN 4333	Financial Management	3
3 hours of electives		3
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>120</b>

## School of Entrepreneurship

The 21st century is the age of entrepreneurship. It is a time of dynamic change where organizations must be faster, more adaptable and flexible, more aggressive and more innovative in order to survive. The program in entrepreneurship helps prepare students for the entrepreneurial age. Students are encouraged to recognize and develop their innate entrepreneurial potential, and to apply an entrepreneurial mindset to both their professional and personal lives. The program emphasizes the role of entrepreneurial attitudes and behaviors in a wide variety of contexts, including new start-up ventures, growth-oriented small firms, family firms, non-profit entities and public sector organizations. Students are further encouraged to apply entrepreneurial thinking and acting within other disciplines, from architecture and engineering to social work and theatre.

Entrepreneurship is approached as opportunity-driven behavior. It is a process where individuals put resources together in new and novel ways to create value. The value created can be for customers in conventional markets, or it can be social value created for the community. The program centers on helping students develop competencies that will enable them to be more entrepreneurial in a wide variety of contexts. Eleven core competencies are emphasized, including recognizing opportunity, assessing opportunity, mastering your creativity, leveraging resources, guerrilla skills, mitigating and managing risk, planning when nothing exists, innovation-developing ideas that work, building and managing social networks, the ability to maintain focus yet adapt, and implementation of something novel or new. A leading-edge entrepreneurship curriculum is built around these competencies.

As a field of study, entrepreneurship helps students see themselves as agents of change and better equips them to implement creative solutions to emerging opportunities in literally any organizational context. To foster these abilities, the program places considerable emphasis on experiential learning. Innovative experiential opportunities are built into each of the entrepreneurship courses at the undergraduate and master's levels. In addition, the School manages an incubator, where students can start ventures, a campus-wide business Pitch & Poster Competition and other student engagement initiatives.

In addition to graduate offerings, the program offers an undergraduate major and minor in entrepreneurship as well as a cross-campus program involving the integration of entrepreneurship into other disciplines (e.g., engineering, art, psychology).

## Courses

### EEE 1010 Creativity, Innovation and Entrepreneurship

**Description:** Examination of the creative process. Exploration of underlying premises of creativity, exposure to basic frameworks and concepts, and examination of obstacles to creativity. Emphasis on practical applications. Intended for students in Creativity, Innovation and Entrepreneurship Learning Community. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

### EEE 1020 Creativity, Innovation and Entrepreneurship II

**Description:** Examination of the underpinnings of entrepreneurship and innovation as each relates to the creative process. An applied perspective is adopted in exploring the interfaces between creativity, innovation and entrepreneurship. Intended for students in Creativity, Innovation and Entrepreneurship Learning Community. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

### EEE 1661 Free Enterprise Essentials

**Description:** An exploration of the free enterprise system on the basis of both wealth creation and societal justice.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

### EEE 2023 Introduction to Entrepreneurship

**Description:** Focuses on both the entrepreneurial mindset and the process of launching and growing a new business. Reviews opportunities, innovation, new value creation, business context, existing firms and any area of business or life that pertains to entrepreneurship.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

### EEE 2083 Entrepreneurship & Society

**Description:** Highly interactive course that relies on literature, film, and nationally acclaimed guest lectures to help students learn about entrepreneurship and the ways in which it shapes society and their lives. The course helps students understand how vibrant economies and human prosperity are fueled by entrepreneurial thinking and behavior.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

### EEE 3023 Introduction to Entrepreneurial Thinking and Behavior

**Prerequisites:** EEE 2023.

**Description:** Overview of entrepreneurial thinking and behavior and its role in our lives. Examination of what it takes to start and sustain new concepts and ventures. Central focus is on the issues surrounding effective implementation of the entrepreneurial process across a variety of contexts. May not be used for degree credit with EEE 3673.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 3031 Entrepreneurial Value Creation in Society**

**Description:** This 1-hour seminar presents an intellectual framework for understanding the economic and ethical implications of the forces that promote or hinder the creation of value in society. In particular, students will engage in readings, discussions, and interactions with guest lecturers, related to topics such as: individual liberty and responsibility, economic freedom, fairness and equality, scarcity and property rights, intellectual property, competition and anti-competition, cronyism, authoritarianism, and globalization and free trade. The aforementioned topics will be examined and discussed within the context of governments, institutions, business entities, and consumers, and their collective impact on innovation, entrepreneurship, and advances in social well-being. This seminar should be of interest to students from diverse majors and backgrounds.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 3033 Women and Minority Entrepreneurship**

**Description:** The course covers race, gender, and ethnicity as factors that impact entrepreneurship. Students look at the theoretical underpinnings of minority and women's entrepreneurship and their opportunities, challenges, and strategies when creating ventures.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 3673 Business Model Discovery**

**Description:** Course teaches the fundamentals of testing the feasibility of a business idea and building an effective business model around a business concept. May not be used for degree credit with EEE 3023.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4010 Special Topics in Entrepreneurship**

**Description:** Examination of entrepreneurship issues. Specific topics vary from semester to semester. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Lecture: 1-6 Contact: 1-6

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4080 Riata Internship Program**

**Prerequisites:** Consent of the Director of the Riata Center for Entrepreneurship.

**Description:** Professionally supervised experience building career-related skills, interests and personal development while making valuable contacts and references. Allows testing skills in real life projects with host companies. Periodic reports, both oral and written, required as specified by the instructor. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Entrepreneurship

**EEE 4090 Study Abroad in Entrepreneurship**

**Prerequisites:** Consent of the School of Entrepreneurship Department Head.

**Description:** Participation in a School of Entrepreneurship Study Abroad program. May not be used for degree credit with EEE 5090. Previously offered as EEE 3090.

**Credit hours:** 1-6

**Contact hours:** Lecture: 1-6 Contact: 1-6

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4103 Entrepreneurship: The Driving Force of the Economy (Austrian Economics)**

**Description:** Explore the Austrian school of economics, its origins, history and theory. Austrian economics views the market as a dynamic process with entrepreneurship as its driving force. In contrast to competing paradigms, the Austrian school consistently applies value subjectivity, acknowledges the highly heterogeneous nature of productive capital, and relies methodologically on conceptual analyses and logic, rather than statistical modeling and numeric algorithms. Same course as ECON 4353. May not be used for degree credit with EEE 5103 or ECON 5353.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4113 Dilemmas and Debates in Entrepreneurship**

**Description:** Designed around a series of critical dilemmas confronted by entrepreneurs when creating and growing a venture. Entrepreneurs explore with students the issues surrounding these dilemmas in a structured format.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4123 Entrepreneurship and The Arts**

**Description:** Introduces entrepreneurship as a way of thinking and acting within the arts, including fine art, theatre, music and design. Key entrepreneurial competencies are explored, including opportunity recognition, risk management, resource leveraging, and innovation. May not be used for degree credit with EEE 5123. Previously offered as EEE 3123.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4223 Entrepreneurial Marketing**

**Prerequisites:** MKTG 3213.

**Description:** Examination of the roles of marketing in entrepreneurial ventures and entrepreneurship in the marketing efforts of any organization. Emphasis on marketing as it relates to risk management, resource leveraging and guerrilla approaches. Same course as MKTG 4263. May not be used for degree credit with EEE 5223 or MKTG 5223. Previously offered as EEE 3263.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4263 Corporate Entrepreneurship**

**Prerequisites:** EEE 3023 or instructor permission.

**Description:** Examination of the application of entrepreneurship concepts and behaviors within established organizations, assessment of factors contributing to a company's entrepreneurial orientation, and identification of ways to foster high levels of entrepreneurship within firms. No credit for students with credit in EEE 5263.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4313 Emerging Enterprise Consulting**

**Description:** Students nearing the end of their studies work in teams in addressing problems and opportunities within existing entrepreneurial ventures. Using an established methodology, teams work with local entrepreneurs in establishing priorities and producing tangible deliverables that solve business needs. No credit for students with credit in EEE 5313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4333 Launching a Business: The First 100 Days**

**Description:** Addresses operational challenges in launching a new venture in its very formative stage. Attention is devoted to business formation, risk management, recordkeeping, go-to-market strategy, contracts, facilities, dealing with suppliers, and intellectual property, among other issues. May not be used for degree credit with EEE 5333. Previously offered as EEE 3333.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4403 Social Entrepreneurship**

