

# SPEARS SCHOOL OF BUSINESS

## College Administration

Ken Eastman, PhD—Dean  
 Carol Johnson, PhD—Associate Dean  
 Marlys Mason, PhD—Associate Dean  
 Ramesh Sharda, PhD—Vice Dean

## 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). All Spears programs are AACSB accredited with the exception of the M.S. in Economics and the PhD in Economics which do not come under the AACSB's scope of review.

## 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 three schools. Departmental majors are listed below.

- Accounting, with a major in accounting.
- 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.
- 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/undergraduate/degrees.html>.

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. 1777) 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. 1751)."
- Master of Science in Business Analytics degree. See "School of Marketing and International Business (p. 1761)."
- Master of Science in Economics degree.<sup>1</sup> See "Department of Economics and Legal Studies in Business (p. 1701)."
- Master of Science in Entrepreneurship degree. See "School of Entrepreneurship (p. 1755)."
- The Master of Science in Management Information Systems (MIS) degree. See "Department of Management Science and Information Systems (p. 1740)."
- Master of Science in Quantitative Financial Economics degree. See "Department of Finance (p. 1709)."
- Master of Science in Information Assurance degree. See "Department of Management Science and Information Systems (p. 1740)."

<sup>1</sup> The Master of Science in Economics is not subject to AACSB accreditation.

## 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 and Legal Studies in Business<sup>1</sup>. 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 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. 1700)" section as well as in the various departmental sections.

<sup>1</sup> The PhD in Economics is not subject to AACSB accreditation.

## The Eastin Center for Career Readiness

The Eastin Center for Career Readiness provides students with resources to build interpersonal skills and professionalism and ensure graduates are job ready. The center unites career readiness, career services and corporate engagement. Programs begin with the first-year experience by integrating career development projects and extend through the student's time at OSU. The career consultants within Spears Business are certified Global Career Development Facilitators. The center also provides students with a direct link to OSU Career Services and showcases numerous resources across campus.

## 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 also 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. 842)" 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

African American Business Students Association  
 Alpha Kappa Psi  
 Association for Information Systems  
 Association of Information Technology Professionals  
 Beta Alpha Psi (accounting honor society)  
 Beta Gamma Sigma (business administration honor society)  
 Business News Club  
 Business Student Council  
 Buy and Sell Club  
 Delta Sigma Pi (professional business organization)  
 Economics Society  
 Entrepreneurship Club  
 LOOTB/Enactus (social entrepreneurship)  
 Financial Management Association  
 Freshman Business Student Leaders  
 GARP Student Chapter: Organization for MSQFE Students  
 Human Resource Management Association  
 Information Security and Assurance Club  
 Latino Business Student Association  
 American Marketing Association  
 MBA Student Association  
 Net Impact  
 OSU-Tulsa Business Association  
 Phi Beta Lambda (business leadership)  
 Reality Developers Club  
 Sports Management Club  
 Students in Free Enterprise  
 Student United Way

## Academic Areas

- Business Administration (p. 1700)
- Economics (p. 1701)
- Finance (p. 1709)
- Hospitality and Tourism Management (p. 1715)
- Management (p. 1716)
- Management Science and Information Systems (p. 1740)
- School of Accounting (p. 1751)
- School of Entrepreneurship (p. 1755)
- School of Marketing and International Business (p. 1761)

## Undergraduate Programs

- Accounting, BSBA (p. 1753)
- Economics, BSBA (p. 1703)

- Economics: Business Economics and Quantitative Studies, BSBA (p. 1705)
- Economics: Pre-Law, BSBA (p. 1707)
- Entrepreneurship, BSBA (p. 1759)
- Finance: Two Options, BSBA (p. 1713)
- General Business, BSBA (p. 1721)
- General Business: Pre-Law, BSBA (p. 1723)
- International Business, BSBA (p. 1765)
- Management Information Systems, BSBA (p. 1745)
- Management Information Systems: Data Science, BSBA (p. 1747)
- Management Information Systems: Information Assurance, BSBA (p. 1749)
- Management, BSBA (p. 1727)
- Management: Business Sustainability, BSBA (p. 1729)
- Management: Human Resource Management, BSBA (p. 1731)
- Management: Nonprofit Management, BSBA (p. 1733)
- Management: Sports Management, BSBA (p. 1735)
- Marketing, BSBA (p. 1768)
- Marketing: Marketing Communications, BSBA (p. 1770)
- Marketing: Marketing Research and Analytics, BSBA (p. 1772)
- Marketing: Personal Selling and Sales Management, BSBA (p. 1774)

## Certificates

- Customer Interface Excellence (CIE), Undergraduate Certificate (p. 1776)
- Sustainable Business Management (SBM), Undergraduate Certificate (p. 1739)

## Minors

- Accounting (ACCT), Minor (p. 1752)
- Business Sustainability (BUSS), Minor (p. 1719)
- Creativity Studies (CRST), Minor (p. 1757)
- Data Science (DS), Minor (p. 1742)
- Economics (ECBU), Minor (p. 1702)
- Energy Finance (EFIN), Minor (p. 1711)
- Entrepreneurship (EEE), Minor (p. 1758)
- Finance (FIN), Minor (p. 1712)
- General Business Administration (GNBU), Minor (p. 1720)
- Human Resource Management (HRM), Minor (p. 1725)
- Information Assurance (IA), Minor (p. 1743)
- International Business (INBU), Minor (p. 1764)
- Management (MGMT), Minor (p. 1726)
- Management Information Systems (MIS), Minor (p. 1744)
- Marketing (MKTG), Minor (p. 1767)
- Nonprofit Management (NPM), Minor (p. 1737)
- Sports Management (SPMG), Minor (p. 1738)

