

SCHOOL OF BUSINESS AND TECHNOLOGY DEPARTMENT OF BUSINESS

FACULTY

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The Department of Business offers students professional education in business that will facilitate their personal development for careers in business, government, non-profit organizations, teaching, or graduate level study in business. The primary strength of the School's programs is excellence in teaching and individual attention given to students.

The faculty and staff of the Department of Business strive to create and sustain a professional attitude and a close working relationship with students. In addition to emphasis placed on high quality instruction in the classroom, faculty encourage students to conduct themselves in an ethical manner and extend their learning beyond the classroom by participating in an active business-related (Phi Beta Lambda) club on campus.

The Department's programs are designed to reflect the environment of the many small and medium-sized businesses found in the region. At the same time, large organizations and the significance of today's international trade environment are recognized.

Degree programs are developed around a professional business core. The curricula design leads to a Bachelor of Business Administration (B.B.A.) with majors in Accounting, Entrepreneurship, Finance, Management and Marketing. For post-graduate study, a Master of Business Administration (M.B.A.) degree and a Master of Science in Management degree is offered. See the Graduate Catalog for more information.

The Everett Dobson School of Business and Technology programs are accredited – the business programs by the International Assembly for Collegiate Business Education (IACBE) and the technology programs by the Technology Accreditation Commission (TAC) of ABET and by the Association of Technology, Management, and Applied Engineering (ATMAE). The School maintains active membership in the Accreditation

Council for Business Schools and Programs (ACBSP), as well as the Association to Advance Collegiate Schools of Business (AACSB).

The Everett Dobson School of Business and Technology graduates can/will:

1. **Communication:** communicate effectively using oral and written skills.
2. **Knowledge:** apply critical thinking skills, discipline-specific knowledge, and current technology to analyze, evaluate, and solve problems.
3. **Ethics:** identify and assess ethical business and technology issues and socially responsible behavior.
4. **Collaboration:** collaborate effectively in a diverse team environment using interpersonal and technological skills.

PROGRAMS OF STUDY

Majors:	B.B.A. Accounting	B.B.A. Management
	B.B.A. Entrepreneurship	B.B.A. Marketing
	B.B.A. Finance	
	B.S. Organizational Leadership	
Minors:	Accounting	Management
	Entrepreneurship	Marketing
	Finance	Organizational Leadership

Graduate: Master of Business Administration
Master of Science in Management
(See Graduate Catalog for more information.)

For more information, visit our web sites at:
<http://www.swosu.edu/academics/business>

BACHELOR OF BUSINESS ADMINISTRATION ACCOUNTING (Code No. 202)

GENERAL EDUCATION

Courses that are **required** are in bold type.
Courses that are *recommended* are in italics.

TOTAL GENERAL EDUCATION HOURS **Min. 40**
REQUIRED CORE COURSES..... **31-35**

Written Communication..... **6**

ENGL 1113 English Composition I
ENGL 1213 English Composition II

Mathematics..... **3**

MATH 1513 College Algebra
or a higher numbered math course

U. S. History **3**

Select one course.

HIST 1043 U.S. History to 1877
HIST 1053 U.S. History since 1877

American Government..... **3**

POLSC 1103 American Government & Politics

Science..... **7-8**

Select one course from Life Science and one course from Physical Science. One Science course must be a lab science.

Life Science..... **3-4**

BIOL 1004 Biological Concepts w/Lab
BIOL 1054 Principles of Biology I w/Lab
BIOL 1013 Current Issues in Biology

Physical Science..... **3-4**

ASTRO 1904 Astronomy
CHEM 1004 General Chemistry w/Lab
GEOL 1934 Physical Geology w/Lab
SCI 1513 Conc of Phy Science (may also take w/lab)
SCI 1501 Concepts of Phy Science Lab
PHY 1044 Basic Physics I w/Lab
PHY 1063 General Physics
or a higher numbered chemistry or physics course