**Description:** An examination of the application of entrepreneurship concepts and principles in addressing vexing social needs such as hunger, homelessness, environmental degradation, disease, domestic violence and inadequate access to education. Exploration of unique challenges in and approaches for developing and implementing viable business models for social ventures. May not be used for degree credit with EEE 5403. Previously offered as EEE 3403.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4503 Designing, Prototyping, Testing**

**Description:** This course provides students' a hands-on experience in making things. Students conceptualize, design, prototype, manufacture and sell a new product. The class exposes students to using 3D printers along with other makerspace tools. May not be used for degree credit with EEE 5503. Previously offered as EEE 3503.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Entrepreneurship

**EEE 4533 Growing Small and Family Ventures**

**Prerequisites:** EEE 3023 or Instructor permission.

**Description:** Exploration of unique challenges involved when growing small and family-owned ventures. The life stages of emerging enterprises are examined. Issues addressed include resource needs, skill requirements, functional area development, and work-life balance. May not be used for degree credit with EEE 5513. Previously offered as EEE 3513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Entrepreneurship

**EEE 4603 Entrepreneurship Empowerment in South Africa****Prerequisites:** Instructor permission required.**Description:** Introduction to the supporting emerging enterprises assessment model. Includes focused attention on consulting within all the functional areas of an emerging enterprise operating under conditions of adversity. Periodic guest lectures by subject matter experts. Exposure to the local customs, business environment, and culture of entrepreneurs in a South African context. No credit for students with credit in EEE 5603.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship**EEE 4610 Entrepreneurship Practicum****Prerequisites:** EEE 3023 and instructor permission.**Description:** Transfer of knowledge from entrepreneurship course work into practice through hands-on experiences, such as business development consulting projects, management of a venture capital fund and creation of a student-owned business. Course previously offered as MGMT 4610. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Lecture: 1-6 Contact: 1-6**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship**EEE 4653 Venture Capital****Description:** Approaches to raising and managing working capital in emerging enterprises. Examination of the many sources of financing for start-up and early stage ventures. Attention devoted to determining financial needs of new ventures and formulating, determining valuations and formulating deal structures. Course previously offered as MGMT 4653.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship**EEE 4663 Imagination in Entrepreneurship****Description:** Exploration of creativity and ideation as they relate to entrepreneurship. Perspectives on opportunity discovery and assessment are examined. Theoretical and conceptual foundations for the application of creativity to business problem solving are investigated. May not be used for degree credit with EEE 5663. Previously offered as EEE 3663.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship**EEE 4703 Project Management for Entrepreneurship****Description:** Understanding invaluable basic project management skills for startup entrepreneurs and innovators within existing organizations (intrapreneurs) and to successfully manage projects in general. No credit for students with credit in EEE 5703.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship**EEE 4813 The Entrepreneur: Hero or Villain (H)****Description:** An exploration of the entrepreneur in both historic and contemporary settings through the lens of ideas, events, and fine arts. May not be used for degree credit with EEE 5813. Previously offered as EEE 3813.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship**General Education and other Course Attributes:** Humanities**EEE 4863 Developing Innovative Ideas****Prerequisites:** Permission of instructor.**Description:** Course teaches the fundamentals of testing the feasibility of a business idea and building an effective business model around a business concept.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Entrepreneurship

## Undergraduate Programs

- Entrepreneurship, BSBA (p. 2738)

## Graduate Programs

The School of Entrepreneurship offers work leading to the Master of Science in Entrepreneurship degree, including both a residency and online program. In addition, concentration in Entrepreneurship is offered as part of the Master of Business Administration. A PhD in business administration with concentration in entrepreneurship is available to prepare students for careers in academia.

## The Master of Business Administration (MBA) Degree with Entrepreneurship Concentration

(See "Business Administration (p. 2600)".)

## Master's in Entrepreneurship

The Master's in Entrepreneurship (MSE) provides a rigorous immersion into the nature of entrepreneurship and the entrepreneurial process. Core content is coupled with a strong commitment to experiential learning. Students are provided the opportunity to start a venture while in the program. The program is a component of the university-wide entrepreneurship emphasis at Oklahoma State University. It is targeted to students with a passion for entrepreneurship in for-profit, non-profit and public sector contexts.

The master's program consists of 33 credit hours of coursework and can be completed in one calendar year. The application for admission to the program requires:

1. Bachelor's degree,
2. Proposal for a venture,
3. GMAT,



4. Entrepreneurial and other work experience (recommended but not required), and
5. three letters of recommendation.

Based on this review, a personal interview is arranged with selected candidates and then a final acceptance decision is made. Applicants are responsible for ensuring all relevant materials are submitted to the School prior to deadlines. An online version of the program is also available.

## The Doctor of Philosophy Degree

The PhD in business administration with concentration in entrepreneurship is primarily focused on producing scholars who will be thought leaders in the discipline of entrepreneurship. The program prepares students primarily for careers in academia. Coordinated by the School of Entrepreneurship, students are given an intense exposure to theory and research methods.

The doctoral program involves sixty credit hours beyond the master's degree, of which approximately forty-two hours are coursework, depending upon the student's background, the remaining hours are associated with dissertation work. It is a four-year program, with two years devoted to coursework, followed by comprehensive exams and a dissertation proposal, and then the writing and defending of the dissertation. Students complete fifteen hours of core doctoral seminars in entrepreneurship and management, twelve hours of statistics and research methods courses, nine hours of doctoral or equivalent hours in a minor field, and six hours of approved doctoral-level or equivalent electives. Students typically minor in such fields as psychology, sociology, anthropology, public policy or finance.

Doctoral students are expected to publish while in the program, and also to teach entrepreneurship courses. Faculty mentors work closely with students on research projects while they are in the program, initially involving the student in ongoing research projects, and ultimately working on projects initiated by the student. Students are expected to develop and refine their research interests over the first two years of the program, culminating in the identification of a dissertation topic. The School of Entrepreneurship, with a world-class cadre of entrepreneurship researchers, is well-positioned to support a wide range of topical areas that fit the student's interests.

Outstanding individuals with master's degrees in any field of study may apply. The application for admission to the program is evaluated based on the following:

1. undergraduate and graduate grade-point averages,
2. the student's score on the Graduate Management Admission Test (GMAT),
3. a two- to three-page statement describing career goals, academic interests and research questions that intrigue the applicant,
4. three letters of recommendation, and
5. evidence of research potential.

Based on this review, a personal interview is arranged with selected candidates, and then a final acceptance decision is made. Applicants are responsible for ensuring all relevant materials are submitted to the School prior to deadlines.

## Minors

- Creativity Studies (CRST), Minor (p. 2736)
- Entrepreneurship (EEE), Minor (p. 2737)

## Faculty

Bruce Barringer, PhD—Professor and Head

**Professors:** Matthew Rutherford, PhD

**Associate Professors:** Bat Batjargal, PhD; Kristen Madison, PhD; Curtis Moore, PhD

**Assistant Professors:** Per Bylund, PhD

**Professor of Professional Practice:** Jonathan Butler, PhD; Richard Gajan, MBA; David Thomison, MBA; Marc Tower, Ed.D; Craig Watters, PhD



## Creativity Studies (CRST), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.50 with no grade below "C."

**Total Hours:** 18

Code	Title	Hours
<b>Minor Requirements</b>		
EEE 4663	Imagination in Entrepreneurship	3
EPSY 3063	Critical Thinking, Problem Solving, and Creative Processes	3
EPSY 4063	Exploration of the Creative Experience	3
Select three of the following, with no more than two courses in any department:		9
AMST 3550	The Arts and American Society	
DHM 2003	Problem Solving Strategies	
EEE 4010	Special Topics in Entrepreneurship	
EEE 4113	Dilemmas and Debates in Entrepreneurship	
EEE 4503	Designing, Prototyping, Testing	
HDFS 2233	Development of Creative Expression, Play and Motor Skills in Early Childhood	
PHIL 4113	Philosophy and the Arts (H)	
<b>Total Hours</b>		<b>18</b>