## Graduate Programs

- Accounting, MBA/PhD (p. 1700)
- Accounting Information Systems, MS (p. 1740)
- Business Analytics, MS (p. 1762)
- Business Sustainability, MBA (p. 1700)
- Data Science, MBA (p. 1700)

- Digital Business Systems, MS (p. 1740)
- Economics, MBA/PhD (p. 1700)
- Economics, MS/PhD (p. 1701)
- Energy Business, MBA (p. 1700)
- Entrepreneurship, MBA (p. 1700)
- Entrepreneurship, MS (p. 1755)
- Global Marketing, MBA (p. 1700)
- Human Resource Management, PhD (p. 1700)
- Information Assurance, MS (p. 1740)
- Information Assurance, PhD (p. 1740)
- Information Assurance and Security, MS (p. 1740)
- Knowledge Management Systems, MS (p. 1740)
- Marketing Analytics, PhD (p. 1700)
- Management Information Systems, MS (p. 1740)
- Quantitative Financial Economics, MS (p. 1740)

## **Spears Business Accreditation Accreditation**

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

## Business Administration

### 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 45-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 12 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 twelve options: Accounting, Business Sustainability, Data Science, Economics, Energy Business, Entrepreneurship, Global Marketing, Human Resource Management, Information Assurance, Marketing Analytics, Non-profit Management and Risk Management.

### Part-Time MBA

The part-time MBA is a 42-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, 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, 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.

## Economics

Economics is a social science concerned with behavior of individuals, governments, firms and nations when confronted with scarcity imposed on mankind by the physical world. The discipline is based on a simple set of principles that are used to model decision-making in a wide variety of other fields of study. Economic principles are used to analyze and predict the both intended and unintended consequences of human action. Economics provides a comprehensive view of how a society is organized to transform the limited resources available into want-satisfying goods and services. It investigates the principles underlying the operation of the economic system and seeks to determine its weaknesses and to prescribe policy measures that will improve its operation. In the process, it ranges over a host of the most important problems confronting contemporary society—the causes of and remedies for economic depression and inflation, the determinants of and methods for improving income distribution, poverty problems and welfare measures, the role of the government in economic activity, the requisites for economic growth and development, pollution and congestion and their control.

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. Toward these ends, the development of elementary mathematical and statistical skills is 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 curriculum.

### Undergraduate Programs

- Economics, BSBA (p. 1703)
- Economics: Business Economics and Quantitative Studies, BSBA (p. 1705)
- Economics: Pre-Law, BSBA (p. 1707)
- Economics (ECBU), Minor (p. 1702)

### 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 adviser. 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 adviser 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.

### Faculty

Lee C. Adkins, PhD—Professor and Head

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

**Professors:** Kevin Currier, PhD; Jim Fain, PhD; Harounan Kazianga, PhD; Jaebeom Kim, PhD

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

**Assistant Professors:** Laura Ahlstrom, PhD; Karen Maguire, PhD; Wenyi Shen, PhD

**Clinical Faculty:** Michael D. Morris, PhD

**Other Faculty:** Bill McLean, PhD; Hongbo Wang, PhD

## Economics (ECBU), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 27 hours

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)	

## 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.

For additional information on requirements on minors, click here (<https://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Economics, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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	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 2.00 is required in these 66 hours (one average)		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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		
20 of these 39 hours must be in residence at OSU		
ACCT 3003	Foundational Accounting Skills	3
ECON 2203	Introduction to Macroeconomics	3
ECON 3113	Intermediate Microeconomics	3
ECON 3123	Intermediate Macroeconomics	3
ECON 4933	Applied Economics	3
Select 15 hours from other upper-division ECON courses		15
STAT 2023	Elementary Statistics for Business and Economics (A)	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	
Select 3 hours upper-division electives		3
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours		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>
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.

## 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 2025.

## Economics: Business Economics and Quantitative Studies, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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	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)		

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

ACCT 2003	Survey of Accounting	3
BADM 3113	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

### Economics Major Requirements

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

ACCT 3003	Foundational Accounting Skills	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:

ECON 3213	Game Theory and Experimental Economics	3
ECON 4213	Econometric Methods	3
ECON 4233 or ECON 4223	Econometric Applications Business and Economic Forecasting	3

Select 6 hours from other upper-division ECON courses

STAT 2023	Elementary Statistics for Business and Economics (A)	3
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Select 3 hours of the following:

STAT 3013	Intermediate Statistical Analysis	3
Select 3 hours of the following:		3
BCOM 3113	Written Communication	3
BCOM 3223	Oral Communication	3
ENGL 3030	Fiction Writing	3
ENGL 3323	Technical Writing	3
SPCH 3723	Business and Professional Communication	3

**Hours Subtotal** 66

### Electives

Select 11 hours 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.