Humanities **6**

HUM 1103 Introduction to Humanities
OR
HIST 1033 World History
AND one of the following:
ART 1223 Art Survey
COMM 1263 Introduction to Theatre
LIT 2333 Introduction to Film
LIT 2413 Introduction to Literature
MUSIC 1013 Introduction to Music I
MUSIC 1103 Music and Culture
PHILO 1453 Introduction to Philosophy

Human, Cultural, & Social Diversity **3**

COMM 1313 Introduction to Public Speaking

Computer Proficiency..... **3**

COMSC 1023 Computer & Info Access

GE electives (from at least two different categories) to total 40

ENTRP 1123 Introduction to Business

ACCOUNTING MAJOR

Professional Business Core..... **42**

ACCTG 2213 Principles of Financial Accounting
ACCTG 2313 Principles of Managerial Accounting
ECONO 2263 Intro to Macroeconomics
ECONO 2363 Intro to Microeconomics
ECONO 2463 Business Statistics
ENTRP 3113 Intro to MIS
ENTRP 3123 Legal Environment of Business
ENTRP 3423 Business Communication
ENTRP 3823 Quantitative Methods in Business
FINAN 3343 Business Finance
MNGMT 3233 Management
MNGMT 4923 Strategic Management and Policy
MRKTG 3143 Principles of Marketing
PSYCH 1003 General Psychology

Required Business course **3**

ENTRP 3223 Commercial Law

Required Accounting Courses **18**

ACCTG 3313 Intermediate Accounting I
ACCTG 3323 Intermediate Accounting II
ACCTG 3213 Accounting Information Systems
ACCTG 3713 Cost Accounting
ACCTG 4213 Auditing I
ACCTG 4313 Income Tax Accounting I

Accounting Electives **9**

3000-4000 Level Accounting (ACCTG) Courses

Free Electives **8**

Total..... **120**

For the minor program, refer to the Accounting minor
in the Minor Programs of Study.

REGULATIONS PERTAINING TO GRADUATION

Minimum credit hours for graduation..... 120
Minimum credit hours in the liberal arts & sciences.....50
Minimum credit hours in upper-division
(3000/4000 courses).....40
Minimum credit hours (3000/4000 courses)
in major completed at SWOSU 8
Minimum credit hours at SWOSU (15 of the last 30).....30
Minimum Grade Point Average in all coursework..... 2.00
Minimum Grade Point Average in major 2.00

ACCOUNTING MAJOR (Code 202) Suggested Course Sequence

FIRST YEAR

FIRST SEMESTER	SECOND SEMESTER
1001 Freshman Orientation* (1) 1003 General Psychology (3) 1023 Computers & Info Access (3) 1123 Intro to Business OR GE Elective Course (3) 1113 English Composition I (3) 1513 College Algebra (3)	1103 American Government & Politics (3) 1213 English Composition II (3) 1313 Intro to Public Speaking (3) 1043 or 1053 U.S. History (3) SCIENCE Course #1 (4)
Total (16)	Total (16)

SECOND YEAR

FIRST SEMESTER	SECOND SEMESTER
2213 Principles of Financial Accounting (3) 2263 Intro to Macroeconomics (3) General Education Courses (8-9**)	2313 Principles of Managerial Accounting (3) 2363 Intro to Microeconomics (3) 2463 Business Statistics (3) 3113 Intro to MIS (3) SCIENCE Course #2 (3-4)
Total (14-15)	Total (15-16)

THIRD YEAR

FIRST SEMESTER	SECOND SEMESTER
3143 Principles of Marketing (3) 3213 Accounting Information Systems (3) 3313 Intermediate Accounting I (3) 3413 Business Communication (3) 4313 Income Tax Accounting I (3)	3123 Legal Environment of Bus (3) 3323 Intermediate Accounting II (3) 3713 Cost Accounting (3) 3823 Quantitative Methods in Business (3) Free Electives (2)
Total (15)	Total (14)

FOURTH YEAR

FIRST SEMESTER	SECOND SEMESTER
3233 Management (3) 3343 Business Finance (3) 4213 Auditing I (3) Accounting (ACCTG) Electives (3) Free Electives (2)	3323 Commercial Law (3) 4923 Strategic Management & Policy (3) Accounting (ACCTG) Electives (6) Free Electives (3)
Total (14)	Total (15)

*First-time entering freshmen need to take 1001 Freshman Orientation

**8 hours of GEs if 2nd Science will be 4 hours; 9 hours of GEs if 2nd Science will be 3 hours.

BACHELOR OF BUSINESS ADMINISTRATION ENTREPRENEURSHIP (Code No. 217)

GENERAL EDUCATION

Courses that are **required** are in bold type.
Courses that are *recommended* are in italics.

