

PROGRAM OVERVIEW

The sports business major was developed in response to demand for up-and-coming talent in the sports industry. Sports firms are hiring at the entry level and promoting from within. This program teaches students the specialized knowledge and skills that will give them a career edge in the field. It gives students who have a passion for the business of sports the knowledge and skills necessary to compete in one of the fastest growing industries.

ACADEMIC ADVISING

It is recommended that students meet with an advisor regarding their individualized degree plan at least once per year.

Business School Advising

undergrad.advising@ucdenver.edu

<https://business.ucdenver.edu/current-students/undergraduate-advising>

Business School Building, 4th floor

303-315-8110

GENERAL GRADUATION REQUIREMENTS & POLICIES

All CU Denver Business students are required to complete the following minimum general graduation requirements:

1. Complete a minimum of 120 applicable course hours
2. Achieve a minimum 2.0 CU cumulative grade point average (GPA) and business GPA
3. Complete a minimum of 45 upper division (3000/4000 level) credits
4. Residency: complete a minimum of 30 CU Denver business course hours in good standing

COURSE SCHEDULE & DELIVERY MODES

CU Denver offers courses in both in person (IP) and online (OL) delivery modes. Students may complete this degree entirely in person. Students need to pay attention to when courses are offered as not all classes are offered every term. Below are the required classes for this major and when they are generally offered in person and online. Students will need to choose core classes and electives that meet their individual needs:

| | When | Fall | Spring | Summer |
|--|-----------------|---------|---------|-----------------|
| Core Classes | | | | |
| ENGL 1020 | Semester 1 | IP & OL | IP & OL | IP & OL |
| ENGL 2030 | Semester 2 | IP & OL | IP & OL | IP & OL |
| MATH 1060 Finite Math | Semester 1 | IP & OL | IP & OL | OL |
| Social Sciences: ECON 2012 | Semester 3 | IP & OL | IP & OL | IP & OL |
| Graduation Requirements for Business | | | | |
| UNIV 1110 College Success | Semester 1 | IP & OL | IP & OL | |
| COMM 2050 Business and Professional Speaking | Semester 2 | IP & OL | IP & OL | OL |
| ECON 2022 Principles of Economics: Microeconomics | Semester 4 | IP & OL | IP & OL | IP & OL |
| ENGL 3170 Business Writing | Semester 4 | IP & OL | IP & OL | OL |
| Business Core: | | | | |
| BUSN 2110+BUSN 3110 | Semesters 2 & 3 | IP & OL | IP & OL | - |
| ISMG 2050 Introduction to Business Problem Solving | Semester 2 | IP & OL | IP & OL | OL |
| BANA 2010 Business Statistics | Semester 3 | IP & OL | IP & OL | IP & OL |
| ACCT 2200 Financial Accounting & Financial Stmt Analysis | Semester 3 | IP & OL | IP & OL | Either IP or OL |
| ACCT 2220 Managerial Accounting and Professional Issues | Semester 4 | IP & OL | IP & OL | OL |
| BLAW 3050 Business Law and Ethics | Semester 6 | IP & OL | IP & OL | OL |
| BANA 3000 Operations Management | Semester 7 | IP & OL | IP & OL | IP & OL |
| FNCE 3000 Principles of Finance | Semester 6 | IP & OL | IP & OL | OL |
| ISMG 3000 Technology in Business | Semester 6 | IP & OL | IP & OL | OL |
| MGMT 3000 Managing Individuals and Teams | Semester 5 | IP & OL | IP & OL | OL |
| MKTG 3000 Principles of Marketing | Semester 5 | IP & OL | IP & OL | OL |
| MGMT 4500 Business Policy and Strategic Management | Semester 8 | IP & OL | IP & OL | OL (May) |
| Sports Business Required Classes | | | | |
| MKTG 4250 Sports Marketing | Semester 6 | | IP | |
| MKTG 4251, 4252, 4620, or 4730 | Semester 6 & 7 | IP | OL | |
| MKTG 3100 or MKTG 3200 | Semester 7 | IP & OL | IP & OL | |
| MKTG 4000, MKTG 3300, MKTG 4700, or MKTG 4330 | Semester 7 | IP | IP & OL | OL |
| MKTG 4834, MKTG 3939, MKTG 4050, or MGMT 4900 | Semester 6-8 | IP & OL | IP & OL | OL |
| MKTG/MGMT 4000 level course | Semester 7 | IP & OL | IP & OL | IP & OL |