## 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 2025.

## Economics: Pre-Law, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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	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 2.00 is required in these 69 hours (one average)		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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 42 hours of Economics Major Requirements		
21 of these 42 hours must be in residence at OSU		
ACCT 3003	Foundational Accounting Skills	3
ECON 2203	Introduction to Macroeconomics	3
ECON 3113	Intermediate Microeconomics	3
ECON 3123	Intermediate Macroeconomics	3
ECON 4933	Applied Economics	3
Select 15 hours from other upper-division ECON courses		15
PHIL 1313	Logic and Critical Thinking (A)	3
STAT 2023	Elementary Statistics for Business and Economics (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>69</b>
<b>Electives</b>		
Select 8 hours		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.

## 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 2025.

## 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. Initial positions in the managerial finance area include capital budgeting analyst, cash manager, credit analyst, financial analyst (who works closely with accountants), 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; and in the insurance industry as an agent or underwriter.

## Undergraduate Programs

- Finance: Two Options, BSBA (p. 1713)
- Energy Finance (EFIN), Minor (p. 1711)
- Finance (FIN), Minor (p. 1712)

## 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. 1700).")

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/>).

## Faculty

Betty Simkins, PhD—Professor and Head

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

**Associate Professors:** William H. Dare, PhD; Shu Yan, PhD

**Assistant Professors:** Greg Eaton, PhD; Louis Piccotti, PhD; Qin "Emma" Wang, PhD; Jun Zhang, PhD

**Professors of Professional Practice:** Joe Byers, PhD; Eric Sisneros, PhD

**Other Faculty:** David McCaslin; Mark Poole; Nancy Titus-Piersma

## Energy Finance (EFIN), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 18 hours

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	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).



## Finance (FIN), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 18 hours

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)	

<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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Finance: Two Options, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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	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		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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

### *Finance Major Requirements*

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 3003	Foundational Accounting Skills	3
ACCT 3103	Intermediate Accounting I	3
ECON 2203	Introduction to Macroeconomics	3
ECON 3313	Money and Banking	3
FIN 4223	Investments	3
FIN 4333	Financial Management	3
STAT 2023	Elementary Statistics for Business and Economics (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	

#### *Option*

Select one option (p. 1714) 21

**Hours Subtotal** 72

#### **Electives**

Select 5 hours 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.

**Hours Subtotal** 5

**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.

## Finance Options

### General Option

Code	Title	Hours
Select 18 hours of the following:		18
FIN 3613	General Insurance	
FIN 3713	Real Estate Investment and Finance	
FIN 4003	Introduction to Energy Business	
FIN 4063	Applied Financial Studies	
FIN 4113	Financial Markets and Institutions	
FIN 4213	International Financial Management	
FIN 4363	Energy Finance	
FIN 4443	Banking Strategies and Policies	
FIN 4453	Bank Decision Simulation and Analysis	
FIN 4550	Selected Topics in Finance (max 9 hours)	
FIN 4653	Bond Markets	
FIN 4763	Financial Futures and Options Markets	
FIN 4813	Portfolio Management	
FIN 4843	Risk Management	
Select 3 hours of the following:		3
ACCT 3013	Federal Income Taxation	
ACCT 3113	Intermediate Accounting II	
ACCT 3203	Cost Accounting	
STAT 3013	Intermediate Statistical Analysis	

### 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	
Select 3 hours of the following:		3
ACCT 3013	Federal Income Taxation	
ACCT 3113	Intermediate Accounting II	
ACCT 3203	Cost Accounting	
STAT 3013	Intermediate Statistical Analysis	

## 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 2025.

## Hospitality and Tourism Management Faculty

The mission of the School of Hospitality and Tourism Management (HTM) is to be a world leader in hospitality 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 a focused and relevant curriculum 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, and
- Signature events that provide experiential learning for students and bring together individuals and communities while supporting the land grant university mission.

Career opportunities include lodging and resort management, food and beverage management, conference and event planning management, club management and tourism development. Other opportunities include revenue management, hospitality training and development and hospitality-related entrepreneurial endeavors. Students have the opportunity to gain hands-on experience volunteering with student-led and other events such as: the Wine Forum of Oklahoma, the Distinguished Chef Scholarship Benefit Series, Craft Beer Forum of Oklahoma, Hospitality Days Career Fair, Hospitality Legal Summit and the Hotel Investment Conference.

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 Hirst Center for Beverage Education promotes a curriculum at the forefront of beverage education featuring a variety of formats including coffees, teas and other beverages.

To meet the needs of the industry and provide sound academic preparation at the undergraduate level, the curriculum emphasizes professional and general education. The professional area includes courses in accounting, law, cost control, revenue management and economics. Courses in service management, food and beverage production, purchasing and control, facility management and design, sales and marketing, front office management, and advanced hospitality and tourism management are also included in the specialized area. 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, private clubs and tourism-related establishments is arranged globally in cooperation with industry executives and the OSU faculty. Study abroad programs and international internships are available.

Further information may be found at <https://business.okstate.edu/htm/index.html>.

