

SPORT BUSINESS MAJOR

Dr. Brian Pruegger, Program Director

The Sport Business major is an in-seat residential program on the Charleston campus.

Mission

The University of Charleston Sport Business program strives to provide our students with progressive learning opportunities that will enhance their communication, critical thinking, creativity, and teamwork skills. In addition, students will be actively involved in experiential learning experiences that challenge their acquired skills and prepare them to contribute productively in their chosen communities.

From the Faculty

The Sport Business major will gain academic, experiential and practical knowledge to prepare them for the continually growing sport industry. The Sport Business curriculum is designed to prepare graduates for positions in areas such as intercollegiate and interscholastic athletic programs, professional sport organizations, sport marketing agencies, municipal management, facility and event management and entrepreneurship development. SPBU Majors are encouraged to be actively involved in supporting UC athletics and the surrounding sport's community.

Features

- In the last semester of the senior year, the student will complete an internship in the field of sport business anywhere in the United States or internationally.
- Practical-based instruction from academic professionals with experience in the sport industry. Experiential opportunities are included to gain applied experience outside the classroom.
- Class assignments that prepare students for the work that is required in the sport industry; in-class work is focused on the application of knowledge gained.
- A 45-credit core for the Business Administration degree (BSBA) that prepares students for successful management, administrative and leadership roles in sport business and business administration.
- An option for a Sport Business minor that consists of 18 hours in Sport Business courses as specified in the SPBU minor section below.

From the Faculty

The Sport Business program blends General education, Business, and Sport Business courses in a curriculum designed to prepare graduates for positions in areas such as intercollegiate and interscholastic athletic programs, professional sport organizations, sport marketing agencies, facility management, recreation management and entrepreneurship development.

Program Outcomes

Business Administration Core Outcomes

The graduate will:

1. Develop technical, professional, and interpersonal skills to maximize effective communication in business and legal environments.
2. Apply ethical frameworks and evaluate global, economic, and cultural environments.
3. Apply and evaluate various critical thinking and decision-making models using appropriate analytical and quantitative techniques.

Sport Business Major Outcomes

The graduate will:

1. Exhibit team building and group leadership skills in varying capacities, environments and levels of responsibility.
2. Demonstrate the ability to think critically and ethically as a sport business industry professional.
3. Demonstrate the ability to locate, evaluate and effectively utilize research information as a sport industry professional.

What You Will Study

The Sport Business major is part of the B.S. in Business Administration degree. This major consists of a foundational business administration core of 45 credits and 38 credits of Sport Business major courses which include experiential learning opportunities and a diverse selection of sport business classes to prepare the graduate for a career in the sport industry. Practicum and Internship experiences are required and allow the student to work with a sport business organization.

The University's location in the hub of the region's business, financial, government and medical center opens the door to many practical work experience prospects. An internship in the sport industry is required for graduation. Students are encouraged to pursue regional, national and international sport business internship opportunities.

Curriculum

Sport Business Major – Required Courses		
Course	Title	Credits
SPBU 101	Introduction to Sport Business	3
SPBU 225	Sport Media	3
SBPU 250	Social Issues in Sport/Business	3
SPBU 298	Practicum Experience	1

SPBU 301	Sport Sales/Marketing	3
SPBU 320	Facility/Event Management	3
SPBU 360	Sport/Business Psychology	3
SPBU 390	Junior Seminar	1
SPBU 435	Sport Ethics	3
SPBU 460	Sport Law	3
SPBU 499	Internship in Sport Business	12
Required Credits in Sport Business Major:		38
Total Credits (45 B.S.B.A. Core + 38 SPBU Major):		83

Typical Four-Year Student Schedule for Sport Business Major

FRESHMAN YEAR			
Fall Semester		Spring Semester	
UNIV 104 College Motiv'n & Success	3	UNIV 105 Character & Leadership	3
NSCI 117 Why Science Matters (STEM Natural Science Elective)	3	HUMN 110 Unheard Voices (Humanities Elective)	3
BUSI 215 Information Systems	3	SPBU 101 Introduction to Sport Business	3
General Elective	3	MATH 121 College Algebra (STEM Elective)	3
COMM 101 Freshmen Writing I*	3	COMM 102 Freshmen Writing II*	3
MATH 120 Intermediate Math (if needed)	3	SPCH 103 Fundamentals of Oral Communication	3
TOTAL:	15	TOTAL:	18

* COMM 101, COMM 102 are embedded in NSCI 1XX, HUMN 1XX courses.

