

## **SPORT BUSINESS MAJOR**

*Professor Jess Baker, Program Director*

### **Sport Business Mission Statement**

The University of Charleston Sport Business program strives to provide our students with progressive learning opportunities to 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 to their chosen communities.

### **Program Description**

The Sport Business major will gain academic, experiential, and practical knowledge to prepare them for the growing sport industry. The Sport Business curriculum prepares graduates for positions in 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 support UC athletics and the surrounding sports community actively. The program offers:

- An internship in the sports field anywhere in the United States or internationally.
- Practical-based instruction from academic professionals with experience in the sport industry.
- Experiential opportunities 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 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 concentration in another business discipline.

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 BS in Business Administration degree. This major consists of a foundational business administration core of 45 credits and 26 credits of Sport Business major courses, including experiential learning opportunities and a diverse selection of sports business classes to prepare the graduate for a career in the sport industry. Practicum and internship experiences are required to allow the student to work with a sports 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.

| <b>Sport Business Major – Required Courses</b>       |                                 |                |
|--|---------------------------------|----------------|
| <b>Course</b>  | <b>Title</b>                    | <b>Credits</b> |
| SPBU 101   | Introduction to Sport Business  | 3              |
| SPBU 298   | Practicum Experience            | 1              |
| SPBU 301   | Sport Sales/Marketing           | 3              |
| SPBU 310   | Recreation & Fitness Management | 3              |
| SPBU 320   | Facility/Event Management       | 3              |
| SPBU 340   | Sport Economics                 | 3              |
| SPBU 360   | Sport/Business Psychology       | 3              |
| SPBU 490   | Senior Seminar                  | 1              |
| SPBU 498   | Sport Internship                | 3              |
| SPBU   | SPBU Elective                   | 3              |
| <b>Required Credits in Sport Business Major:</b>     |                                 | <b>26</b>      |
| <b>Total Credits (45 BSBA Core + 26 SPBU Major):</b> |                                 | <b>71</b>      |

### **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 "C" or higher grade in each Sport Business course.

Sport business majors must meet all University of Charleston graduation requirements. They must take and pass the Peregrine Major Exam in the last semester of their senior year with a C or above in Business Strategy (BUSI 450).

### **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:

| <b>Course and Title</b>                  | <b>Credits</b> |
|--|----------------|
| 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                       |                |
| <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 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:

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