Li Miao, PhD—Professor and Interim Director

**Associate Professor and Interim Graduate Coordinator:** Lisa Slevitch, PhD

**Professor and Interim Associate Director:** Bill Ryan, EdD, RD/LD

**Assistant Director and International Programs:** Frank Tsai, PhD

**Regents Professor and William E. Davis Chair:** Hailin Qu, PhD

**Associate Professors:** Yeasun Chung, PhD; Catherine Curtis, PhD;

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

**Teaching Assistant Professor:** Steven Ruby, JD

**Teaching Instructor:** Heidi Hoart, MS

**Teaching Instructor Executive Chef:** Tiffany Poe, CEC MGT

**Executive in Residence:** Dar Yasserli, MS

**Taylor's Dining Room Manager/Instructor:** Silvio Ceschini, MS

## 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 adviser. A pre-law option is offered.

## Undergraduate Programs

- General Business, BSBA (p. 1721)
- General Business: Pre-Law, BSBA (p. 1723)
- Management, BSBA (p. 1727)
- Management: Business Sustainability, BSBA (p. 1729)
- Management: Human Resource Management, BSBA (p. 1731)
- Management: Nonprofit Management, BSBA (p. 1733)
- Management: Sports Management, BSBA (p. 1735)
  
- Business Sustainability (BUSS), Minor (p. 1719)
- General Business Administration (GNBU), Minor (p. 1720)
- Human Resource Management (HRM), Minor (p. 1725)
- Management (MGMT), Minor (p. 1726)
- Nonprofit Management (NPM), Minor (p. 1737)
- Sports Management (SPMG), Minor (p. 1738)

## 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. 1700).")

## 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.

## Faculty

James M. Pappas, PhD—Associate Professor and Head

**Professors:** Federico Aime, PhD; Thomas H. Stone, 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

**Assistant Professors:** Nikolaos Dimotakis, PhD; Lindsey Greco, PhD; John Holden, JD; Kim Houser, JD; Jason Kiley, PhD; Yurianna Kimmons, PhD; Anna Lennard, PhD; Owen Parker, PhD; Jeanine Pieternel Porck, PhD; Alexis Washington, PhD

**Assistant Professors of Professional Practice:** Jason B. Aamodt, JD; Jennifer Coonce; R. Evan Davis, PhD; Bryan Finch, PhD; Tara Fitzgerald Urich, JD; Jose A. Sagarnaga Castillo, PhD

**Other Faculty:** C. Eve Ash; Durand Crosby, PhD; Sylvia Hill; Edward Lindsey, JD; Tara Lockwood; Marla Mahar; Kim McCrackin; Jeff Paul, PhD; Tanya Raun, JD; Scott Robin; Kristina Schaap; Paul Sims; James Stapp

## Business Sustainability (BUSS), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16 hours

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	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).



## General Business Administration (GNBU), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 21 hours

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

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## General Business, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 66 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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	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 six of the following eight areas: ACCT, ECON, EEE, FIN, 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		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>
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.

## 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 2025.

## General Business: Pre-Law, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 69 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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 seven areas: ACCT, ECON, EEE, FIN, 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		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.

## 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
Total Hours		30

## 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 2025.

# Human Resource Management (HRM), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16 hours

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	Human Resource Analytics	
MGMT 4813	Talent Acquisition	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Management (MGMT), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16 hours

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

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Management, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 64 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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 37 hours of Management Major Requirements		
20 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 4073	Management and Ethical Leadership	3
or MGMT 4083	Corporate and Social Responsibility	
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	Oral Communication	3
or SPCH 3723	Business and Professional Communication	
Select 6 hours from upper-division business courses		6
<b>Hours Subtotal</b>		<b>61</b>
<b>Electives</b>		
Select 13 hours		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>
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.

## 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 2025.

## Management: Business Sustainability, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Survey of American History	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 64 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3

BADM 3113	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
<i>Business Sustainability Major Requirements</i>		
A GPA of 2.00 is required in these 37 hours of Business Sustainability Major		
20 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 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		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>
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.

## 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 2025.

## Management: Human Resource Management, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Survey of American History	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 64 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1</sup>	3

BADM 3113	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	Human Resource 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 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.

**Hours Subtotal** 16

**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.

## 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 2025.

## Management: Nonprofit Management, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Survey of American History	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 64 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1</sup>	3

BADM 3113	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		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.

## 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 2025.

## Management: Sports Management, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Survey of American History	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
MATH 1483 or MATH 1513	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 64 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1</sup>	3

BADM 3113	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

Select one of the following:

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:

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 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.

**Hours Subtotal** 13

**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.

## 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 2025.

## Nonprofit Management (NPM), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16 hours

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	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Sports Management (SPMG), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 16 hours

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)	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Sustainable Business Management (SBM), Undergraduate Certificate

**Total Hours:** 24 Hours

Code	Title	Hours
MGMT 4083	Corporate and Social Responsibility	3
MGMT 4403 or MGMT 4033	Environmental Sustainability for Business Management of Sustainable Enterprises	3
MGMT 4423	Environmental Problem Analysis for Business	3
Select 4 of the following courses:		6
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 3403		
MGMT 4443		
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).		3-6

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

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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.

### Undergraduate Programs

- Management Information Systems, BSBA (p. 1745)
- Management Information Systems: Data Science, BSBA (p. 1747)
- Management Information Systems: Information Assurance, BSBA (p. 1749)
- Data Science (DS), Minor (p. 1742)
- Information Assurance (IA), Minor (p. 1743)
- Management Information Systems (MIS), Minor (p. 1744)

### 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 information assurance (MSIA), 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. 1700).")

### The Master of Science in Information Assurance (MSIA) Degree

In response to industry's need for skilled and knowledgeable cyber security graduates, Oklahoma State University offers a Master of Science degree in information assurance. This program is offered not only through traditional means to on-campus students but also via distance learning technologies to students at remote locations.