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Entrepreneurship (EEE), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
EEE 2023	Introduction to Entrepreneurship	3
EEE 3673	Business Model Discovery	3
Select 9 hours of the following:		9
ACCT 2103	Financial Accounting	
AGEC 1113	Introduction to Agricultural Economics (S)	
AGEC 3213	Quantitative Methods in Agricultural Economics	
AGEC 3403	Agricultural Small Business Management	
AGEC 3603	Agricultural Finance	
AGEC 4403	Advanced Farm and Ranch Management	
BAE 4012	Senior Engineering Design Project I	
BAE 4023	Senior Engineering Design Project II	
CHE 4124	Chemical Engineering Design I	
CIVE 4043	Senior Design	
ECEN 4024	Capstone Design	
ECON 2103	Introduction to Microeconomics (S)	
EEE 2083	Entrepreneurship & Society	
EEE 3033	Women and Minority Entrepreneurship	
EEE 4010	Special Topics in Entrepreneurship	
EEE 4080	Riata Internship Program	
EEE 4103	Entrepreneurship: The Driving Force of the Economy (Austrian Economics)	
EEE 4113	Dilemmas and Debates in Entrepreneurship	
EEE 4123	Entrepreneurship and The Arts	
EEE 4223	Entrepreneurial Marketing	
EEE 4263	Corporate Entrepreneurship	
EEE 4313	Emerging Enterprise Consulting	
EEE 4333	Launching a Business: The First 100 Days	
EEE 4403	Social Entrepreneurship	
EEE 4533	Growing Small and Family Ventures	
EEE 4610	Entrepreneurship Practicum	
EEE 4653	Venture Capital	
EEE 4663	Imagination in Entrepreneurship	
EEE 4813	The Entrepreneur: Hero or Villain (H)	
FIN 3113	Finance	
IEM 3503	Engineering Economic Analysis	

IEM 3513	Economic Decision Analysis
IEM 3523	Engineering Cost Information and Control Systems
IEM 4913	Senior Design Projects
MAE 4344	Design Projects
MET 4123	Senior Design II
MSIS 2103	Business Data Science Technologies
<b>Total Hours</b>	<b>15</b>

## Other Requirements

- Maximum of 6 non-EEE course credit hours.

## Additional OSU Requirements Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

# Entrepreneurship, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		
6		
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		
7		
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		
3		
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A GPA of 2.20 is required in these 66 hours		
<i>Common Body</i> <sup>2</sup>		

ACCT 2003	Survey of Accounting <sup>1,3</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<b>Major Requirements</b>		
A GPA of 2.00 is required in these 39 hours of Entrepreneurship major requirements		
18 of these 39 hours must be in residence at OSU		
EEE 2083	Entrepreneurship & Society	3
EEE 3673	Business Model Discovery	3
EEE 4223	Entrepreneurial Marketing	3
EEE 4663	Imagination in Entrepreneurship	3
EEE 4653	Venture Capital	3
Select 9 hours of the following:		9
EEE 3033	Women and Minority Entrepreneurship	
EEE 4090	Study Abroad in Entrepreneurship	
EEE 4123	Entrepreneurship and The Arts	
EEE 4333	Launching a Business: The First 100 Days	
EEE 4403	Social Entrepreneurship	
EEE 4503	Designing, Prototyping, Testing	
EEE 4533	Growing Small and Family Ventures	
EEE 4813	The Entrepreneur: Hero or Villain (H)	
EEE 4010	Special Topics in Entrepreneurship	
EEE 4080	Riata Internship Program	
EEE 4103	Entrepreneurship: The Driving Force of the Economy (Austrian Economics)	
EEE 4113	Dilemmas and Debates in Entrepreneurship	
EEE 4263	Corporate Entrepreneurship	
EEE 4313	Emerging Enterprise Consulting	
EEE 4610	Entrepreneurship Practicum	
Select an additional 15 upper-division hours from fields in the SSB		15
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours <sup>3</sup>		11
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC		
Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours		
<b>Hours Subtotal</b>		<b>11</b>
<b>Total Hours</b>		<b>120</b>

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

- 1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
- 2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an **example** of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3

HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
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MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with a D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>

<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
EEE 2083	Entrepreneurship & Society	3
MGMT 3013	Fundamentals of Management (S)	3
ECON 2003	Microeconomic Principles for Business	3
Humanities (H)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 3673	Business Model Discovery	3
MSIS 3223	Principles of Data Analytics	3

MKTG 3213	Marketing (S)	3
3 hours from 9 hour list in major		3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
EEE 4223	Entrepreneur Marketing	3
EEE 4663	Imagination in Entrepreneurship	3
3 hours of upper division business		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
BADM 3113	Practical Business and Interpersonal Skills	3
3 hours from 9 hour list in major		3
3 hours from 9 hour list in major		3
Natural Science with Lab (LN)		4
3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
EEE 4653	Venture Capital	3
3 hours of upper division business		3
3 hours of upper division business		3
3 hours of electives		3
2 hours of electives		2
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours of upper division business		3
3 hours of upper division business		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

## School of Marketing and International Business

The School of Marketing and International Business supports two primary undergraduate majors in the Spears School of Business, (1) **Marketing** and (2) **International Business**. In addition, the department is home to the Center for Sales and Service Excellence and the associated **Certificate in Sales and Service Excellence**. Marketing is an exciting field of study leading to a variety of job opportunities both in the private sector and in not-for-profit organizations. In addition, it provides an excellent career path to top management within an organization. Because almost every business has international operations or is affected by events, competitors, and conditions in the global economy, a degree in International Business can open career opportunities both internationally as well as in the United States.

### Marketing

Companies become successful by delivering products and services that satisfy their customers' needs. That sounds easy—but getting to that point requires a lot of hard work, much of which is performed by marketing professionals. Marketing is one of the most popular majors on campus, and for good reason: Everyone in an organization is involved in marketing, even if “marketing” isn't in their job titles! (We explain why everyone is a marketer in the basic marketing course in the Spears core curriculum.)

Marketing professionals perform many activities within organizations. They identify buyers' needs (often through marketing research), develop and manage products/services to meet those needs, develop and manage the supply chain, set prices, communicate with current and potential buyers in a variety of different ways (including professional selling, advertising, and so on), develop and implement service processes, and lots more. In addition, they recruit, train, and manage employees in all these areas. The buyers may be individuals (business-to-consumer marketing, B2C) or organizations (business-to-business marketing, B2B). In many ways, “marketing” is synonymous with “doing business.” A business can't last long if it doesn't sell anything. And it won't sell anything if it can't help buyers satisfy their needs.

Marketing professionals enjoy careers in many different areas—professional selling, communications management, supply chain management, product and brand management, pricing, recruiting, customer service, and marketing research and analytics. Marketing professionals work across a wide variety of industries and not-for-profit organizations.

**OPTIONS:** Marketing is a broad area of study. We have designed the marketing major so that students may choose to get a taste of many different areas or to focus their studies in more specific areas.

- **Marketing Major (general).** For students who want the widest understanding of marketing we offer the general marketing major degree program. This program offers the greatest degree of flexibility in terms of coursework.
- **Marketing: Option in Professional Selling and Sales Management.** Many (or most) marketing students pursue careers in which they get to interact and form relationships with buyers, clients, or others who purchase products and services from their companies. Opportunities are everywhere for professional salespeople or those who want to work in a retail setting. These careers typically offer high earning potential and are likely the best place to enter an organization for

those who want to really understand customers' needs and how the products and services of a company can satisfy those needs. Plus, being able to relate to customers and to form relationships with them are skills that are not easily automated and will always be in demand. Students pursuing the Professional Selling and Sales Management option may also be interested in applying to participate in the **Certificate in Sales and Service Excellence** program (see below).

- **Marketing: Option in Marketing Research and Analytics.** Students who are interested in gaining insights into what buyers want, how they respond to certain companies, products, ad campaigns, and so on (marketing research) or who would enjoy working with a company's existing internal or external data to answer important questions or identify trends (marketing analytics) might select this option. Although students choosing this path are generally more quantitatively oriented, the coursework is not heavy with statistics and methods. (Interested students can pick up those aspects in the Spears School's highly regarded master's degree program in Business Analytics and Data Science.)
- **Marketing: Option in Marketing Communications Management.** Another important role that falls in the marketing domain involves communicating with potential buyers. Students interested in managing the advertising or public relations function for a company (or working in an agency) can select this option. Relevant coursework might include courses on promotional management, social media marketing, digital marketing, and so on.

