

## **SPORT BUSINESS MAJOR**

***Professor Jacob Augustin, Program Director***

### **Sport Business Mission Statement**

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.

### **Program Description**

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.

- During 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 consisting of 18 hours in Sport Business courses as specified in the SPBU minor section below.

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.

The Sport Business program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP). The Sport Business major is an in-seat residential program on the Charleston campus.

### **Sport Business Major Program Learning Outcomes**

All BSBA students must fulfill the BSBA Core outcomes.

In addition, Sport Business graduates will:

1. Perform as a member of a team in varying capacities, environments and levels of responsibility.
2. Exhibit developed creativity, design, management and analytical skills.
3. Demonstrate the ability to locate, evaluate and effectively utilize research information as a sport industry professional.

### **Program Requirements**

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 centers 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.

#### **Sport Business Major – Required Courses**

<b>Course</b>	<b>Title</b>	<b>Credits</b>
SPBU 101	Introduction to Sport Business	3
SPBU	SPBU Elective	3
SPBU	SPBU Elective	3
SPBU 298	Practicum Experience	1
SPBU 301	Sport Marketing	3
SPBU 340X	Sport Economics	3
SPBU 355X	Sport Sales	3
SPBU 460	Sport Law	3
SPBU 490X	Senior Seminar	1
SPBU 498	Internship in Sport Business	3
<b>Required Credits in Sport Business Major:</b>		<b>26</b>
<b>Total Credits (45 B.S.B.A. Core + 26 SPBU Major):</b>		<b>71</b>

### Typical Four-Year Student Schedule for Sport Business Major

FIRST YEAR			
Fall Semester		Spring Semester	
UNIV 104 College Motivation & Success**	3	UNIV 105 Foundations of Character & Leadership**	3
Humanities Elective	3	ECON 202 Principles of Macroeconomics	3
ECON 201 Principles of Microeconomics	3	SPBU 101 Introduction to Sport Business	3
COMM 101 Freshman Writing I	3	COMM 102 Freshman Writing II	3
MATH 121 College Algebra*	3	SPCH 103 Oral Communication Fundamentals (embedded)	3
<b>TOTAL:</b>	<b>15</b>	<b>TOTAL:</b>	<b>15</b>
SECOND YEAR			
Fall Semester		Spring Semester	
ACCT 201 Principles of Accounting I	3	ACCT 202 Principles of Accounting II	3
BUSI 241 Business Communication	3	Humanities Elective	3
SPBU Elective	3	BUSI 215 Business Software Applications	3
BUSI 231 Business Law	3	MGMT 311 Principles of Management	3
Flex Elective	3	Flex Elective	3
		SPBU 298 Practicum Experience	1
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>
THIRD YEAR			
Fall Semester		Spring Semester	
SPBU 340X Sport Economics	3	SPBU 301 Sport Marketing	3
MRKT 321 Principles of Marketing	3	SPBU 220 Coaching Theory	3
SPBU 355X Sport Sales	3	SPBU 435 Sport Ethics	3
BUSI 316 Quant. Methods for Business	3	BUSI 317 Business Statistics	3
Elective	3	FINA 312 Business Finance	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
FOURTH Year			
Fall Semester		Spring Semester	
SPBU Elective	3	SPBU 498 Internship Experience	3
SPBU 460 Sport Law	3	BUSI 450 Business Strategy	3
BUSI 407 Global Dimensions of Business	3	Elective	3
Elective	3	Elective	3
SPBU 490X Senior Seminar	1	STEM Elective	1

Elective	3		
<b>TOTAL:</b>	<b>16</b>	<b>TOTAL:</b>	<b>13</b>

\*Prerequisite: C or better in MATH 120 or Math ACT score of 21 or higher (Math SAT of 530 or higher).

\*\*Transfer students and online students complete UNIV 204 College Success & Leadership.

### **Admission Requirements**

Students must gain general admission to the University of Charleston.

### **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 498 in the final semester of the senior year.

### **SPORT BUSINESS MINOR**

The Minor in Sport Business is designed to encourage students from other disciplines outside of the B.S.B.A. majors to develop skills in the sport industry. 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 340X Sport Economics	
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	
<b>Total Credits for SPBU Minor</b>	<b>18</b>

### **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.

### **Sport Business Concentration**

Students pursuing other B.S.B.A majors can choose to add a Sport Business concentration (12 credits). The concentration in Sport Business will provide students with a business acumen within the sport industry. Students will explore career paths within the business of sport and obtain knowledge of the principles of marketing, finance, economics, and law as they pertain specifically to the sport industry, and their application to working within sport.

The 12 credit hours required for a concentration in Sport Business are:

<b>Sport Business Concentration</b>		
SPBU 101	Intro to Sport Business	3
SPBU 301	Sports Sales/Marketing	3
SPBU 340X	Sport Economics	3
SPBU 460	Sport Law	3
	<b>Total for Concentration:</b>	<b>12</b>