

# SAMPLE 4-YEAR PLAN: SPORTS BUSINESS B.S.B.A.

## Haile/US Bank College of Business

### Northern Kentucky University

This is **one way** a student can complete this program in four years if the student requires no remedial courses.

MAJOR: Sports Business (with the required Minor in Business)

	Fall Semester		Spring Semester	
<p><b>FIRST YEAR</b></p> <p>Join the sports business club to learn more about your major and meet your professors.</p> <p>Have a good time, but get up and go to class!</p> <p>It's never too early to begin volunteering at local sporting events.</p> <p>Don't get behind on your mathematics and statistics requirements – that's the most common reason for falling behind in your four-year program.</p>	MAT 109 Algebra for College Students (or ACT $\geq 23$ ) <sup>3</sup>	3	MAT 114 Finite Mathematics <sup>1,2</sup>	3
	ENG 101 College Writing <sup>1,2</sup>	3	Gen Ed: Self and Society; Individual and Society	3
	CMST 101 Public Speaking <sup>1,2</sup>	3	Gen Ed: Scientific and Quantitative Inquiry; Natural Sciences without lab (suggested: INF 120 Elementary Programming)	3
	INF 101 Computer Literacy and Informatics <sup>3</sup>	3	Gen Ed: Culture and Creativity (POP 205 Introduction to Popular Culture suggested)	3
	Gen Ed: Global Viewpoints	3	Gen Ed: Self and Society; Cultural Pluralism	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
<p><b>SECOND YEAR</b></p> <p>Plan on finishing all CoB selective admission courses by the end of your fourth semester so you will have complete access to 300-level courses. Consider study abroad opportunities for your third year.</p> <p>Volunteer for the Cincinnati RedsFest in the winter and/or Cincinnati's Western &amp; Southern Tennis Open in the summer to begin to build your work experience in the sports industry.</p>	<b>Fall Semester</b>		<b>Spring Semester</b>	
	STA 212 Statistics for Business Applications I <sup>2</sup>	3	MKT 205 Principles of Marketing <sup>4</sup>	3
	ACC 200 Principles of Accounting I-Financial <sup>2</sup>	3	ACC 201 Principles of Accounting II-Managerial <sup>2</sup>	3
	ECO 200 Principles of Macroeconomics <sup>1,2</sup>	3	ECO 201 Principles of Microeconomics <sup>2</sup>	3
	ENG 291 Advanced College Writing <sup>1,2</sup>	3	BUS 230 Legal Environment <sup>2</sup>	3
	SPB 200 Rivalry and Rituals: International Sport	3	Gen Ed: Scientific and Quantitative Inquiry: Natural Sciences with lab	4
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>
<p><b>THIRD YEAR</b></p> <p>Consider an internship in the summer between your third and fourth years.</p> <p>Start taking a leadership role in the sports business club or other campus organizations.</p>	<b>Fall Semester</b>		<b>Spring Semester</b>	
	ENG 340 Business Writing <sup>4</sup>	3	ECO 305 International Context for Business <sup>4</sup>	3
	MGT 300 Behavior in Organizations: Understanding Organizational Life <sup>4</sup>	3	ECO 310/BIS 380 Introduction to Econometrics/Quantitative Analysis with Excel <sup>4</sup>	3
	BIS 300 Ethics: Management Information Systems <sup>4</sup>	3	SPB elective <sup>5,6</sup>	3
	FIN 305 Principles of Finance <sup>4</sup>	3	Gen Ed: Culture and Creativity	3
	SPB 305 Sports Marketing and Promotion <sup>5</sup>	3	MKT 310 <sup>5</sup> Building and Managing Customer Relations	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>	
<p><b>FOURTH YEAR</b></p> <p>Attend every professional networking event that you can.</p>	<b>Fall Semester</b>		<b>Spring Semester</b>	
	MGT 305 Operations Management in Business <sup>4</sup>	3	MGT 490 Business Policy <sup>4</sup>	3
	SPB 396 Internship: Sports Business <sup>5</sup>	3	SPB 480 Sports Business	3

Be a leader – that’s who companies want to hire. Make a difference with your actions.			Strategies and Policies <sup>5</sup>	
	SPB 307 Moneyball: The Economics of Sports <sup>5</sup>	3	SPB 350 Development and Fundraising Strategies in Sports <sup>5</sup>	3
	BUS 330 Ethics: Managerial Decision-Making <sup>4</sup>	3	CoB elective <sup>5</sup> (SPB recommended) <sup>6</sup>	3
	CoB elective 300/400 level <sup>5</sup> (SPB recommended) <sup>6</sup>	3	CoB elective 300/400 level	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
			<b>GRAND TOTAL OF CREDITS</b>	<b>121</b>

Notes: Following this plan will allow you to complete your B.S.B.A. degree in sports business and the required minor in business in four years (eight semesters), assuming you meet performance expectations in all courses. Like all business degree programs, sports business is tightly structured. You should give careful attention to course prerequisites, as they are strictly enforced. If you choose to earn your degree over a period longer than four years, the basic sequence of courses shown above will still apply in most cases. If you decide to deviate from the recommended sequence, you should consult with the College of Business advising center for assistance in developing an alternative plan.

<sup>1</sup> Meets university general education requirement.

<sup>2</sup> College of Business selective admission course group (grade of C- or better in each course and average GPA of 2.50 or better over the 10-course group required to certify in major).

<sup>3</sup> Prerequisite for later required course.

<sup>4</sup> College of Business core course.

<sup>5</sup> Sports business program course group (grade of C or better in all program courses required to graduate).

<sup>6</sup> Sports business electives are: SPB 309, SPB 330, SPB 394, SPB 496, MKT 335, or any other SPB course not required in the program.