**CERTIFICATE IN SALES AND SERVICE EXCELLENCE:** The **Center for Sales and Service Excellence** is housed within the School of Marketing and International Business. The Center is designed to provide instruction to students and to promote original scholarly research in the area of organizational frontline marketing management. Interactions between frontline employees and their customers form the building blocks from which businesses are made. Many undergraduate students join organizations at entry-level positions where the focus is on customer-related activities, including sales, retailing and customer service. Students who apply and are accepted into the Certificate in Sales and Service Excellence program get specialized training, can participate in regional and/or national sales competitions, and interact with representatives of our Industry Partner companies on a regular basis. Such training will benefit not only students who plan on professional selling careers or customer service, but also those who intend to practice law, medicine, or own their own businesses. Successfully managing customer interactions forms the foundation for success regardless of industry.

### International Business

The **International Business** degree program is a cross-disciplinary program of study that provides the foundation of business and how it intersects with culture, diversity, and language. The program has the flexibility to be tailored to an individual student's specific interests. One of the biggest advantages of the program is its focus on helping students become culturally aware and able to detect important differences in how business is conducted in different regions of the world. International business majors might choose to focus on specific areas of the world by including geography, history, or political science courses relative to those areas. International Business majors can also increase their knowledge and abilities of a specific business discipline by adding a second business major, minor, or certificate (e.g., the Certificate in Sales and Service Excellence).

Many international business majors take advantage of the opportunities afforded by Oklahoma State University to either study abroad or take an international internship. The Cagle Center is the Spear's School of Business' launching pad for taking short-term, faculty-led study abroad trips to exciting locations such as China, England, France, Greece and many other locales. OSU's study abroad office, located in the Student Union, is a great place to get information about all of the long-term study opportunities available. What surprises many students is the amount of financial assistance available. When you stop by the Cagle Center or the OSU study abroad office, make sure to ask about scholarship and grant programs.

## Courses

### **MKTG 3112 Marketing**

**Credit hours:** 2

**Contact hours:** Lecture: 2 Contact: 2

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3213 Marketing (S)**

**Prerequisites:** Minimum of 45 credit hours.

**Description:** Marketing strategy and decision-making. Consumer behavior, marketing institutions, competition and the law.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**General Education and other Course Attributes:** Social & Behavioral Sciences

### **MKTG 3313 Personal Marketing and Professional Development**

**Prerequisites:** MKTG 3213.

**Description:** The purposes of this course are (1) to provide an understanding of the role of marketing as applied to the individual student and (2) to provide students basic skills necessary for a successful business career. The course will make extensive use of outside speakers (e.g. professional trainers, alumni, recruiters, professors) covering a broad range of topics. In addition, the course will have a strong experiential dimension (both within and outside the classroom). Previously offered as MKTG 2313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3323 Consumer and Market Behavior**

**Prerequisites:** MKTG 3213.

**Description:** Qualitative and quantitative analyses of the behavior of consumers; a marketing consideration of the contributions of economics and the behavioral disciplines to consumer behavior.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3333 Nonprofit Marketing**

**Prerequisites:** MKTG 3213.

**Description:** Applied marketing knowledge with attention given to those concepts and methods used in nonprofit marketing.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3433 Promotional Strategy**

**Prerequisites:** MKTG 3213.

**Description:** Promotional policies and techniques and their application to selling problems of the firm.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3473 Professional Selling**

**Prerequisites:** MKTG 3213.

**Description:** Skills to understanding the professional personal selling process. Strong emphasis on the communications function of personal selling. Lecture sessions combined with experiential exercises and role playing.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3511 Sales Practicum**

**Prerequisites:** MKTG 3213, MKTG 3513 or concurrent enrollment in MKTG 3513.

**Description:** Students use their work experience, and other resources, to gain a practical understanding of sales marketing. Students must have a sales position (paid or volunteer) where they work at least 100 hours over the course of the semester.

**Credit hours:** 1

**Contact hours:** Contact: 1 Other: 1

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Marketing

### **MKTG 3611 Retailing Practicum**

**Prerequisites:** MKTG 3213, MKTG 3613 or concurrent enrollment in MKTG 3613.

**Description:** Students use their work experience, and other resources, to gain a practical understanding of Retail Marketing. Students must have a retail position (paid or volunteer) where they work at least 100 hours over the course of the semester.

**Credit hours:** 1

**Contact hours:** Contact: 1 Other: 1

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Marketing



**MKTG 3613 Retailing Management****Prerequisites:** MKTG 3213.**Description:** Applied marketing knowledge, with attention given to those concepts and methods which provide the necessary foundation for a retailing manager.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 3653 Marketing Analytics****Prerequisites:** MKTG 3213.**Description:** Students will learn how to turn marketing data into useful information, and how to use this information to make marketing decisions. Using basic software, students will learn to identify patterns, display the patterns for useful presentation, and base managerial marketing decisions on the analysis. Tools and software are user-friendly and widely used in business. (No programming or equations are required.)**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 3713 Sports Marketing****Prerequisites:** MKTG 3213.**Description:** Applied marketing knowledge with attention given to those concepts and methods used in sports marketing.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 3813 Business to Business Marketing Management****Prerequisites:** MKTG 3213.**Description:** A strategic overview of the marketing of products and services to business, government and not-for-profit organizations.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 3873 Marketing or International Business Internship****Prerequisites:** MKTG 3213 and two other marketing classes and must be marketing or international business major and instructor approval.**Description:** Students will complete an internship with a private business, NGO, or governmental organization. Students will communicate the lesson learned from this experience. Graded on a pass-fail basis.**Credit hours:** 3**Contact hours:** Contact: 3 Other: 3**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 3993 International Business (I)****Description:** Development of international business strategy based on the integration of economic, accounting, financial, management and marketing concepts. Previously offered as BADM 3713.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**General Education and other Course Attributes:** International Dimension**MKTG 4093 Current Topics International Business****Prerequisites:** MKTG 3993.**Description:** In this course, students will become familiar with the large-scale changes in the international business environment that are currently taking place and the possible implications of these changes for corporations. These include globalization of markets, labor and skill mobility, automation and future of jobs, and sustainability. The course uses readings and in-class discussions of the current trends and issues in international business.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4223 Supply Chain Management****Prerequisites:** MKTG 3213.**Description:** An economic and operational analysis of the physical flow of goods and materials. A system interpretation of marketing channels.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4263 Entrepreneurial Marketing****Prerequisites:** EEE 3023, MKTG 3213, and completion of business core classes or instructor permission.**Description:** Examination of the roles of marketing in entrepreneurial ventures and entrepreneurship in the marketing efforts of any organization. Emphasis on marketing as it relates to risk management, resource leveraging and guerrilla approaches. May not be used for degree credit with EEE 5223 or MKTG 5223. Same course as EEE 4223. Previously offered as MKTG 3263.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4333 Marketing Research****Prerequisites:** MKTG 3213 and MKTG 3323 and MSIS 2103.**Description:** Basic research concepts and methods. Qualitative and quantitative tools of the market researcher.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing

**MKTG 4343 Brand Marketing****Prerequisites:** MKTG 3213 and MKTG 3323.**Description:** Examines the broad topic of brand marketing. Consumers, competitors, the media, and the government all focus on the brand as the basic unit of marketing. Thus some of the most important and exciting elements of modern business involve conceiving, building, and marketing the brand. Important issues such as building and measuring brand equity, brand positioning, brand names and logos, and global branding will be discussed.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4443 Social Issues in the Marketing Environment****Prerequisites:** MKTG 3213.**Description:** Social and legislative considerations as they relate to the marketplace.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4473 Advanced Professional Selling****Prerequisites:** MKTG 3213 and MKTG 3473 and Instructor Permission.**Description:** The course builds upon the introductory sales class providing students with advanced skills for professional selling. Emphasis will be placed on practical applications through role play of a complete sales process from initial prospecting to closing the sale with high customer satisfaction.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4513 Sales Management****Prerequisites:** MKTG 3213.**Description:** Sales planning and control, organization of the sales department, developing territories, motivating salespersons and control over sales operations. Previously offered as MKTG 3513.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4543 Social Media Strategies****Prerequisites:** MKTG 3213.**Description:** This class will focus on ways to build brand awareness and customer loyalty on a low budget. Topics covered will be social media, blogging, events, email marketing; analytics and more. May not be used for degree credit with MKTG 5543.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4550 Problems In Marketing****Prerequisites:** MKTG 3213.**Description:** Problems in marketing. Specific topics vary from semester to semester. Previously offered as MKTG 4433. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.**Credit hours:** 1-9**Contact hours:** Contact: 1-9 Other: 1-9**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 4553 International Marketing****Prerequisites:** MKTG 3213.**Description:** The conceptual framework for marketing into and from foreign countries. The development of action-oriented strategies with emphasis on the uncontrollable factors that affect marketing decisions in an international setting.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4623 Marketing Design Essentials****Description:** Learn practical tools and tips for putting together promotional campaigns and creating promotional assets for a wide range of businesses. Students will learn how to apply marketing and branding theory with design and get hands-on experience in putting creative promotional designs into print and digital form. This class will cover software such as Photoshop, InDesign and Illustrator. Students will learn content creation tools and will create a promotional kit by the end of the semester. May not be used for degree credit with MKTG 5623.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4683 Managerial Strategies in Marketing****Prerequisites:** A minimum of twelve credit hours in marketing.**Description:** Analysis of the marketing management decision process; marketing opportunity analysis, strategy development, planning and integration with corporate strategy. Students may not take both MKTG 4683 and MKTG 4693 for degree credit.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4693 Marketing Strategy and Customer-Employee Interactions****Prerequisites:** A minimum of twelve credit hours in marketing.**Description:** Analysis of the marketing management decision process with respect to the customer-employee interface; management of frontline employees; marketing opportunity analysis, strategy development, planning and integration with corporate strategy. Students may not take both MKTG 4683 and MKTG 4693 for degree credit.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing

**MKTG 4773 Services Marketing****Prerequisites:** MKTG 3213.**Description:** Conceptual and managerial tools for students who intend to be involved with the marketing of services. Characteristics of services, listening to customers, managing customer expectations, conceiving and creating service breakthroughs, service quality, positioning of services, managing demand and supply, creating a strategic service vision and designing a customer focused organization to create and retain customers.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4850 Applied Marketing Studies****Prerequisites:** 12 credit hours of marketing and consent of instructor.**Description:** Structured internship or field project with supporting academic study. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 4973 New Product Development****Prerequisites:** MKTG 3213, MKTG 4333.**Description:** The elements involved in creating and marketing a successful new product. Qualitative and quantitative methods will analyze data collected from focus groups, including surveys to test a new product concept.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4983 Data Base Marketing****Prerequisites:** MKTG 3213, MKTG 3323, MSIS 2103 or consent of instructor.**Description:** An information-driven process to develop, test, implement, measure, and adopt customized marketing programs and strategies.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4993 Digital Marketing****Prerequisites:** MKTG 3213.**Description:** This course will give students a practical understanding of digital marketing, equipping them with the skills to perform key, digital marketing tasks such as SEO and pay-per-click advertising. At the end of the course, students will understand how a company can use the internet to promote its brand and market its products.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5133 Marketing Management****Prerequisites:** Admission to a SSB graduate program or consent of MBA director.**Description:** Consideration at an advanced level of the major elements of marketing from the point of view of the marketing executive. Emphasis on problem solving and decision making; using an interdisciplinary approach. Development of an integrated, comprehensive marketing strategy..**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MKTG 5213 Services Marketing****Prerequisites:** MKTG 5133.**Description:** Services and services marketing with emphasis on services research and services management.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5220 Seminar in Marketing****Prerequisites:** MKTG 5133.**Description:** Selected topics in marketing. Industrial marketing, product management, strategic marketing planning, international marketing, and services marketing. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MKTG 5223 Entrepreneurial Marketing****Prerequisites:** Admission to MBA program or instructor permission.**Description:** Interplay of entrepreneurship concepts and marketing concepts, including the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in a firm's marketing efforts. Emphasis is placed on how to address the significant changes taking place in markets and the modern marketing function. May not be used for degree credit with MKTG 4263 or EEE 4223. Same course as EEE 5223.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing

**MKTG 5233 Global Competitive Environment**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Development of a global business strategy for the organization. Issues of highly diversified markets and business environments, global competition, financial markets, and complex organizational relationships. Same course as INTL 5233. Previously offered as MBA 5233.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5243 Base SAS Programming for Database Marketing**

**Prerequisites:** Admission in any graduate program.

**Description:** Learn basics of SAS programming, data manipulation in SAS environment and applications of SAS tools in the context of database marketing and business management. Class will help students prepare for Base SAS Programming and Advanced SAS Programming Certification Exam.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Marketing

**MKTG 5253 Advanced SAS Programming for Marketing Analytics**

**Prerequisites:** MKTG 5243 or consent of instructor.

**Description:** Advanced SAS techniques to create more efficient and powerful SAS programs for analyzing marketing and business data. Extensive use of SQL, Macro along with Arrays, Hash objects and memory control within SAS environment, Helps students prepare for Advanced SAS Programming Certification Exam.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5313 Marketing Research Methodology**

**Prerequisites:** MKTG 5133.

**Description:** Research methodology applied to marketing problems. Measurement, survey research, experimentation, and statistical analysis of data.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5333 Marketing for Nonprofit Organizations**

**Description:** Identify key challenges, and discuss how to apply fundamental marketing principles in order to solve these challenges within a wide range of nonprofit organizations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5443 Social Issues in Marketing Environment**

**Description:** Social and Legislative considerations as they relate to the Marketplace. Develop an understanding of fundamental social marketing concepts and theories. Enhance your critical thinking and ethical analysis related to marketing practices. Obtain hands-on experience designing a social marketing plan. Strengthen problems solving, communications, and teamwork skills.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5500 Current Topics in Marketing Analytics**

**Prerequisites:** Admission in any graduate program in business school or consent of instructor.

**Description:** Current topics in marketing analytics such as web analytics, marketing optimization analytics, high-performance analytics, visual analytics, marketing campaign analytics. Offered for variable credit, 1-6 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5543 Social Media Strategies**

**Description:** This class will focus on ways to build brand awareness and customer loyalty on a low budget. Topics covered will be social media, blogging, events, email marketing, analytics and more. May not be used for degree credit with MKTG 4543.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5553 International Marketing Strategy**

**Prerequisites:** MKTG 5133.

**Description:** An analysis of marketing in the global environment. Environmental effects on international marketing management and corporate strategy decisions..

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5613 Seminar in Consumer Behavior**

**Prerequisites:** MKTG 5133 or consent of instructor.

**Description:** Psychological, sociological, and anthropological theories related to consumer decision processes. Special emphasis on current empirical research in consumer behavior.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5623 Marketing Design Essentials**

**Description:** Learn practical tools and tips for putting together promotional campaigns and creating promotional assets for a wide range of businesses. Students will learn how to apply marketing and branding theory with design and get hands-on experience in putting creative promotional designs into print and digital form. This class will cover software such as Photoshop, InDesign and Illustrator. Students will learn content creation tools and will create a promotional kit by the end of the semester. May not be used for degree credit with MKTG 4623.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5633 The External Environment of Business**

**Prerequisites:** Admission to a SSB graduate program or consent of MBA director.

**Description:** Social, ethical, regulatory and political forces as they impact on the organization. Attention to organizational response to these forces through management policies and strategies. Previously offered as BADM 5613.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5733 Introduction to Marketing Analytics**

**Prerequisites:** Admission in MBA program or consent of instructor.

**Description:** Analytic tools including exploratory and graphical techniques, variable associations and correlations, regression, ANOVA and other related modeling techniques to improve managerial decision making. No degree credit for students with credit in BAN 5733 and MKTG 5983.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5743 Advanced Marketing Analytics**

**Prerequisites:** MKTG 5733 or consent of instructor.

**Description:** Advanced analytic tools such as neural networks, decision trees, classification and prediction models to generate deeper customer insights and to improve managerial decision making. No degree credit for students with credit in BAN 5743 and MKTG 5963.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Marketing

**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

**MKTG 5883 Advanced Data Mining Applications**

**Prerequisites:** MKTG 5963 or permission from instructor.

**Description:** Use advanced data mining tools such as clustering, Self Organizing maps (SOM) and Kohonen Networks, two-stage models, customer attrition and churn models via survival analysis, credit scoring models, etc. In the context of common applications in business management. No degree credit for students with credit in BAN 5753.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5963 Data Mining and Customer Relationship Management Applications**

**Prerequisites:** MKTG 5983 or consent of MBA, MIS/MSIS, MSTM director or assistant director or instructor.

**Description:** Data mining and turning business data into actionable information. Use of various data mining tools such as neural networks, decision trees, classification and prediction algorithms, in the context of most common applications in business-sales, marketing, and customer relationship management (CRM). Use of state-of-the-art industrial strength data mining software to analyze real-world data and make strategic recommendations for managerial actions. No degree credit for students with credit in BAN 5743 and MKTG 5743.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Marketing

**MKTG 5973 New Product Development**

**Prerequisites:** Acceptance into the MBA program or consent of the MBA director.

**Description:** Elements involved in creating and selling a successful new product in a complex environment, including internal organizational and external environmental influences..