TOTAL GENERAL EDUCATION HOURS **Min. 40**
REQUIRED CORE COURSES..... **31-35**

Written Communication..... **6**

ENGL 1113 English Composition I
ENGL 1213 English Composition II

Mathematics..... **3**

MATH 1513 College Algebra
or a higher numbered math course

U. S. History **3**

Select one course.

HIST 1043 U.S. History to 1877
HIST 1053 U.S. History since 1877

American Government..... **3**

POLSC 1103 American Government & Politics

Science..... **7-8**

Select one course from Life Science and one course from Physical Science. One Science course must be a lab science.

Life Science..... **3-4**

BIOL 1004 Biological Concepts w/Lab
BIOL 1054 Principles of Biology I w/Lab
BIOL 1013 Current Issues in Biology

Physical Science..... **3-4**

ASTRO 1904 Astronomy
CHEM 1004 General Chemistry w/Lab
GEOL 1934 Physical Geology w/Lab
SCI 1513 Conc of Phy Science (may also take w/lab)
SCI 1501 Concepts of Phy Science Lab
PHY 1044 Basic Physics I w/Lab
PHY 1063 General Physics
or a higher numbered chemistry or physics course

Humanities **6**

HUM 1103 Introduction to Humanities
OR
HIST 1033 World History
AND one of the following:
ART 1223 Art Survey
COMM 1263 Introduction to Theatre
LIT 2333 Introduction to Film
LIT 2413 Introduction to Literature
MUSIC 1013 Introduction to Music I
MUSIC 1103 Music and Culture
PHILO 1453 Introduction to Philosophy

Human, Cultural, & Social Diversity **3**

COMM 1313 Introduction to Public Speaking

Computer Proficiency..... **3**

COMSC 1023 Computer & Info Access

GE electives (from at least two different categories) to total 40

ENTRP 1123 Introduction to Business

ENTREPRENEURSHIP MAJOR

Professional Business Core..... **42**

ACCTG 2213 Principles of Financial Accounting
ACCTG 2313 Principles of Managerial Accounting
ECONO 2263 Intro to Macroeconomics
ECONO 2363 Intro to Microeconomics
ECONO 2463 Business Statistics
ENTRP 3113 Intro to MIS
ENTRP 3123 Legal Environment of Business
ENTRP 3423 Business Communication
ENTRP 3823 Quantitative Methods in Business
FINAN 3343 Business Finance
MNGMT 3233 Management
MNGMT 4923 Strategic Management and Policy
MRKTG 3143 Principles of Marketing
PSYCH 1003 General Psychology

Required Courses..... **15**

One 3000-4000 Level Course selected from each of the following fields in the School of Business:

Accounting (ACCTG)
Entrepreneurship (ENTRP)
Finance (FINAN)
Management (MNGMT-4433 Entrepreneur/New Venture)
Marketing (MRKTG)

Business Electives..... **9**

3000-4000 Level Business (ACCTG, ENTRP, FINAN, MNGMT, MRKTG) **OR** approved ORGL Courses

Free Electives **14**

Total..... **120**

For the minor program, refer to the General Business minor in the Minor Programs of Study.

