



Degree: BBA

Major: Sport Business

Catalog Year: 2023-2024

This guide is for planning purposes in consultation with your advisor. For official program requirements, please refer to the academic catalog and your degree audit. To complete the program in 4 years, students will need to enroll in an average of 15 credits (5 classes) per semester.

Degree requirements are made up of core requirements (C), major requirements (M), and elective courses (E).

First Year					
Semester 1					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
MATH 112	Modern Applications of Math	(PRE: MATH 104.)C minimum	3	M/C	
JU 189 (or JU 169 Honors)	First-Year Seminar		3	E	
SPO 300	Into to Business of Sport		3	M	
Core			3	C	
Core			3	C	

First Year					
Semester 2					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ECON 201	Principles of Macroeconomics	C minimum	3	M/C	
PHIL 212	Ethics		3	M/C	
Core			3	C	
Core			3	C	
Core			3	C	

Second Year					
Semester 3					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ACCT 201	Principles of Accounting I	C minimum	3	M	
ECON 202	Principles of Microeconomics	C minimum	3	M	
SPO 320	Facility and Event Management	(PRE: SPO 300)	3	M	F
MKG 301	Principles of Marketing		3	M	
DSIM 203RI	Applied Business /Economic Analysis	C minimum	3	M/C	



Second Year					
Semester 4					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
MGT 321	Legal, Ethical Environment of Business	(PRE: ENGL 103) C minimum	3	M	
DSIM 201	Business Statistics	C minimum	3	M	
ACCT 202	Principles of Accounting II	(PRE: ACCT 201, MATH 112 or 140) C minimum	3	M	
SPO xxx	Sport Business Elective	See list below	3	M	
Core/ Elective			3	C / E	

Third Year					
Semester 5					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
MGT 320	Leadership		3	M	
DSIM 305	Quantitative Business Methods	(PRE: DSIM 201 or consent of instructor)	3	M	
SPO 370	Sport Promotion and Technology	PRE: SPO 300, MKG 301, DSIM 203RI.	3	M	F
Core/Elective			3	C/E	
Core/ Elective			3	C / E	

Third Year					
Semester 6					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
SPO 301	Sport Finance and Economics	(PRE: SPO 300, ECON 201 and ACCT 201)	3	M	Sp
MGT 308WS	Business Communication	(PRE: ENGL 103) C minimum	3	M	
INB 303	Competing in Global Environment	Satisfies DEI requirement	3	M	
Core/ Elective			3	C / E	
Core/ Elective			3	C / E	

Fourth Year					
Semester 7					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
SPO xxx	Sport Business Elective	See list below	3	M	
DSIM 350	Project/Operations Management	(PRE: MATH 112 or 140)	3	M	
MGT 310	Organizational Behavior	Satisfies DEI requirement	3	M	
Core/ Elective			3	C / E	
Core/ Elective			3	C / E	



Fourth Year					
Semester 8					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
SPO 450	Sport Law and Compliance	(PRE: SPO 300 & MGT 321)	3	M	Sp
SPO 460	Sport Business Strategy Capstone	(PRE: SPO 320, SPO 370 & senior status)	3	M	Sp
MGT 432	Bus Strategies/Venture Development	(PRE: FIN 301 or SPO 301 & senior status)	3	M	
Core/ Elective			3	C / E	
Core/ Elective			3	C / E	

Two additional courses from:					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
SPO 303	International Aspects of Sport	(PRE: SPO 300 & ECON 201)	(3)	M	Var
SPO 490	Internship in Sport Business	Jr or Sr status or departmental approval	(0-6)	M	
MKG 333	Sales / Customer Relations	MKG 301	(3)	M	
MKG 336	Buyer Behavior	MKG 301	(3)	M	
MGT 360	The Management of Human Resources		(3)	M	
XXX	Course approved by faculty advisor		(3)	M	

SPO 301 replaces FIN 301 in the BBA Core

SPO 370 replaces DSIM 370 in the BBA Core

Core Courses (37 credits)		
Area	Course(s)	Planned
Economics	ECON 201 (satisfied by major)	x
English	ENGL 103 (depending on placement, student may need ENGL 101 first). 'C-' or better required. NOTE: All students enrolled in ENGL 103 must pass an Exit Exam at the end of the term. Students not passing this exit exam are required to enroll in ENGL 214WI prior to reaching 60 hours. It is not necessary to pass this exam in order to pass ENGL 103. ENGL 214WI counts as an elective course.	3
English (Lit)	ENGL 189, 202, 203, 204, or 206	3
Fine Arts	Three hours in ART, ARH, DANC, MART, MUS, or THEA	3
Global Studies Requirement	One 102-level (or above) foreign language course or equivalent, or any International Studies (IS) course at the 300-level	3
History	One three-credit HIST course at the 100- or 200-level	3
Humanities	One three-credit HUM course at 300 level or above	3
Lab Science	100 or 200-level lab science, at least 4 credits, in BIOL, CHEM, ENV, MSC, or PHYS	4
Mathematics	MATH 112 (satisfied by major)	x
Philosophy	PHIL 212 (satisfied by major)	x
Social Science	GEOG 189 or 200; POL 189, 205 or 208; PSYC 189 or 201; SOC 189 or 203	3
Technology	DSIM 203RI (satisfied by major; also satisfies Experiential Learning requirement)	x

General Requirements for All bachelor's degrees •A minimum of 120 credit hours earned with a minimum of 30 credit hours completed at JU. •A minimum of a "C" (2.0) average for all work taken at JU. •A student must satisfy all requirements of the University Core Curriculum in addition to all major and degree requirements. •A student is responsible for meeting the specific graduation requirements of the selected major and degree. A student who pursues more than one major must meet all degree requirements for each major. •A student must have at least a "C" (2.0) average in the major. •At least 12 credit hours in the major in courses numbered 300 or above must be completed at JU. •A minimum of forty-two credit hours must be in courses numbered 300 or above. •At least one each of an upper level Writing-Intensive and Speech-Intensive course (designated with a "WI" or "SI" in the course number; may be satisfied by courses already required for major). •At least 3 credit hours in Experiential Learning (defined as Undergraduate Research, Research Intensive with "RI" designation, Internship, Study Abroad, or Service Learning; may be satisfied by courses already required for major). *At least one Diversity, Equity, Inclusion (DEI) course (may be satisfied by courses already required for major). NOTE: This four-year plan is meant to be a guide. For full degree requirements, please consult the academic catalog.