



ONLINE BS IN BUSINESS ADMINISTRATION

GAIN THE LEADERSHIP SKILLS NEEDED TO THRIVE
IN HIGH-DEMAND INDUSTRIES

DELIVERY FORMAT

100% Online

TIME TO COMPLETE

12+ Months

CREDIT HOURS

120

TIME COMMITMENT

10 to 20 Hours Weekly

START DATES

Fall, Spring, Summer

COST

The BS in Business Administration offers a strong return on investment, providing the knowledge and skills to help you thrive in your business career. This degree completion program requires 120 credit hours, with 60–90 hours eligible for transfer from other institutions. Tuition and fees range from \$15,450–\$30,900 (\$515 per credit hour), depending on the number of transfer credits. Books and additional materials are not included.

AT A GLANCE

The online Bachelor of Science in Interdisciplinary Studies with a major in Business Administration is a fully online program that equips you with practical skills to advance in a variety of management careers.

Created for students who are at least 25 years old or five years post high school or GED, and who have completed at least 60 college credit hours, this degree makes it easier to finish your education and move forward in your career.

WHERE CAN A BS IN BUSINESS ADMINISTRATION TAKE YOU? DISCOVER THE POSSIBILITIES

A Bachelor of Science in Interdisciplinary Studies in Business Administration from the University of Oklahoma opens doors to leadership roles across a wide range of industries.

With this fully online degree, you'll be prepared to advance your career in roles such as:

- Administrative Services Manager
- Facilities Manager
- Business Manager
- Compensation and Benefits Manager
- Human Resources Manager
- Sales Manager
- Training and Development Manager

INDUSTRY INSIGHTS

- **Median Pay:** \$122,090
- **Job Growth:** Management roles are projected to grow faster than average through 2033
- **Opportunities:** An estimated 1.2 million job openings for management positions are expected each year over the next decade

The median pay figures reflect earnings for professionals working in these occupations and may represent mid-career compensation. Entry-level salaries vary based on role, employer, experience, and geographic location.

Source: U.S. Bureau of Labor Statistics

PROGRAM OUTCOMES: LEARN, LEAD, AND ADVANCE

OU's online BS in Business Administration stands out for its career versatility and real-world relevance.

Graduates leave the program with a strong foundation in leadership and management, enhanced data analysis skills, and a future-focused understanding of business ethics, organizational communication, and human resources.

You'll learn to:

- Apply innovative problem-solving strategies to real-world challenges in both personal and professional settings
- Communicate effectively from a management perspective using writing, presentations, and digital media
- Use digital literacy to assess the credibility and quality of information sources
- Lead with confidence across diverse industries using proven leadership strategies
- Build fluency in finance, legal issues, marketing, human resources, financial management, accounting, operations, and human capital management

TO APPLY: [HTTPS://ONLINE.OU.EDU/ADMISSIONS/UNDERGRADUATE/](https://online.ou.edu/admissions/undergraduate/)

FOR MORE INFO: [HTTPS://ONLINE.OU.EDU/PROGRAM/BS-IN-BUSINESS-ADMINISTRATION/](https://online.ou.edu/program/bs-in-business-administration/)

COURSE DETAILS

The BS in Business Administration provides a strong foundation in leadership, communication, and digital literacy, enhanced by modern business practices that prepare you for success in today's dynamic workplace. This well-rounded approach equips you with essential business management principles that apply across industries and roles. Students will work with their advisor to choose additional courses if more than 30 credit hours of coursework are needed to complete their degree.

EFFECTIVE COMMUNICATION

Credit Hours: 3

Students will enhance their interpersonal and professional communication skills in this course. Special attention is paid to recognizing the role of listening in communication, in addition to enhancing verbal, nonverbal, written, and presentation skills. Throughout the course, students will apply these concepts to real-world situations and reflect on the impact of communication in their personal and professional lives.

DIGITAL LITERACY & DATA ANALYSIS

Credit Hours: 3

This course is designed to increase students' knowledge and application of digital and quantitative data literacy. Students will also be introduced to principles of ethical decision-making. Using applied activities and analyses, students will learn how to utilize these skills in the real world and the workplace.

CRITICAL INQUIRY IN INTERDISCIPLINARY STUDIES

Credit Hours: 3

This course requires students to locate, critique, and integrate literature/concepts to demonstrate their understanding of the foundational principles of interdisciplinary studies and their primary area of concentration. During the course, students will complete a series of assignments that will be used in the development of a comprehensive ePortfolio in the program practicum course.

INNOVATIVE PROBLEM-SOLVING

Credit Hours: 3

This course is intended to empower students to think clearly and analytically about information and beliefs. Students will be prepared to recognize bias and common fallacies in reasoning and evaluate informational resources. An introduction to innovative thinking and creative decision-making will help position students to tackle problem-solving at the personal, academic, and career levels.

PORTFOLIO IN INTERDISCIPLINARY STUDIES

Credit Hours: 3

The practicum course for the Interdisciplinary Studies program requires students to create a comprehensive ePortfolio, which showcases their key learnings about effective communication, digital literacy, data analysis, innovative problem-solving, and their primary area of concentration.