REGULATIONS PERTAINING TO GRADUATION

Minimum credit hours for graduation..... 120
Minimum credit hours in the liberal arts & sciences..... 50
Minimum credit hours in upper-division (3000/4000 courses)..... 40
Minimum credit hours (3000/4000 courses) in major completed at SWOSU 8
Minimum credit hours at SWOSU (15 of the last 30)..... 30
Minimum Grade Point Average in all coursework..... 2.00
Minimum Grade Point Average in major 2.00

ENTREPRENEURSHIP MAJOR (Code 217)

Suggested Course Sequence

FIRST YEAR

FIRST SEMESTER	SECOND SEMESTER
1001 Freshman Orientation* (1) 1003 General Psychology (3) 1023 Computers & Info Access (3) 1123 Intro to Business OR GE Elective Course (3) 1113 English Composition I (3) 1513 College Algebra (3)	1103 American Government & Politics (3) 1213 English Composition II (3) 1313 Intro to Public Speaking (3) 1043 or 1053 U.S. History (3) SCIENCE Course #1 (4)
Total (16)	Total (16)

SECOND YEAR

FIRST SEMESTER	SECOND SEMESTER
2213 Principles of Financial Accounting (3) 2263 Intro to Macroeconomics (3) General Education Courses (8-9**)	2313 Principles of Managerial Accounting (3) 2363 Intro to Microeconomics (3) 2463 Business Statistics (3) 3113 Intro to MIS (3) SCIENCE Course #2 (3-4)
Total (14-15)	Total (15-16)

THIRD YEAR

FIRST SEMESTER	SECOND SEMESTER
3123 Legal Environment of Business (3) 3143 Principles of Marketing (3) 3233 Management (3) Free Electives (4)	3343 Business Finance (3) 3823 Quantitative Methods in Business (3) Electives in Major ¹ (9)
Total (13)	Total (15)

FOURTH YEAR

FIRST SEMESTER	SECOND SEMESTER
3423 Business Communication (3) 4433 Entrepreneurship & New Venture (3) Business Elective ² (3) Free Electives (6)	4923 Strategic Management & Policy (3) Business Elective ² (3) Electives in Major ¹ (6) Free Electives (3)
Total (15)	Total (15)

*First-time entering freshmen need to take 1001 Freshman Orientation

**8 hours of GEs if 2nd Science will be 4 hours; 9 hours of GEs if 2nd Science will be 3 hours.

¹ One 3000-4000 Level Course selected from each of the following fields in the School of Business: Accounting, Finance, General Business, Management, and Marketing.

² 3000-4000 Level School of Business (ACCTG, ENTRP, FINAN,MNGMT, MRKTG) **OR** approved ORGL course.

BACHELOR OF BUSINESS ADMINISTRATION FINANCE (Code No. 206)

GENERAL EDUCATION

Courses that are **required** are in bold type.
Courses that are *recommended* are in italics.

TOTAL GENERAL EDUCATION HOURS **Min. 40**
REQUIRED CORE COURSES..... **31-35**

Written Communication..... **6**

ENGL 1113 English Composition I
ENGL 1213 English Composition II

Mathematics..... **3**

MATH 1513 College Algebra
or a higher numbered math course

U. S. History **3**

Select one course.

HIST 1043 U.S. History to 1877
HIST 1053 U.S. History since 1877

American Government..... **3**

POLSC 1103 American Government & Politics

Science..... **7-8**

Select one course from Life Science and one course from Physical Science. One Science course must be a lab science.

Life Science..... **3-4**

BIOL 1004 Biological Concepts w/Lab
BIOL 1054 Principles of Biology I w/Lab
BIOL 1013 Current Issues in Biology

Physical Science..... **3-4**

ASTRO 1904 Astronomy
CHEM 1004 General Chemistry w/Lab
GEOL 1934 Physical Geology w/Lab
SCI 1513 Conc of Phy Science (may also take w/lab)
SCI 1501 Concepts of Phy Science Lab
PHY 1044 Basic Physics I w/Lab
PHY 1063 General Physics
or a higher numbered chemistry or physics course

Humanities **6**

HUM 1103 Introduction to Humanities

OR

HIST 1033 World History

AND one of the following:

ART 1223 Art Survey
COMM 1263 Introduction to Theatre
LIT 2333 Introduction to Film
LIT 2413 Introduction to Literature
MUSIC 1013 Introduction to Music I
MUSIC 1103 Music and Culture
PHILO 1453 Introduction to Philosophy

