

SPORT BUSINESS MINOR

The Minor in Sport Business is designed to encourage students from other disciplines outside the BSBA majors to develop sports industry skills. 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 340 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	
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 a 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 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 BSBA majors can 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:

Sport Business Concentration		
SPBU 101	Intro to Sport Business	3
SPBU 301	Sports Sales/Marketing	3
SPBU 320	Facility/Event Management	3
SPBU 340	Sport Economics	3
	Total for Concentration:	12