This program prepares graduates for managing the security aspects of today's global firms, developing policies, procedures and technical expertise to protect their data assets. The graduates of this program are likely to be employed by providers or users of information assurance.

### Information Assurance Curriculum

The program curriculum consists of 32-33 credit hours, including eight core courses and three electives. Students may choose either a part-time or full-time sequence. Full-time students can complete the program in one and one-half years while part-time students may complete it in two years.

MSIA degree candidates have the opportunity to develop broad knowledge in specific elective areas chosen to best fit their career aspirations.

### Admission Requirements

Qualified graduates of colleges and universities of recognized standards are eligible to seek admission to the OSU Graduate College. Applicants must submit the completed application form to the Graduate College with official transcripts of all academic work and degrees received.

In addition to the OSU Graduate College's standard requirements, the information assurance program admissions committee will consider students' letters of recommendation, GMAT or GRE scores, previous academic performance and telecommunications experience.

Information about the program is available on the Internet at <https://watson.okstate.edu/msia/>.

## 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.

## 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; Obi Ogbanufe, PhD; Chenzhang Bao, PhD

**Professors of Professional Practice:** James Burkman, PhD; Fletcher Glancy, PhD

## Data Science (DS), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15 hours

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 Design, Management and Administration	
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 4263	Business Intelligence and Predictive Analytics	
MSIS 4673	Data Visualization	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Information Assurance (IA), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15 hours

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 4123	Information Assurance Management	3
MSIS 4523	Data Communication Systems	3
Select 6 hours of the following:		6
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	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).



## Management Information Systems (MIS), Minor

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**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 15 hours

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 Design, Management and Administration	3
Select 6 hours upper-division MSIS excluding MSIS 3223		6

### 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

# Management Information Systems, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 66 hours		

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

ACCT 2003	Survey of Accounting <sup>1</sup>	3
BADM 3113	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 39 hours of Management Information Systems Major Requirements		
20 of these 39 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 Design, Management and Administration	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4123	Information Assurance Management	3
MSIS 4133	Information Technologies for Electronic Commerce	3
or MSIS 4363	Advanced Application Development	
MSIS 4523	Data Communication Systems	3
Select 12 hours of the following:		12
ACCT 3103	Intermediate Accounting I	
ACCT 3113	Intermediate Accounting II	
ACCT 3203	Cost Accounting	
ACCT 3603	Accounting Information Systems	
ACCT 4503	Auditing and Assurance Services	
ACCT 4653	Contemporary Integrated Accounting and Business Systems	
CS 2133	Computer Science II	
CS 2351	Unix Programming	
CS 2433	C/C++ Programming	
Any upper-division CS courses except CS 4113 and CS 4883		
ECON 3313	Money and Banking	
ECON 4213	Econometric Methods	
ECON 4223	Business and Economic Forecasting	
FIN 4223	Investments	
FIN 4333	Financial Management	
IEM 4723	Information Systems Design and Development	

MGMT 3313	Human Resource Management	
MKTG 3323	Consumer and Market Behavior	
MKTG 3513	Sales Management	
MKTG 4223	Supply Chain Management	
MKTG 4333	Marketing Research	
MKTG 4773	Services Marketing	
MSIS	any upper division courses	
STAT 3013	Intermediate Statistical Analysis	
STAT 4043	Applied Regression Analysis	
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours		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>
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.

## 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 2025.

# Management Information Systems: Data Science, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 66 hours		

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

ACCT 2003	Survey of Accounting <sup>1</sup>	3
BADM 3113	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 39 hours of Management Information Systems Major Requirements		
20 of these 39 hours must be in residence at OSU		
MSIS 2203	Computer Programming for Business	3
MSIS 4123	Information Assurance Management	3
MSIS 3333	Database Systems Design, Management and Administration	3
MSIS 3363	Web Application Development	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4033	Information Systems Project Management and Communication	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
ACCT 3103	Intermediate Accounting I	
ACCT 3113	Intermediate Accounting II	
ACCT 3203	Cost Accounting	
ACCT 3603	Accounting Information Systems	
ACCT 4653	Contemporary Integrated Accounting and Business Systems	
CS 2133	Computer Science II	
CS 2351	Unix Programming	
CS 2433	C/C++ Programming	
Any upper-division CS courses except CS 4113 and CS 4883		
ECON 4213	Econometric Methods	
ECON 4223	Business and Economic Forecasting	
FIN 4223	Investments	
FIN 4333	Financial Management	
IEM 4103	Quality Control	
IEM 4203	Facilities and Material Handling System Design	
IEM 4713	Systems Simulation Modeling	
MATH 3013	Linear Algebra (A)	
MATH 4553	Introduction to Optimization	
MKTG 3323	Consumer and Market Behavior	

MKTG 3513	Sales Management	
MKTG 4223	Supply Chain Management	
MKTG 4333	Marketing Research	
MKTG 4773	Services Marketing	
MSIS	any upper division courses	
STAT 3013	Intermediate Statistical Analysis	
STAT 4033	Engineering Statistics	
STAT 4043	Applied Regression Analysis	
STAT 4053	Statistical Methods I for the Social Sciences (A)	
STAT 4203	Mathematical Statistics I	
STAT 4213	Mathematical Statistics II	
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours		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.