Human, Cultural, & Social Diversity **3**

COMM 1313 Introduction to Public Speaking

Computer Proficiency..... **3**

COMSC 1023 Computer & Info Access

GE electives (from at least two different categories) **to total 40**

ENTRP 1123 Introduction to Business

FINANCE MAJOR

Professional Business Core..... **42**

ACCTG 2213 Principles of Financial Accounting
ACCTG 2313 Principles of Managerial Accounting
ECONO 2263 Intro to Macroeconomics
ECONO 2363 Intro to Microeconomics
ECONO 2463 Business Statistics
ENTRP 3113 Intro to MIS
ENTRP 3123 Legal Environment of Business
ENTRP 3423 Business Communication
ENTRP 3823 Quantitative Methods in Business
FINAN 3343 Business Finance
MNGMT 3233 Management
MNGMT 4923 Strategic Management and Policy
MRKTG 3143 Principles of Marketing
PSYCH 1003 General Psychology

Courses Required..... **12**

FINAN 3213 Risk Management
FINAN 3663 Investments
FINAN 4063 Financial Institutions & Markets
FINAN 4263 Financial Management

Electives..... **15**

- 3000-4000 Level Accounting (ACCTG) or Finance (FINAN) Courses (**12 hours**)
- 3000-4000 Level Business (ACCTG, ENTRP, FINAN, MNGMT, MRKTG) Course **OR** approved Computer Science (COMSC), Mathematics (MATH), or ORGL Course (**3 hours**)

Free Electives **11**

Total..... **120**

For the minor program, refer to the Finance minor
in the Minor Programs of Study.

REGULATIONS PERTAINING TO GRADUATION

Minimum credit hours for graduation..... 120
Minimum credit hours in the liberal arts & sciences..... 50
Minimum credit hours in upper-division
(3000/4000 courses)..... 40
Minimum credit hours (3000/4000 courses)
in major completed at SWOSU 8
Minimum credit hours at SWOSU (15 of the last 30)..... 30
Minimum Grade Point Average in all coursework..... 2.00
Minimum Grade Point Average in major 2.00

FINANCE MAJOR (Code 206) Suggested Course Sequence

FIRST YEAR

FIRST SEMESTER	SECOND SEMESTER
1001 Freshman Orientation* (1) 1003 General Psychology (3) 1023 Computers & Info Access (3) 1123 Intro to Business OR GE Elective Course (3) 1113 English Composition I (3) 1513 College Algebra (3)	1103 American Government & Politics (3) 1213 English Composition II (3) 1313 Intro to Public Speaking (3) 1043 or 1053 U.S. History (3) SCIENCE Course #1 (4)
Total (16)	Total (16)

SECOND YEAR

FIRST SEMESTER	SECOND SEMESTER
2213 Principles of Financial Accounting (3) 2263 Intro to Macroeconomics (3) General Education Courses (8-9**)	2313 Principles of Managerial Accounting (3) 2363 Intro to Microeconomics (3) 2463 Business Statistics (3) 3113 Intro to MIS (3) SCIENCE Course #2 (3-4)
Total (14-15)	Total (15-16)

THIRD YEAR

FIRST SEMESTER	SECOND SEMESTER
3143 Principles of Marketing (3) 3213 Risk Management (3) 3343 Business Finance (3) 3423 Business Communication (3) Free Electives (3)	3123 Legal Environment of Business (3) 3233 Management (3) 3663 Investments (3) 3823 Quantitative Methods in Business (3) 4063 Financial Institutions & Markets (3)
Total (15)	Total (15)

FOURTH YEAR

FIRST SEMESTER	SECOND SEMESTER
Accounting (ACCTG) or Finance (FINAN) Elective (9) Business, COMSC, MATH or ORGL Elective (3) Free Electives (3)	4263 Financial Management (3) 4923 Strategic Management & Policy (3) Accounting (ACCTG) or Finance (FINAN) Elective (3) Free Electives (4)
Total (15)	Total (13)

*First-time entering freshmen need to take 1001 Freshman Orientation

**8 hours of GEs if 2nd Science will be 4 hours; 9 hours of GEs if 2nd Science will be 3 hours.

BACHELOR OF BUSINESS ADMINISTRATION MANAGEMENT (Code No. 213)

GENERAL EDUCATION

Courses that are **required** are in bold type.
Courses that are *recommended* are in italics.

