

SPORTS BUSINESS MAJOR

Requirements

For a 51-credit major in sports business, students complete the following:

Code	Title	Credits
Business Core Requirements		33
DATA 3335	Sports Analytics	3
MGMT 4375	Sports Management	3
MKTG 2261	Sports Marketing	3
Select three courses from the following (2 courses must be MGMT or BUSN):		9
BUSN 3215	Sports Law and Ethics	
ECON 2152	Economics of Sport	
MGMT 3235	Managing Human Resources	
MGMT 3240	Leading and Managing People	
MGMT 4360	Negotiations and Dispute Resolution	
MGMT 4380	Performance, Compensation, and Reward	
MKTG 2251	Social Media Marketing	
Total Credits		51

No courses in the sports business major can count towards a management major/concentration. No courses in a management major/concentration can count towards the sports business major.

Students that major in Sports Business can not declare a minor in Sports Leadership and Management.