

# SPORT BUSINESS

## BEGINNING FALL 2022

The Bachelor of Business Administration in Sport Business degree prepares students to answer important questions that arise in sport business. Core competencies include critical thinking and communication skills as well as a broad understanding of business administration-related coursework as it relates to the sport industry. Students gain experience in applying business concepts in sport-specific settings which culminates with a consulting project. Upon completion of the program, students can expect job opportunities in varying roles in professional, Intercollegiate, and community sport organizations.

### GENERAL EDUCATION (46 CREDITS):

*Including 3450:145 Algebra for Calculus and 3250:200 Principles of Microeconomics*

### COLLEGE OF BUSINESS CORE (39 CREDITS):

**3250:201** Principles of Macroeconomics  
**6100:230** Business Communications  
**6200:201** Accounting Principles I  
**6200:202** Accounting Principles II  
**6200:250** Spreadsheet Modeling & Decision Analysis  
**6400:220** Legal & Social Environments of Business  
**6400:301** Principles of Finance  
**6500:301** Management Principles & Concepts  
**6500:304** Business Statistics  
**6500:305** Business Analytics  
**6500:330** Principles of Supply Chain & Operations Management  
**6500:490** Strategic Management  
**6600:205** Marketing Principles  
**6800:205** International Business

### SPORT BUSINESS REQUIREMENT (18 CREDITS):

#### **5550:100 Introduction to Sport Studies**

Introduction to sport studies explores the history, philosophy, and principles of today's sport industry within a practical, career oriented framework

#### **5550:424 Sports Leadership**

Introduces students to current issues related to leadership, management, and supervision. Examines current sport leadership research and governance structure of amateur and professional sport organizations.

#### **6500:370 Financial Issues in Sport**

This course will address ownership structures, venue financing, franchise valuation, risk, taxes, sport investment, labor and media contracts and budgeting. Students will also explore the body of knowledge associated with pursuing a career in sport business.

**Prerequisites:** Admitted to major in a four-year degree granting college, **6200:201**, **6200:250**, and **6400:301**

#### **6500:404 Current Topics in Sport Business**

This course will focus on the evolution of sport in the 21st century. Topics may include the professionalization of college athletics, technological advances in sport, athlete branding, the use of advanced metrics in performance projections, customer/ fan engagement, the role of social media in sport consumption, diversity, and sport and society.

**Prerequisites:** Junior or greater standing and must be admitted to a major in a four-year degree granting college

#### **6500:422 Applied Sales in Sport**

This course will provide students with a variety of learning experiences related to the theory and examination of sales in sport. Specifically, this course empowers students to gain real-world experience in the business-to-consumer sales process while working on a real-world project with a sport organization partner.

**Prerequisites:** Must be admitted to a major in a four-year degree granting college, **6100:230**, and **6600:205**

#### **6500:470 Sport Business Consulting Project**

Students develop skills in navigating and managing team dynamics while addressing complex issues specific to a unique sport organization.

**Prerequisite:** Must be admitted to a major in a four-year degree granting college

### ADDITIONAL BUSINESS ELECTIVES (18 CREDITS)

Credits in any business course not already counting towards the degree.

For more information, please contact the College of Business Advising staff at [businessadvising@uakron.edu](mailto:businessadvising@uakron.edu) or **330.972.7042**



The University of Akron  
College of Business