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5983 Data Base Marketing**

**Prerequisites:** Consent of MBA, MIS/MSIS, MSTM director or assistant director or instructor.

**Description:** Learn how to manage data, and analyze data using statistical tools such as multiple regression, ANOVA, logistic regression, etc., and frameworks/models commonly used in database marketing such as RFM, LTV, etc. An overview of basic probability concepts and statistical sampling techniques including hypothesis testing (t-tests), contingency tables and Chi-square analysis will be provided. No degree credit for students with credit in BAN 5733 and MKTG 5733.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Marketing



**MKTG 5993 Digital Business Strategy**

**Prerequisites:** Consent of MBA, or MIS/AIS or MSTM director or instructor.

**Description:** Businesses employment of digital technologies to craft a superior and unique value proposition for its customers and strategic partners.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate, Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6100 Advanced Seminar in Marketing**

**Prerequisites:** Consent of instructor and doctoral student standing.

**Description:** Specialized topics in marketing for doctoral students. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Marketing

**MKTG 6323 Seminar in Advanced Consumer Behavior**

**Prerequisites:** MKTG 5133 or consent of the instructor.

**Description:** An interdisciplinary course examining empirical and theoretical studies of the factors that influence the acquisition, consumption, and disposition of goods, services, and ideas. Analysis of the psychological, sociological, anthropological, demographic, and regulatory forces that impact consumers. Examination of research methodologies employed to conduct empirical studies of consumer behavior.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6413 Advanced Marketing Research**

**Prerequisites:** MKTG 5983 or MKTG 5963 or consent of MBA director or MIS director or instructor.

**Description:** Introduction to the latest empirical marketing research and advanced analytics techniques such as MANOVA, Confirmatory Factor Analysis, Cluster Analysis, Scaling Techniques, Conjoint Analysis and Structural Equation Models. No degree credit for students with credit in BAN 5763.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6513 Seminar in Marketing Theory**

**Prerequisites:** MKTG 5133 or consent of instructor.

**Description:** Development of an evaluation of marketing theory.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6683 Seminar in Marketing Strategy**

**Prerequisites:** MKTG 5133 or consent of instructor.

**Description:** Examination of a broad range of marketing management topics from a strategic perspective. Understanding of content, theory and research methods involved in the development of strategic marketing knowledge.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6913 Measurement and Experimental Design**

**Description:** An analysis of measurement issues from both psychometric and marketing perspectives. Scale construction and validation. The design, analysis, and evaluation of marketing experiments.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

## Undergraduate Programs

- International Business, BSBA (p. 2751)
- Marketing, BSBA (p. 2755)
- Marketing: Marketing Communications Management, BSBA (p. 2758)
- Marketing: Marketing Research and Analytics, BSBA (p. 2761)
- Marketing: Professional Selling and Sales Management, BSBA (p. 2764)

## Graduate Programs

The School of Marketing and International Business offers work leading to the Master of Business Administration, the Master of Business Analytics and the Doctor of Philosophy in business administration degrees. In addition, the School of Marketing and International Business offers work leading to Graduate Certificate in Business Data Mining and Graduate Certificate in Marketing Analytics.

## The Master of Business Administration (MBA) Degree

See "Business Administration (p. 2600)."

## The Master of Science in Business Analytics Degree

This is an interdisciplinary program that offers hands-on application of data analysis along with a unique blend of coursework in Analytics, Marketing, Statistics, Business, MIS and Industrial Engineering. The structure of the curriculum has been carefully designed in consultation with our advisory board companies to balance the need of understanding quantitative approaches, statistical modeling and machine-learning algorithms along with data visualization and exploration, interpretation of results and the ability to apply these results for solving business problems.

The MS in Business Analytics is a 37-hour program featuring a core of 25 hours (18 for part time), including a business practicum. The 12 hours of electives allow students to specialize in areas such as business, statistics, information science or industrial engineering. In addition to the MS in Business Analytics degree, students in this program may also

receive the following three certificates depending on elective courses taken, credentials achieved and so on: SAS® and OSU Data Mining Certificate (core level), SAS® and OSU Predictive Analytics Certificate (advanced level) and SAS® and OSU Marketing Data Science Certificate (expert level).

Admission requirements for the MS in Business Analytics are similar to the admission requirements for the other master's programs in the Spears School of Business. Information about the program is available on the Internet at <http://analytics.okstate.edu/msba/>.

## The Doctor of Philosophy Degree

The PhD in business administration program through the School of Marketing and International Business provides intensive study in marketing. It prepares the student for significant professional contributions in university teaching and research or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. The program is designed to create scholars and researchers in the field of marketing. Highly student-oriented, the program focuses on training individuals in current marketing theory and research techniques. Collaboration between students and faculty is strongly encouraged.

### Program Content

The student will take 15 hours of PhD seminars in marketing. The student must also complete a nine-hour minor in another discipline such as economics, management, sociology or psychology. As support for the major and minor fields of study, extensive coursework (normally 18 credit hours) in the area of quantitative/research methodology is required.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, operations management, organizational theory, economics and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area in an MBA program accredited by the Association to Advance Collegiate Schools of Business (AACSB).

### Application Procedure

Outstanding undergraduate or graduate students from any field of study may apply. For those with an MBA, the program will normally consist of two years of coursework and two years of dissertation work. For those without a master's degree, the plan of study for the PhD degree will typically allow for the granting of an MBA prior to completion of the PhD degree. Applications for admission to the program are evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. the score on the Graduate Management Admissions Test or Graduate Record Examination,
3. a two- or three-page statement describing goals and academic interests,
4. three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the responsibility of each applicant to ensure that all materials related to the above criteria are received by the School of Marketing and

International Business. Application forms and detailed explanation of the PhD degree in business administration with an emphasis in marketing are available through the department.

## Graduate Certificate in Business Data Mining

This certificate program is designed to help working professionals with technical background who do not want to pursue a full master's degree yet want to acquire data mining or predictive analytics skills by taking a series of courses online. Working professionals admitted in this program can complete coursework in 12-24 months by taking courses online. Those enrolled in the graduate certificate in business data mining may be able transfer the credit hours to the MS in Business Analytics if they choose to apply for admission into the MS degree at a later date. Along with the graduate certificate in business data mining, students in this program may also receive all of the following three certificates (depending on courses taken, credentials achieved, etc.): SAS and OSU Data Mining Certificate (core level), SAS and OSU Predictive Analytics Certificate (advanced level) and SAS and OSU Marketing Data Science Certificate (expert level).

More details about this program (including procedure and admission requirements) are on the website: <http://watson.okstate.edu/datamining/>.

## Certificates

- Sales and Service Excellence (SSE), Undergraduate Certificate (p. 2767)

## Minors

- International Business (INBU), Minor (p. 2750)
- Marketing (MKTG), Minor (p. 2754)

## Faculty

Tom Brown, PhD—Professor and Head

**Professors:** Todd Arnold, PhD; Goutam Chakraborty, PhD; Karen Flaherty-Pappas, PhD; Kevin Voss, PhD; Joshua L. Wiener, PhD

**Associate Professors:** Zachary Arens, PhD; Xiang Fang, PhD; Marlys Mason, PhD; Ajay Sukhdial, PhD

**Assistant Professors:** Justin Lawrence, PhD; Steven Shepherd, PhD

**Professors of Professional Practice:** Kim Booker, MBA; Aditi Grover, PhD; Maribeth Kuzmeski, PhD; Miriam McGaugh, PhD; Jerry Rackley, MBA

**Executive in Residence:** Alicia Smales, PhD



## International Business (INBU), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 27

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MKTG 3993	International Business (I)	3
Select 6 hours of the following:		6
ACCT 4763	International Accounting Abroad	
ECON 3613	International Economic Relations (S)	
FIN 4213	International Financial Management	
LSB 4633	Legal Aspects of International Business Transactions (I)	
MGMT 4613	International Management (I)	
MGMT 4943	International Sports Management (I)	
MKTG 4553	International Marketing	
ACCT 2003	Survey of Accounting	3
or ACCT 2103	Financial Accounting	
ECON 2003	Microeconomic Principles for Business	3
or ECON 2103	Introduction to Microeconomics (S)	
Select 9 hours of the following:		9
FIN 3113	Finance	
LSB 3213	Legal and Regulatory Environment of Business	
MGMT 3013	Fundamentals of Management (S)	
MKTG 3213	Marketing (S)	
Select 3 hours of any upper division business class or AGEC 4343.		3
<b>Total Hours</b>		<b>27</b>

example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).

- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Additional OSU Requirements

### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for

# International Business, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 120

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		
6		
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		
7		
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		
3		
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A)	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (Or first year seminar course approved by college. )	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required in these 66 hours		

### Common Body<sup>2</sup>

ACCT 2003	Survey of Accounting <sup>1,3</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Major Requirements</i>		
A GPA of 2.00 is required in these 39 hours of International Business Major Requirements		
20 of these 39 hours must be in residence at OSU		
MKTG 3993	International Business (I)	3
MKTG 4093	Current Topics International Business	3
Select 12 hours of the following:		12
ACCT 4763	International Accounting Abroad	
ECON 3613	International Economic Relations (S)	
FIN 4213	International Financial Management	
LSB 4633	Legal Aspects of International Business Transactions (I)	
MGMT 4613	International Management (I)	
MKTG 4553	International Marketing	
MGMT 4943	International Sports Management (I)	
Select 6 hours of the following:		6
ECON 4643	International Economic Development (IS)	
GEOG 3053	Introduction to Central Asia Studies (IS)	
GEOG 3133	Political Geography (IS)	
GEOG 3723	Europe (IS)	
GEOG 3733	Russia and Its Neighbors (IS)	
GEOG 3743	Latin America (IS)	
GEOG 3753	Asia (IS)	
GEOG 3763	Africa (IS)	
GEOG 3783	The Middle East (IS)	
GEOG 3793	Australia and the Pacific Realm (IS)	
GEOG 4143	Geography of Travel and Tourism	
HIST 3053	Introduction to Central Asia Studies (IS)	
HIST 3113	Germany Since 1815 (HI)	
HIST 3133	African Diaspora History (DH)	
HIST 3163	Russia Since 1861 (HI)	
HIST 3273	Modern Europe Since 1914 (HI)	
HIST 3323	Modern France, 1789-Present (HI)	
HIST 3333	History of the Second World War (HI)	
HIST 3343	World War I in Modern European Culture (HI)	
HIST 3413	East Asia Since 1800 (HI)	
HIST 3423	Modern Japan (HI)	
HIST 3433	Modern China (HI)	

HIST 3463	Modern Latin America (HI)
HIST 4980	Topics in History
PHIL 3943	Asian Philosophy (HI)
POLS 3003	The Soviet Union: History, Society and Culture(IS)
POLS 3033	International Law
POLS 3053	Introduction to Central Asia Studies (IS)
POLS 3123	Russian & Eurasian Politics (I)
POLS 3143	European Politics (I)
POLS 3163	African Politics (I)
POLS 3193	Latin American Politics (IS)
POLS 3223	Asian Politics
POLS 3313	Middle Eastern Politics
POLS 4010	Advanced Topics in International Relations
POLS 4043	Global Political Economy
POLS 4053	War And World Politics (I)
REL 4213	Understanding Global Islam (HI)
REL 4223	Religion and Conflict in the Middle East (HI)

Select an additional 15 hours of upper-division business courses from any field in the Spears School of Business. A minor in a selected business field is highly recommended. **15**

**Hours Subtotal** **66**

**Electives**

Select 11 hours <sup>3</sup> **11**

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. 12 credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal** **11**

**Total Hours** **120**

- <sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.
- <sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.
- <sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

### Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.
3. The student must indicate international cultural proficiency as evidenced by a combination of 9 hours of course credit in any of the following areas:
  - a. Modern foreign language
  - b. Study abroad programs
  - c. Semester study abroad program
  - d. Upper-division "I" designation coursework
1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

3. The student must indicate international cultural proficiency as evidenced by a combination of 9 hours of course credit in any of the following areas:
  - a. Modern foreign language
  - b. Study abroad programs
  - c. Semester study abroad program
  - d. Upper-division "I" designation coursework

### Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

### Example Plan of Study

#### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologie	3
3 hours of MATH or STAT designated 'A'		3

Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
MKTG 3213	Marketing (S)	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
ACCT 2003	Survey of Accounting	3
MKTG 3993	International Business (I)	3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MGMT 3013	Fundamentals of Management (S)	3
LSB 3213	Legal and Regulatory Environment of Business	3
FIN 3113	Finance	3
<b>Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
BADM 3113	Practical Business and Interpersonal Skills	3
MSIS 3223	Principles of Data Analytics	3

3 hours from 12 hour list in major		3
3 hours from 12 hour list in major		3
3 hours from 6 hour list in major		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
3 hours from 12 hour list in major		3
3 hours from 12 hour list in major		3
3 hours of upper division business		3
3 hours from 6 hour list in major		3
3 hours of electives		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
MKTG 4093	Current Topics International Business	3
3 hours of upper division business		3
3 hours of upper division business		3
3 hours of electives		3
2 hours of electives		2
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours of upper division business		3
3 hours of upper division business		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> The student must indicate international cultural proficiency as evidenced by a combination of 9 hours of credit course in the following areas: Modern foreign language, Study Abroad programs, Semester Study Abroad program, Upper-Division "I" designation coursework.

## Marketing (MKTG), Minor

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Chesapeake Energy Business Student Success Center**, 155 Business Building, 405-744-2772

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15

For minors requiring 27 hours, 18 of the 27 hours must be taken in residence at OSU, and 6 of the 9 hours for the Specific Minor Area must be taken in residence at OSU. Students with majors outside of the SSB may find that some courses will have additional prerequisites. For minors with various required hours, please see specific minor.

Code	Title	Hours
<b>Minor Requirements</b>		
MKTG 3213	Marketing (S)	3
Select 12 hours of any upper-division marketing classes		12
<b>Total Hours</b>		<b>15</b>

### Other Requirements

- 12 of the 15 hours must be taken in residence at OSU.

### Additional OSU Requirements

#### Undergraduate Minors

- An undergraduate minor must include between fifteen and thirty hours, inclusive of undergraduate coursework.
- A minimum of six credit hours for the minor must be earned in residence at OSU.
- The courses required for a minor may be included in the course requirements for any undergraduate degree or they may be in addition to degree requirements, depending on the overlap between the minor and degree requirements. However, an undergraduate minor must be earned in an academic field other than the student's declared degree option. The minor may not duplicate the degree major or option (for example, a student who earns a BA in Art with an Art History option may earn a minor in Studio Art but not Art History).
- A student generally follows the minor requirements associated with his or her matriculation year or newer requirements that have been established since matriculation. The time limit for following requirements from a given academic year is six years.

For additional information on requirements on minors, click here (<https://adminfinance.okstate.edu/site-files/documents/policies/requirements-for-undergraduate-and-graduate-minors.pdf>).

## Marketing, BSBA

### Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 120

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar (or first year seminar course approved by college)	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required for these 63 hours		

#### Common Body<sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

#### Major Requirements

A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements

18 of these 36 hours must be in residence at OSU

MKTG 3323	Consumer and Market Behavior	3
MKTG 3653	Marketing Analytics	3
MKTG 4333	Marketing Research	3
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing Marketing Strategy and Customer-Employee Interactions	3

Select 12 hours of upper-division marketing electives. 12

Select an additional 12 hours of upper-division courses from any field in the Spears School of Business. 12

**Hours Subtotal** 63

#### Electives

Select 14 hours<sup>3</sup> 14

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal** 14

**Total Hours** 120

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

### Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

### Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.



- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3

BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 3323	Consumer and Market Behavior	3
MSIS 3223	Principles of Data Analytics	3
3 hours of upper division business		3
3 hours of upper division MKTG		3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3653	Marketing Analytics	3
3 hours of upper division MKTG		3
3 hours of upper division business		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
BADM 3113	Practical Business and Interpersonal Skills	3
MKTG 4333	Marketing Research	3
Natural Science with Lab (LN)		4
3 hours upper division MKTG		3
3 hours electives		3
<b>Hours</b>		<b>16</b>

**Senior**

**Fall**

MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing or Marketin Strategy and Custome Employe Interacti	3
3 hours upper division MKTG		3
3 hours of upper division business		3
3 hours of electives		3
2 hours of electives		2
	<b>Hours</b>	<b>14</b>

**Spring**

MGMT 4513	Strategic Managemen	3
3 hours of upper division business		3
3 hours of electives		3
3 hours of electives		3
	<b>Hours</b>	<b>12</b>
	<b>Total Hours</b>	<b>120</b>

# Marketing: Marketing Communications Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course Designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
Business Freshman Seminar		
BADM 1111	Business First Year Seminar (Or first year seminar course approved by college.)	1
Career Planning for Business Success		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
Professional Development for Business Success		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required for these 63 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

Marketing Major Requirements

A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements

18 of these 36 hours must be in residence at OSU

MKTG 3323	Consumer and Market Behavior	3
MKTG 3433	Promotional Strategy	3
MKTG 3653	Marketing Analytics	3
MKTG 4333	Marketing Research	3
MKTG 4343	Brand Marketing	3
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing Marketing Strategy and Customer-Employee Interactions	3
MKTG 4993	Digital Marketing	3
Select 6 hours of upper-division marketing electives.		6
Select an additional 9 hours of upper-division courses from any field in the Spears School of Business.		9

**Hours Subtotal** **63**

**Electives**

Select 14 hours <sup>3</sup> **14**

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal** **14**

**Total Hours** **120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

- A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
- Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3

ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 3323	Consumer and Market Behavior	3
MSIS 3223	Principles of Data Analytics	3
MKTG 3433	Promotional Strategy	3
3 hours of upper division business		3
3 hours of electives		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3653	Marketing Analytics	3
MKTG 4343	Brand Marketing	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
MKTG 4333	Marketing Research	3
BADM 3113	Practical Business and Interpersonal Skills	3
Natural Science with Lab (LN)		4
3 hours upper division MKTG		3
3 hours of electives		3
	<b>Hours</b>	<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing or Marketin Strategy and Custome Employe Interacti	3
3 hours upper division MKTG		3
3 hours upper division business		3
3 hours of electives		3
2 hours of electives		2
	<b>Hours</b>	<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Managemen	3
MKTG 4993	Digital Marketing	3
3 hours upper division business		3
3 hours of electives		3
	<b>Hours</b>	<b>12</b>
	<b>Total Hours</b>	<b>120</b>

# Marketing: Marketing Research and Analytics, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 (p. 923)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
Business Freshman Seminar		
BADM 1111	Business First Year Seminar (Or first year seminar course approved by college.)	1
Career Planning for Business Success		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
Professional Development for Business Development		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required for these 63 hours

*Common Body* <sup>2</sup>

ACCT 2003 or ACCT 2103 & ACCT 2203	Survey of Accounting <sup>1,3</sup> Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

*Marketing Major Requirements*

A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements

18 of these 36 hours must be in resident at OSU

MKTG 3323	Consumer and Market Behavior	3
MKTG 3653	Marketing Analytics	3
MKTG 4333	Marketing Research	3
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing Marketing Strategy and Customer-Employee Interactions	3
STAT 4053	Statistical Methods I for the Social Sciences (A)	3
MSIS 4673	Data Visualization	3
Select 9 hours of upper-division marketing electives		9
Select an additional 9 hours of upper-division courses from any field in the Spears School of Business.		9

**Hours Subtotal** **63**

**Electives**

Select 14 hours <sup>3</sup> **14**

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal** **14**

**Total Hours** **120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.

2. Forty-five hours of upper-division courses required.



## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2027.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3

ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 3323	Consumer and Market Behavior	3
MSIS 3223	Principles of Data Analytics	3
STAT 4053	Statistical Methods I for the Social Sciences (A)	3
3 hours upper division MKTG		3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3653	Marketing Analytics	3
MSIS 4673	Data Visualization	3

3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
BADM 3113	Practical Business and Interpersonal Skills	3
MKTG 4333	Marketing Research	3
Natural Science with Lab (LN)		4
3 hours upper division MKTG		3
3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing or Marketing Strategy and Customer Employee Interactions	3
3 hours upper division MKTG		3
3 hours upper division business		3
3 hours of electives		3
2 hours of electives		2
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours upper division business		3
3 hours upper division business		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

# Marketing: Professional Selling and Sales Management, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

**Minimum Overall Grade Point Average: 2.00**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
See Academic Regulation 3.5 (p. 923)		
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social &amp; Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
BADM 2233	Business Analytics Fundamentals (A) <sup>1</sup>	3
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
MKTG 3213	Marketing (S) <sup>1,2</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
<b>College/Departmental Requirements</b>		
Business Freshman Seminar		
BADM 1111	Business First Year Seminar (Or first year seminar course approved by college.)	1
Career Planning for Business Success		
BADM 2111	Career Planning for Business Success <sup>1</sup>	1
Professional Development for Business Development		
BADM 3111	Professional Development for Business Success <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		

A minimum GPA of 2.00 is required for these 63 hours

*Common Body* <sup>2</sup>

ACCT 2003	Survey of Accounting <sup>1,3</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills <sup>1</sup>	3
ECON 2003	Microeconomic Principles for Business <sup>1</sup>	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

Marketing Major Requirements

A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements

18 of these 36 hours must be in residence at OSU

MKTG 3323	Consumer and Market Behavior	3
MKTG 3473	Professional Selling	3
MKTG 4513	Sales Management	3
MKTG 3653	Marketing Analytics	3
MKTG 3873	Marketing or International Business Internship	3
MKTG 4333	Marketing Research	3
MKTG 4683	Managerial Strategies in Marketing	3
or MKTG 4693	Marketing Strategy and Customer-Employee Interactions	

Select 6 hours of upper-division marketing electives. 6

Select an additional 9 hours of upper-division courses from any field in the Spears School of Business. 9

**Hours Subtotal 63**

**Electives**

Select 14 hours <sup>3</sup> 14

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

**Hours Subtotal 14**

**Total Hours 120**

<sup>1</sup> Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

<sup>2</sup> MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

<sup>3</sup> If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
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<b>Fall</b>		
BADM 1111	Business First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technology:	3
3 hours of MATH or STAT designated 'A'		3
Social Science (S with D or I designations)		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
EEE 2023	Introduction to Entrepreneur	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomics Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 3323	Consumer and Market Behavior	3
MKTG 3473	Professional Selling	3
MSIS 3223	Principles of Data Analytics	3
3 hours upper division MKTG		3
Humanities (H with D or I designation)		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3653	Marketing Analytics	3
MKTG 4513	Sales Management	3

3 hours of electives		3
	<b>Hours</b>	<b>16</b>
<b>Spring</b>		
MKTG 4333	Marketing Research	3
BADM 3113	Practical Business and Interpersonal Skills	3
Natural Science with Lab (LN)		4
3 hours upper division MKTG		3
3 hours of electives		3
	<b>Hours</b>	<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing or Marketing Strategy and Customer Employee Interacti	3
MKTG 3873	Marketing or International Business Internship	3
3 hours of upper division business		3
3 hours of electives		3
2 hours of electives		2
	<b>Hours</b>	<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours of upper division business		3
3 hours of electives		3
3 hours of upper division business		3
	<b>Hours</b>	<b>12</b>
	<b>Total Hours</b>	<b>120</b>

## Sales and Service Excellence (SSE), Undergraduate Certificate

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**Requirements for Students Matriculating in or before Academic Year 2021-2022.** Learn more about University Academic Regulation 3.1 (p. 922).

For details and latest information on this program, please contact Professor Kim Booker, Spears School of Business, [kim.booker@okstate.edu](mailto:kim.booker@okstate.edu).

**Total Hours: 18**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
MKTG 3473	Professional Selling	3
MKTG 4473	Advanced Professional Selling	3
MKTG 4513	Sales Management	3
MKTG 4773	Services Marketing	3
<b>Total Hours</b>		<b>18</b>