SOPHOMORE YEAR			
Fall Semester		Spring Semester	
ART 100, 231, 250 or DMDS 101	3	ACCT 202 Principles of Accounting II	3
ACCT 201 Principles of Accounting I	3	SPBU 225 Sport Media/Information	3
SPBU 250 Social Issues in Sport/Business	3	ECON 202 Principles of Macroeconomics (SS Elective)	3
SPBU 298 Practicum Experience	1	BUSI 241 Business Careers & Communication	3
General Elective	3	MGMT 311 Principles of Management	3
ECON 201 Principles of Microeconomics (SS Elective)	3	BUSI 231 Business Law	3
TOTAL	16	TOTAL	18

JUNIOR YEAR			
Fall Semester		Spring Semester	
SPBU 320 Facility/Event Management	3	SPBU 301 Sport Sales/Marketing	3
SPBU 360 Sport/Business Psychology	3	SPBU 390 Junior Seminar	1
MRKT 321 Principles of Marketing	3	SPBU 435 Sport Ethics	3
BUSI 316 Quant. Methods for Business	3	BUSI 317 Business Statistics	3
BUSI 407 Global Dimensions of Business	3	FINA 312 Business Finance	3
		General Elective	3
TOTAL 15		TOTAL 16	

Senior Year			
Fall Semester		Spring Semester	
BUSI 450 Business Strategy	3	SPBU 499 Internship in Sport Business**	12
SPBU 460 Sport Law	3		
UNIV 459 University Capstone	3		
MGMT 420 Organizational Behavior	3		
General Elective	1		
TOTAL: 13		TOTAL: 12	

** Minimum GPA requirement is 2.5 overall to be considered for the 12-hour internship. Students who do not meet that requirement or choose to opt out of the full-time internship will have a 3-credit internship or independent study with a major project similar to the major project that interns develop at the work site. The remaining 9 credits will be chosen in consultation with the program director from upper-level (3-400) SPBU, MGMT, FINA, MRKT, and BUSI courses.

Additional Requirements

Students must meet all General Education course requirements for graduation from the University of Charleston. In addition, students must achieve a grade of “C” or higher in each Sport Business course. Students must also pass the SPBU Major Project as part of SPBU 499 in the final semester of the senior year.

SPORT BUSINESS MINOR

The minor in Sport Business requires the student to complete 18 credit hours of Sport Business (SPBU) coursework as follows:

Course and Title	Credits
SPBU 101 Introduction to Sport Business	3
Plus, Choose two (2) from the following:	6
SPBU 250 Social Issues in Sport/Business	
SPBU 225 Sport Media	
SPBU 220 Coaching Theory	
Plus, Choose two (2) from the following:	6
SPBU 301 Sport Sales & Marketing	
SPBU 310 Recreation/Fitness Management	
SPBU 320 Facility/Event Management	
SPBU 360 Sport and Business Psychology	
Plus, Choose one (1) from the following:	3
SPBU 435 Sport Ethics	
SPBU 460 Sport Law	
Total Credits for SPBU Minor	18

Completing a Double Major and/or an Associate Degree in Business

The design of the Sport Business program encourages students to complete a second major or a minor in another field through judicious selection of elective courses. For example, a student may decide to obtain a second major in a Business major or in an outside field such as Communications. Sport Business majors will also complete all of the requirements for a Bachelor's Degree in Business Administration while pursuing their major. Students should consult with program faculty to select all coursework that will support the Sport Business major.