## 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 2025.

## Management Information Systems: Information Assurance, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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 66 hours		

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

ACCT 2003	Survey of Accounting <sup>1</sup>	3
BADM 3113	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 39 hours of Management Information Systems Major Requirements		
20 of these 39 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	Information Technologies for Electronic Commerce	3
or MSIS 4363	Advanced Application Development	
MSIS 3333	Database Systems Design, Management and Administration	3
MSIS 4003	Systems Analysis and Design	3
MSIS 4033	Information Systems Project Management and Communication	3
MSIS 4123	Information Assurance Management	3
MSIS 4523	Data Communication Systems	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
ACCT 3103	Intermediate Accounting I	
ACCT 3113	Intermediate Accounting II	
ACCT 3203	Cost Accounting	
ACCT 3603	Accounting Information Systems	
ACCT 4503	Auditing and Assurance Services	
ACCT 4653	Contemporary Integrated Accounting and Business Systems	
CS 2133	Computer Science II	
CS 2351	Unix Programming	
CS 2433	C/C++ Programming	
Any upper-division CS courses except CS 4113 and CS 4883		

ECON 3313	Money and Banking	
ECON 4213	Econometric Methods	
ECON 4223	Business and Economic Forecasting	
FIN 4223	Investments	
FIN 4333	Financial Management	
IEM 4723	Information Systems Design and Development	
MGMT 3313	Human Resource Management	
MKTG 3323	Consumer and Market Behavior	
MKTG 3513	Sales Management	
MKTG 4223	Supply Chain Management	
MKTG 4333	Marketing Research	
MKTG 4773	Services Marketing	
MSIS	any upper division courses	
STAT 3013	Intermediate Statistical Analysis	
STAT 4043	Applied Regression Analysis	
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours		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>
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.

## 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 2025.

## School of Accounting

The School of Accounting offers three degree programs in accounting:

1. BS in Business Administration with a major in accounting,
2. MS in accounting, and
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 work hard to help our students find rewarding jobs, 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 fundamental 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.

The common objective of the BS and MS accounting programs is to educate students for success in a wide range of professional accounting careers. The specific objective of the BS accounting program is to provide basic conceptual and business knowledge as a foundation for accounting career development. 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. While both programs prepare students to complete certain entry-level accounting certifications (e.g., CIA, CMA), the MS program has a specific focus of 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. The MS in accounting earned at Oklahoma State University satisfies the educational requirements for CPA candidates in most jurisdictions of the United States.

## Accreditation

The School of Accounting is fully accredited by AACSB International, with supplemental accreditation in accounting.

## Undergraduate Programs

- Accounting, BSBA (p. 1753)
- Accounting (ACCT), Minor (p. 1752)

## Graduate Programs

### The Master of Science in Accounting Degree

The specific objective of the MS in accounting is to provide candidates with a greater breadth and depth than is possible in the BS program. This enhanced curriculum prepares students for careers as professional accountants who will complete the Uniform CPA Examination and possibly other accounting-related professional certifications (e.g., CIA, CMA, CFE, CISA, CFP). Students who complete MS accounting 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, and continuing development of leadership skills. Advanced courses provide a theoretical foundation for insight into significant problems confronting the accounting profession. Each student receives assistance from the faculty in selecting a set of courses designed to prepare the student according to the chosen professional goals.

Graduates of recognized colleges and universities whose records indicate adequate intellectual capacity and desirable personal characteristics may qualify for admission. Minimum admission standards are a GMAT score of 550, an undergraduate grade-point average in accounting of 3.25, and an overall grade-point average of 3.0.

### 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 coursework that prepares the student to conduct high-quality academic research. The 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.

## Faculty

Audrey A. Gramling, PhD, CPA, CIA—Professor and Head

**Associate Professors:** Carol B. Johnson, PhD, CFE; 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

**Assistant Professors of Professional Practice:** Rachel Cox, MS, CPA; Rachel Domnick, MS, CPA; Melanie Harvey, MS, CPA; Sarah Johnson, MS, CPA; Alyssa Vowell, MBA, CPA

**Part-time Faculty:** Eddy R. Ditzler, MS, CPA



## Accounting (ACCT), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

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

**Minimum Overall Grade Point Average:** 2.00

**Total Hours:** 27 hours

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 3003	Foundational Accounting Skills	3
ACCT 3103	Intermediate Accounting I	3
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>27</b>

- 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Other Requirements

- "C" or better in each accounting course, 9 of the 15 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).