APPLIED BUDGET & FINANCE

Credit Hours: 3

This course serves as an introduction to fundamental financial principles utilized in business today. It is increasingly important for nonfinancial managers to be able to understand financial terms at a non-technical level. This course provides students with an understanding of financial terminology and accounting methods so that they can effectively explain the financial implications of decisions made within the business.

MARKETING AND BRAND MANAGEMENT

Credit Hours: 3

Focuses on marketing and marketing strategy planning, examining the "Four Ps" (Product, Place, Promotion, and Price). The course integrates topics such as international marketing, social media, and ethics throughout the units. The course will also cover brand management concepts, discussing how branding should result in increased sales, as well as how branding integrates into the other areas of marketing.

GROUP & ORGANIZATIONAL COMMUNICATION

Credit Hours: 3

Designed to support students in the development of interpersonal and employment-related business communication skills as an integral component in the field of business administration. Topics covered include foundational communication principles; communication planning; oral, written, and electronic communication; formal report-writing and presentation; and employment communication. Students will apply their knowledge on these topics by completing written, spoken (recorded), and team-discussion-based coursework.

HUMAN RESOURCES ADMINISTRATION

Credit Hours: 3

This course is designed to implement the administration of Human Resources within all types of organizations. The theoretical review covers the aspects related to the analysis of work and job design while discussing behavioral aspects that affect Human Resources performance. The practical approach will review recruitment, selection, training, career development, performance management, compensation, labor relations, rules, and regulations.

BUSINESS ETHICS AND LEGAL ENVIRONMENT

Credit Hours: 3

This course will help students develop an understanding of the law and its application to the business environment. Emphasis will be on recognition of legal problems, critical thinking, and ethical analysis. Few can conduct business without having to consider and deal with legal, ethical, and social responsibility issues. This course prepares students for reasoned decision-making in the workplace.

BS IN BUSINESS ADMINISTRATION: WHY IT'S THE SMART CHOICE

OU Online delivers high-quality, affordable undergraduate and graduate programs in a flexible, fully online format from the University of Oklahoma—a top-tier public institution with a strong tradition of academic excellence. The Bachelor of Science in Interdisciplinary Studies in Business Administration gives you practical, career-ready skills in leadership, communication, and business strategy, empowering you to pursue management roles and make an immediate impact in your field.

FACULTY EXPERTISE

The business administration bachelor's degree is built on the foundation of world-class faculty combined with experienced professors of practice who bring real-world industry insight into the classroom.

ROBUST STUDENT SUPPORT

OU Online offers robust student support services, including academic support, online tutoring, mental health counseling, and an online career development center. The program accommodates the needs of working professionals, allowing you to expand your career possibilities while maintaining full-time employment.

GLOBAL ALUMNI NETWORK

With more than 250,000 alumni across the world, becoming a Sooner means you'll have access to a strong network of business leaders to accelerate your career. As a Sooner, you'll be part of a powerful network of leaders working in organizations across the world, helping you expand your business career potential.

STILL HAVE QUESTIONS?

An enrollment coach can walk you through what to expect, how to apply, and how this degree fits your academic and career plans. Schedule a call to get personalized guidance and take the next step.

COST & FINANCIAL AID

Earning your BS in Business Administration is an investment in your future — and OU Online is committed to making that investment as accessible and transparent as possible.

Students pay \$515 per credit hour, with total tuition ranging from \$15,450–\$30,900, depending on the number of transfer credits. Books and additional materials are not included.

Financial aid, scholarships, and employer tuition assistance may be available to help offset the cost. Our dedicated financial services team is here to guide you through every step of the funding process—so you can focus on your education and career growth.

If you have questions about financial aid for your online program, contact the Online Aid office at onlineaid@ou.edu or call 405-325-2929.

** Please be aware that tuition and fees may change, as determined by the Oklahoma State Regents for Higher Education.*

LEARN MORE ABOUT FINANCIAL AID: [HTTPS://ONLINE.OU.EDU/COST-AND-AID/UNDERGRADUATE/](https://online.ou.edu/cost-and-aid/undergraduate/)

TAKE THE NEXT STEP

Admission to the online BS in Business Administration is designed for adult learners who are ready to complete their degree and advance their careers. The program welcomes applicants from diverse backgrounds who bring valuable academic, professional, and life experience to the classroom.

To be considered for admission, applicants must:

- Be at least 25 years old or five years post high school graduation or GED by the first day of class
- Have completed a minimum of 60 college credit hours from a regionally accredited institution
- Hold a minimum cumulative GPA of 2.0 on prior college coursework

This admissions approach ensures that students are well-prepared to succeed in a flexible, career-focused academic environment

APPLICATION TIMELINE

The admissions committee reviews applications on a rolling basis, allowing you to apply when the time is right for you. Admissions may remain open until two weeks before the start of

classes, depending on space availability.

Once your application is complete, the committee strives to provide an admissions decision within two weeks—so you can plan your next steps with confidence.

STEP 1

Contact an Enrollment Coach to discuss your qualifications and interest in the program at <https://calendly.com/onlineundergrad>

STEP 2

Complete the online application at <https://attend.ou.edu/s/login/?ec=>

STEP 3

Provide undergraduate transcripts from all prior institutions.

TO APPLY: [HTTPS://ATTEND.OU.EDU/S/LOGIN/?EC=302&STARTURL=%2FS%2F](https://attend.ou.edu/s/login/?ec=302&starturl=%2FS%2F)