TOTAL GENERAL EDUCATION HOURS **Min. 40**
REQUIRED CORE COURSES..... **31-35**

Written Communication..... **6**

ENGL 1113 English Composition I
ENGL 1213 English Composition II

Mathematics..... **3**

MATH 1513 College Algebra
or a higher numbered math course

U. S. History **3**

Select one course.

HIST 1043 U.S. History to 1877
HIST 1053 U.S. History since 1877

American Government..... **3**

POLSC 1103 American Government & Politics

Science..... **7-8**

Select one course from Life Science and one course from Physical Science. One Science course must be a lab science.

Life Science..... **3-4**

BIOL 1004 Biological Concepts w/Lab
BIOL 1054 Principles of Biology I w/Lab
BIOL 1013 Current Issues in Biology

Physical Science..... **3-4**

ASTRO 1904 Astronomy
CHEM 1004 General Chemistry w/Lab
GEOL 1934 Physical Geology w/Lab
SCI 1513 Conc of Phy Science (may also take w/lab)
SCI 1501 Concepts of Phy Science Lab
PHY 1044 Basic Physics I w/Lab
PHY 1063 General Physics
or a higher numbered chemistry or physics course

Humanities **6**

HUM 1103 Introduction to Humanities

OR

HIST 1033 World History

AND one of the following:

ART 1223 Art Survey
COMM 1263 Introduction to Theatre
LIT 2333 Introduction to Film
LIT 2413 Introduction to Literature
MUSIC 1013 Introduction to Music I
MUSIC 1103 Music and Culture
PHILO 1453 Introduction to Philosophy

Human, Cultural, & Social Diversity **3**

COMM 1313 Introduction to Public Speaking

Computer Proficiency..... **3**

COMSC 1023 Computer & Info Access

GE electives (from at least two different categories) **to total 40**

ENTRP 1123 Introduction to Business

MANAGEMENT MAJOR

Professional Business Core..... **42**

ACCTG 2213 Principles of Financial Accounting
ACCTG 2313 Principles of Managerial Accounting
ECONO 2263 Intro to Macroeconomics
ECONO 2363 Intro to Microeconomics
ECONO 2463 Business Statistics
ENTRP 3113 Intro to MIS
ENTRP 3123 Legal Environment of Business
ENTRP 3423 Business Communication
ENTRP 3823 Quantitative Methods in Business
FINAN 3343 Business Finance
MNGMT 3233 Management
MNGMT 4923 Strategic Management and Policy
MRKTG 3143 Principles of Marketing
PSYCH 1003 General Psychology

Required Management Courses..... **12**

MNGMT 3333 Human Resource Management
MNGMT 3433 Dynamics of Organizational Management
MNGMT 3533 Organizational Behavior
MNGMT 4133 Production/Operation Management

Business Electives..... **9**

3000-4000 Level Management (MNGMT) Courses (6 hours)
3000-4000 Level Business (ACCTG, ENTRP, FINAN, MNGMT, MRKTG) **OR** approved ORGL Course (3 hours)

Free Electives..... **17**

Total..... **120**

For the minor program, refer to the Management minor in the Minor Programs of Study.

REGULATIONS PERTAINING TO GRADUATION

Minimum credit hours for graduation..... 120
Minimum credit hours in the liberal arts & sciences..... 50
Minimum credit hours in upper-division (3000/4000 courses)..... 40
Minimum credit hours (3000/4000 courses) in major completed at SWOSU..... 8
Minimum credit hours at SWOSU (15 of the last 30)..... 30
Minimum Grade Point Average in all coursework..... 2.00
Minimum Grade Point Average in major..... 2.00