## Accounting, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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> <sup>3</sup>		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting	3
BADM 3113	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>School of Accounting Major Requirements</i>		
A grade of "C" or better must be earned in each course and in ACCT 2003.		
A GPA of 2.20 is required in these 45 hours of School of Accounting Major Requirements		
23 of these 45 hours, including 15 of 24 required 3000 and 4000 level accounting hours, must be in residence at OSU.		
ACCT 3003	Foundational Accounting Skills	3
ACCT 3013	Federal Income Taxation	3
ACCT 3103	Intermediate Accounting I	3
ACCT 3113	Intermediate Accounting II	3
ACCT 3203	Cost Accounting	3
ACCT 3603	Accounting Information Systems	3
ACCT 4133	Advanced Accounting	3
ACCT 4503	Auditing and Assurance Services	3
BCOM 3113	Written Communication	3
or BCOM 3443	Business Communication for International Students	
ECON 2203	Introduction to Macroeconomics	3
MSIS 4123	Information Assurance Management	3
STAT 2023	Elementary Statistics for Business and Economics (A)	3
Select 9 hours of the following:		9
ACCT 4033	Advanced Federal Income Taxation	
ACCT 4553	Ethical Issues in Accounting	
ACCT 4763	International Accounting Abroad	
ACCT 4930	Accounting Projects (2)	
ECON 3023	Managerial Economics	
ECON 3113	Intermediate Microeconomics	
ECON 3313	Money and Banking	
FIN 4113	Financial Markets and Institutions	
FIN 4213	International Financial Management	
FIN 4223	Investments	
FIN 4333	Financial Management	
FIN 4763	Financial Futures and Options Markets	
FIN 4843	Risk Management	
LSB 4323	Law of Commercial Transactions and Debtor-Creditor Relationships	
LSB 4523	Law of Real Property	
LSB 4633	Legal Aspects of International Business Transactions (I)	
MSIS 2203	Computer Programming for Business	
MSIS 3333	Database Systems Design, Management and Administration	
MSIS 4113	Enterprise Systems and Collaborative Commerce	

MSIS 4253	System Certification and Accreditation	
MSIS 4273	Legal and Ethical Issues in Information Systems	
MKTG 4773	Services Marketing	
STAT 3013	Intermediate Statistical Analysis	
<b>Hours Subtotal</b>		<b>72</b>
<b>Electives</b>		
Select 5 hours		5
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>5</b>
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.

## 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 Academic Year 2019-2020 plan must be completed by the end of Summer 2025.

## 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). More information about entrepreneurship at OSU can be found at [entrepreneurship.okstate.edu](http://entrepreneurship.okstate.edu) (<http://entrepreneurship.okstate.edu>).

## Undergraduate Programs

- Entrepreneurship, BSBA (p. 1759)
- Creativity Studies (CRST), Minor (p. 1757)
- Entrepreneurship (EEE), Minor (p. 1758)

## 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. 1700)".)

### 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.

## Faculty

Bruce Barringer, PhD—Professor and Head

**Associate Professors:** Bat Batjargal, PhD; Curtis Moore, PhD; Matthew Rutherford, PhD

**Assistant Professors:** Per Bylund, PhD; Kristen Madison, PhD

**Clinical Faculty:** Jonathan Butler, PhD; Richard Gajan, MBA; David Thomison, MBA; Marc Tower; Craig Watters, PhD

**Other Faculty:** Kyle Eastham, MS; Tom Westbrook, PhD

## Creativity Studies (CRST), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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 hours

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 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 4013	Creative Experiences	
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)	

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Entrepreneurship (EEE), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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 3023	Introduction to Entrepreneurial Thinking and Behavior	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 4010	Special Topics in Entrepreneurship	
EEE 4013	Creative Experiences	
EEE 4103	Austrian Economics: Theory & History	
EEE 4113	Dilemmas and Debates in Entrepreneurship	
EEE 4123	Entrepreneurship and The Arts	
EEE 4223	Entrepreneurial Marketing	
EEE 4263	Corporate Entrepreneurship	
EEE 4333	Launching a Business: The First 100 Days	
EEE 4403	Social Entrepreneurship	
EEE 4483	Entrepreneurship and New Technologies	
EEE 4533	Growing Small and Family Ventures	
EEE 4610	Entrepreneurship Practicum	
EEE 4653	Venture Capital	
EEE 4663	Imagination in Entrepreneurship	
EEE 4703	Project Management for Entrepreneurship	
EEE 4803	Operating an Entrepreneurial Firm	
EEE 4813	The Entrepreneur: Hero or Villain (H)	
FIN 3113	Finance	
FPST 4993	Advanced Fire and Safety Problems	

IEM 3503	Engineering Economic Analysis
IEM 3513	Economic Decision Analysis
IEM 3523	Engineering Cost Information and Control Systems
IEM 4913	Senior Design Projects
LSB 4403	Law and Entrepreneurship
MAE 4344	Design Projects
MET 4123	Senior Design II
MGMT 3013	Fundamentals of Management (S)
MKTG 3213	Marketing (S)
MKTG 4973	New Product Development
MSIS 2103	Business Data Science Technologies

## 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).

## Entrepreneurship, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (A)	
<i>Humanities (H)</i>		
Courses designated (H)		
		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
		7
<i>Social &amp; Behavioral Sciences (S)</i>		
		3
<i>Additional General Education</i>		
MATH 2103	Business Calculus (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 63 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1</sup>	3
BADM 3113	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 Entrepreneurship major requirements

18 of these 36 hours must be in residence at OSU

EEE 3023	Introduction to Entrepreneurial Thinking and Behavior	3
EEE 4223	Entrepreneurial Marketing	3
EEE 4663	Imagination in Entrepreneurship	3
EEE 4653	Venture Capital	3

Select 9 hours of the following:

EEE 3020	Business Plan Laboratory	9
EEE 3033	Women and Minority Entrepreneurship (add (D) designation)	
EEE 4013	Creative Experiences	
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	Austrian Economics: Theory & History	
EEE 4113	Dilemmas and Debates in Entrepreneurship	
EEE 4263	Corporate Entrepreneurship	
EEE 4313	Emerging Enterprise Consulting	
EEE 4483	Entrepreneurship and New Technologies	
EEE 4513	Strategic Entrepreneurial Management	
EEE 4610	Entrepreneurship Practicum	
EEE 4703	Project Management for Entrepreneurship	
EEE 4803	Operating an Entrepreneurial Firm	
LSB 4403	Law and Entrepreneurship	
MKTG 3323	Consumer and Market Behavior	
MKTG 4333	Marketing Research	
MKTG 4973	New Product Development	

Select an additional 15 upper-division hours from fields in the SSB

**Hours Subtotal** 63

### Electives

Select 14 hours 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

<b>Hours Subtotal</b>	<b>14</b>
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.

