

# SPORTS BUSINESS

## REQUIREMENTS

**CORE CURRICULUM** The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____

### CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
PSY 201	General Psychology (CT)	3	_____
_____	Core II Fine Arts	3	_____

### Additional University Requirements

ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
STHM 496	Multicultural or International	3	_____
STHM 475	Capstone Seminar	3	_____

## COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
ACC 215	Intro Financial Accounting (CT)	3	_____	MIS 290	Principles of MIS	3	_____
ACC 216	Intro Managerial Accounting	3	_____	MGT 218	Business Quantitative Methods	3	_____
ECN 250	Principles of Microeconomics	3	_____	MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____

## MAJOR

Students who wish to major in Sports Business must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
STHM 250	Intro to Sport Management	3	_____	_____	Free Elective	3	_____
STHM 380	Sport Marketing	3	_____	_____	Free Elective	3	_____
STHM 381	Financing Sports	3	_____	_____	Free Elective	3	_____
STHM 390	Sport MGT Pre-Internship or	3	_____	_____	Free Elective	3	_____
or 320	Sports & Campus Rec Mgmt			_____	Free Elective	3	_____
STHM 416	Facility Design & Management	3	_____	_____	Free Elective	3	_____
STHM 475	Capstone Seminar	3	_____	_____	Free Elective	3	_____
STHM 496	Olympic Games	3	_____				
_____	STHM elective	3	_____				
_____	STHM elective	3	_____				

## MAJOR INFORMATION

- Students must earn a minimum of 120 credit hours to graduate. If any courses are used to complete multiple degree requirements or student is required to take STA 150B or ENG 101P, the student may need a different number of free electives than what is listed above to reach 120 credit hours.
- STHM electives can be any STHM classes not already required for the major. STHM 496 Olympic Games may not count towards a STHM elective.
- STHM 496 Olympic Games must be taken to meet the International Business Elective.
- STHM 475 is the capstone course for all Sports Business majors. It is normally taken in the senior year
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Please check with advisor about course offerings. Not all classes will be offered every semester.
- Multicultural or International additional university requirement met with International Business Elective.

● General Education Requirement  
 ■ College Requirement  
 ◆ Major Requirement  
 ● Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

# SPORTS BUSINESS

The Department of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration degree in Sports Business. Graduates of the program are prepared to become reflective, principled, knowledgeable, and creative employees who will succeed in the global sports business community in the 21st century. Sports are a major provider of high dollar entertainment which makes the industry very business oriented. Due to the economic size of the sports industry, the demand for higher educated sports managers is at an all-time high. According to the Occupational Outlook Handbook, employment of entertainment and sports occupations is projected to grow 22 percent from 2020 to 2030, much faster than the average for all occupations.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	● 3	_____	ECN 250	Principles of Microeconomics	■ 3	_____
	ENG 101	Beginning Composition	● 3	_____	CMM 207	Bus & Prof Communication	●■ 3	_____
	STA 150	Fundamentals of Statistics	●■ 3	_____	_____	Core II Physical or Natural Science	● 4	_____
	STA 150L	Fundamentals of Statistics Lab	●■ 1	_____	_____	Core II Fine Arts	● 3	_____
	PSY 201	General Psychology (CT)	●■ 3	_____	STHM 250	Intro to Sport Management	◆ 3	_____
	MIS 200	Bus Computer Applications	■ 3	_____				
	UNI 100	Freshman First Class	1	_____				
	<b>TOTAL HOURS</b>		<b>17</b>		<b>TOTAL HOURS</b>		<b>16</b>	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ACC 215	Intro Financial Accounting (CT)	●■ 3	_____	ACC 216	Intro Managerial Accounting	■ 3	_____
	ECN 253	Principles of Macroeconomics	■ 3	_____	MGT 218	Business Quantitative Methods	■ 3	_____
	ENG 201	Advanced Composition	● 3	_____	ENG 204	Writing for the Workplace	●■ 3	_____
	LE 207	Legal Environment of Business	■ 3	_____	_____	Free Elective	3	_____
	STHM 390	Sport MGT Pre-Internship or	◆ 3	_____	_____	Core II Humanities	● 3	_____
	or 320	Sports & Campus Rec Mgmt		_____				
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	MGT 320	Principles of Management	■ 3	_____	MIS 290	Principles of MIS	■ 3	_____
	MKT 340	MKT Concepts and Applications	■ 3	_____	STHM 381	Financing Sports	◆ 3	_____
	FIN 323	Principles of Finance	■ 3	_____	STHM 496	Olympic Games	◆ 3	_____
	STHM 380	Sport Marketing	◆ 3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	STHM 416	Facility Design & Management	◆ 3	_____	STHM 475	Capstone Seminar	●◆ 3	_____
	_____	STHM elective	◆ 3	_____	_____	STHM elective	◆ 3	_____
	_____	CMM Studies Elective	■ 3	_____	MGT 460	Strategic Management	●■ 3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____				
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

● General Education Requirement ■ College Requirement ◆ Major Requirement ● Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.