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.
  **Prerequisites:** Admitted to major in a four-year degree granting college, 6200:201, 6200:250, and 6400:301
- 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 or 330.972.7042