MANAGEMENT MAJOR (Code 213) Suggested Course Sequence

FIRST YEAR

FIRST SEMESTER	SECOND SEMESTER
1001 Freshman Orientation* (1) 1003 General Psychology (3) 1023 Computers & Info Access (3) 1123 Intro to Business OR GE Elective Course (3) 1113 English Composition I (3) 1513 College Algebra (3)	1103 American Government & Politics (3) 1213 English Composition II (3) 1313 Intro to Public Speaking (3) 1043 or 1053 U.S. History (3) SCIENCE Course #1 (4)
Total (16)	Total (16)

SECOND YEAR

FIRST SEMESTER	SECOND SEMESTER
2213 Principles of Financial Accounting (3) 2263 Intro to Macroeconomics (3) General Education Courses (8-9**)	2313 Principles of Managerial Accounting (3) 2363 Intro to Microeconomics (3) 2463 Business Statistics (3) 3113 Intro to MIS (3) SCIENCE Course #2 (3-4)
Total (14-15)	Total (15-16)

THIRD YEAR

FIRST SEMESTER	SECOND SEMESTER
3123 Legal Environment of Business (3) 3143 Principles of Marketing (3) 3233 Management (3) 3423 Business Communication (3) Free Electives (3)	3333 Human Resource Management (3) 3343 Business Finance (3) 3823 Quantitative Methods in Business (3) Free Electives (3) Management (MNGMT) Elective ² (3)
Total (15)	Total (15)

FOURTH YEAR

FIRST SEMESTER	SECOND SEMESTER
3433 Dynamics Organizational Management (3) 3533 Organizational Behavior (3) 4133 Production/Operations Management (3) Business Elective ¹ (3) Free Electives (3)	4923 Strategic Management & Policy (3) Free Electives (7) Management (MNGMT) Elective ² (3)
Total (15)	Total (13)

*First-time entering freshmen need to take 1001 Freshman Orientation

**8 hours of GEs if 2nd Science will be 4 hours; 9 hours of GEs if 2nd Science will be 3 hours.

¹ 3000-4000 Level School of Business (ACCTG, ENTRP, FINAN, MNGMT, MRKTG) OR approved ORGL course

² 3000-4000 Level Management (MNGMT)

BACHELOR OF BUSINESS ADMINISTRATION MARKETING (Code No. 214)

GENERAL EDUCATION

Courses that are **required** are in bold type.

Courses that are *recommended* are in italics.

TOTAL GENERAL EDUCATION HOURS **Min. 40**
REQUIRED CORE COURSES..... **31-35**

Written Communication..... **6**

ENGL 1113 English Composition I
ENGL 1213 English Composition II

Mathematics..... **3**

MATH 1513 College Algebra
or a higher numbered math course

U. S. History **3**

Select one course.

HIST 1043 U.S. History to 1877
HIST 1053 U.S. History since 1877

American Government..... **3**

POLSC 1103 American Government & Politics

Science..... **7-8**

Select one course from Life Science and one course from Physical Science. One Science course must be a lab science.

Life Science..... **3-4**

BIOL 1004 Biological Concepts w/Lab
BIOL 1054 Principles of Biology I w/Lab
BIOL 1013 Current Issues in Biology

Physical Science..... **3-4**

ASTRO 1904 Astronomy
CHEM 1004 General Chemistry w/Lab
GEOL 1934 Physical Geology w/Lab
SCI 1513 Conc of Phy Science (may also take w/lab)
SCI 1501 Concepts of Phy Science Lab
PHY 1044 Basic Physics I w/Lab
PHY 1063 General Physics
or a higher numbered chemistry or physics course

Humanities **6**

HUM 1103 Introduction to Humanities

OR

HIST 1033 World History

AND one of the following:

ART 1223 Art Survey
COMM 1263 Introduction to Theatre
LIT 2333 Introduction to Film
LIT 2413 Introduction to Literature
MUSIC 1013 Introduction to Music I
MUSIC 1103 Music and Culture
PHILO 1453 Introduction to Philosophy