## 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 2025.

## 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 careers in retailing, sales or customer service, but also those who intend to practice law, medicine, or own their own business. 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.

## Undergraduate Programs

- International Business, BSBA (p. 1765)
- Marketing, BSBA (p. 1768)
- Marketing: Marketing Communications, BSBA (p. 1770)
- Marketing: Marketing Research and Analytics, BSBA (p. 1772)
- Marketing: Personal Selling and Sales Management, BSBA (p. 1774)
  
- International Business (INBU), Minor (p. 1764)
- Marketing (MKTG), Minor (p. 1767)

## 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. 1700)."

## 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/>.

## 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:** Xiang Fang, PhD; Marlys Mason, PhD; Ajay Sukhdial, PhD

**Assistant Professors:** Zachary Arens, PhD; Ji Hoon Jhang, PhD; Richie Liu, PhD;

Steven Shepherd, PhD; Sarah Whitley, PhD; Lidan Xu, PhD

**Clinical Faculty:** Aditi Grover, PhD; Maribeth Kuzmeski, PhD; Miriam McGaugh, PhD

**Other Faculty:** Russel Bass; Jerry Rackley

## International Business (INBU), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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
Total Hours		27

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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.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

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required in these 66 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1</sup>	3

BADM 3113	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 3653	Marketing Analytics	3
MKTG 3993	International Business (I)	3
Select 12 hours of the following:		12
ACCT 4733	International Accounting	
or 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	
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)	
Select an additional 15 hours of upper-division business courses from any field in the Spears School		15
A minor in a selected business field is highly recommended.		
<b>Hours Subtotal</b>		<b>66</b>
<b>Electives</b>		
Select 11 hours		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.		
<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.

## 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 language proficiency as evidenced by:
  - a. 9 hours of study of a single modern foreign language with a minimum grade of "C" or,
  - b. study in a foreign country approved by the department head and 6 hours of study of a single modern foreign language with a minimum grade of "C" or
  - c. three hours of intermediate or advanced modern foreign language courses with a minimum grade of "C", or
  - d. passing an approved Oklahoma State University examination.

## 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 2025.

## Marketing (MKTG), Minor

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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
Total Hours		15

### 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://stw.sp.okstate.edu/policies/Shared%20Documents/Requirements%20for%20Undergraduate%20and%20Graduate%20Minors.pdf>).



## Marketing, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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 2.00 is required for these 63 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1</sup>	3

BADM 3113	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	Managerial Strategies in Marketing	3
or MKTG 4693	Marketing Strategy and Customer-Employee Interactions	

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

<b>Hours Subtotal</b>	<b>63</b>
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### Electives

Select 14 hours	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.	

<b>Hours Subtotal</b>	<b>14</b>
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Total Hours	120
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<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.

## 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 2025.

# Marketing: Marketing Communications, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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	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	Survey of Accounting <sup>1</sup>	3
BADM 3113	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>Marketing Major Requirements</b>		
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
<b>Hours Subtotal</b>		<b>63</b>
<b>Electives</b>		
Select 14 hours		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.		
<b>Hours Subtotal</b>		<b>14</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.

## 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 2025.

# Marketing: Marketing Research and Analytics, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
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	Mathematical Functions and Their Uses (A) College Algebra (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>		
MATH 2103	Business Calculus (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	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</sup>	3
BADM 3113	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
<b>Hours Subtotal</b>		<b>63</b>

## Electives

Select 14 hours		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.		
<b>Hours Subtotal</b>		<b>14</b>

Total Hours	120
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<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.

## 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 2025.

## Marketing: Personal Selling and Sales Management, BSBA

**Requirements for Students Matriculating in or before Academic Year 2019-2020.** Learn more about University Academic Regulation 3.1 (p. 844).

**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. 845)		
<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>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (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>		
MATH 2103	Business Calculus (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	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</sup>	3
BADM 3113	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>Marketing Major Requirements</b>		
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 3513	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
<b>Hours Subtotal</b>		<b>63</b>
<b>Electives</b>		
Select 14 hours		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.		
<b>Hours Subtotal</b>		<b>14</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.

## 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 2025.



## Sales and Service Excellence (SSE), Undergraduate Certificate

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**Total Hours:** 15 hours

<b>Code</b>	<b>Title</b>	<b>Hours</b>
MKTG 4693	Marketing Strategy and Customer- Employee Interactions	3
MKTG 4850	Applied Marketing Studies (1 hour per semester for 3 semesters)	3
MKTG 3873	Marketing or International Business Internship	3
Choose two of the following:		6
MKTG 3473	Professional Selling	
MKTG 3513	Sales Management	
MKTG 3613	Retailing Management	
MKTG 4773	Services Marketing	
Total Hours		15

For details and latest information on this program, please contact Dr.  
Todd Arnold, Spears School of Business, [todd.arnold@okstate.edu](mailto:todd.arnold@okstate.edu).