Human, Cultural, & Social Diversity **3**

COMM 1313 Introduction to Public Speaking

Computer Proficiency..... **3**

COMSC 1023 Computer & Info Access

GE electives (from at least two different categories) **to total 40**

ENTRP 1123 Introduction to Business

MARKETING MAJOR

Professional Business Core..... **42**

ACCTG 2213 Principles of Financial Accounting
ACCTG 2313 Principles of Managerial Accounting
ECONO 2263 Intro to Macroeconomics
ECONO 2363 Intro to Microeconomics
ECONO 2463 Business Statistics
ENTRP 3113 Intro to MIS
ENTRP 3123 Legal Environment of Business
ENTRP 3423 Business Communication
ENTRP 3823 Quantitative Methods in Business
FINAN 3343 Business Finance
MNGMT 3233 Management
MNGMT 4923 Strategic Management and Policy
MRKTG 3143 Principles of Marketing
PSYCH 1003 General Psychology

Required Courses..... **12**

MRKTG 3243 Promotional Strategy
MRKTG 3443 Marketing/Consumer Behavior
MRKTG 4123 Services Marketing
MRKTG 4243 Marketing Research

Business Electives..... **9**

3000-4000 Level Marketing (MRKTG) Courses (6 hours)
3000-4000 Level Business (ACCTG, ENTRP, FINAN, MNGMT, MRKTG) **OR** approved ORGL Course (3 hours)

Free Electives **17**

Total..... **120**

For the minor program, refer to the Marketing minor
in the Minor Programs of Study.

REGULATIONS PERTAINING TO GRADUATION

Minimum credit hours for graduation..... 120
Minimum credit hours in the liberal arts & sciences..... 50
Minimum credit hours in upper-division
(3000/4000 courses)..... 40
Minimum credit hours (3000/4000 courses)
in major completed at SWOSU 8
Minimum credit hours at SWOSU (15 of the last 30)..... 30
Minimum Grade Point Average in all coursework..... 2.00
Minimum Grade Point Average in major 2.00

MARKETING MAJOR (Code 214) Suggested Course Sequence

FIRST YEAR

FIRST SEMESTER	SECOND SEMESTER
1001 Freshman Orientation* (1) 1003 General Psychology (3) 1023 Computers & Info Access (3) 1123 Intro to Business OR GE Elective Course (3) 1113 English Composition I (3) 1513 College Algebra (3)	1103 American Government & Politics (3) 1213 English Composition II (3) 1313 Intro to Public Speaking (3) 1043 or 1053 U.S. History (3) SCIENCE Course #1 (4)
Total (16)	Total (16)

SECOND YEAR

FIRST SEMESTER	SECOND SEMESTER
2213 Principles of Financial Accounting (3) 2263 Intro to Macroeconomics (3) General Education Courses (8-9**)	2313 Principles of Managerial Accounting (3) 2363 Intro to Microeconomics (3) 2463 Business Statistics (3) 3113 Intro to MIS (3) SCIENCE Course #2 (3-4)
Total (14-15)	Total (15-16)

THIRD YEAR

FIRST SEMESTER	SECOND SEMESTER
3123 Legal Environment of Business (3) 3143 Principles of Marketing (3) 3233 Management (3) 3423 Business Communication (3) Free Electives (3)	3243 Promotional Strategy (3) 3343 Business Finance (3) 3823 Quantitative Methods in Business (3) Free Electives (3) Marketing (MRKTG) Elective ² (3)
Total (15)	Total (15)

FOURTH YEAR

FIRST SEMESTER	SECOND SEMESTER
3443 Consumer Behavior (3) 4243 Marketing Research (3) Free Electives (6) Marketing (MRKTG) Elective ² (3)	4123 Services Marketing (3) 4923 Strategic Management & Policy (3) Business Elective ¹ (3) Free Electives (4)
Total (15)	Total (13)

*First-time entering freshmen need to take 1001 Freshman Orientation

**8 hours of GEs if 2nd Science will be 4 hours; 9 hours of GEs if 2nd Science will be 3 hours.

¹ 3000-4000 Level School of Business (ACCTG, ENTRP, FINAN, MNGMT, MRKTG) **OR** approved ORGL course

² 3000-4000 Level Marketing (MRKTG)