SAMPLE ACADEMIC PLAN OF STUDY

The following academic plan is a *sample* pathway to completing degree requirements. This schedule can be adjusted to accommodate AP, IB, and/or CLEP credits, as well as courses taken during the summer sessions. Students should tailor this plan based on transfer credit, course availability, and individual preferences related to course load, schedules, and add-on programs such as minors or double-majors. Students must complete an experiential learning credit (internship, study abroad program, or project-based course) and a capstone course taken in their final semester. **This plan assumes that the foreign language graduation requirement has been completed with high school courses or proficiency exam.**

| | | |
|-----------------|---|-----------|
| Year One | Semester 1 | CRS |
| | ENGL 1020 Core Composition I | 3 |
| | MATH 1060 Finite Math | 3 |
| | Arts, Humanities, OR Behavioral Science | 3 |
| | Arts, Humanities, OR Behavioral Science | 3 |
| | UNIV 1110 College Success | 1 |
| | TOTAL SEMESTER HOURS | 13 |

| | |
|--|-----------|
| Semester 2 | CRS |
| ISMG 2050 Intro to Business Problem Solving | 3 |
| ENGL 2030 Core Composition II | 3 |
| COMM 2050 Business and Professional Speaking | 3 |
| Natural and Physical Sciences | 3 |
| Arts, Humanities, OR Behavioral Science | 3 |
| BUSN 2110 Cultivating Emotional Intelligence | 1 |
| TOTAL SEMESTER HOURS | 16 |

| | | |
|-----------------------------|---|-----|
| Year Two | Semester 3 | CRS |
| | ACCT 2200 Financial Accounting and Financial Statement | 3 |
| | BANA 2010 Business Statistics | 3 |
| | Social Sciences: ECON 2012 Macroeconomics | 3 |
| | ENGL 3170 Business Writing | 3 |
| | General Elective (<i>or Regional Expertise/ Foreign Lang</i>) | 3 |
| | BUSN 3110 Career & Professional Development | 1 |
| TOTAL SEMESTER HOURS | 16 | |

| | |
|---|-----------|
| Semester 4 | CRS |
| ACCT 2220 Managerial Accounting and Professional Issues | 3 |
| ECON 2022 Principles of Economics: Microeconomics | 3 |
| Natural and Physical Sciences with a Lab | 4 |
| General Elective (<i>or Regional Expertise/ Foreign Lang</i>) | 3 |
| General Elective (<i>or Regional Expertise</i>) | 3 |
| TOTAL SEMESTER HOURS | 16 |

| | | |
|-----------------------------|--|-----|
| Year Three | Semester 5 | CRS |
| | MKTG 3000 Principles of Marketing | 3 |
| | BANA 3000 Operations Management | 3 |
| | ISMG 3000 Technology in Business | 3 |
| | MGMT 3000 Managing Individuals and Teams | 3 |
| | International Perspectives | 3 |
| TOTAL SEMESTER HOURS | 15 | |

| | |
|-----------------------------------|-----------|
| Semester 6 | CRS |
| MKTG 4250 Sports Marketing | 3 |
| MKTG 4251, 4252, 4620, or 4730 | 3 |
| MKTG 3100 or MKTG 3200 | 3 |
| BLAW 3050 Business Law and Ethics | 3 |
| FNCE 3000 Principles of Finance | 3 |
| TOTAL SEMESTER HOURS | 15 |

| | | |
|-----------------------------|---|-----|
| Year Four | Semester 7 | CRS |
| | Experiential Learning | 3 |
| | MKTG 4251, 4252, 4620, or 4730 | 3 |
| | MKTG 4000, MKTG 3300, MKTG 4700, or MKTG 4330 | 3 |
| | MKTG/MGMT 4000 level course | 3 |
| | International Studies | 3 |
| TOTAL SEMESTER HOURS | 15 | |

| | |
|--|-----------|
| Semester 8 | CRS |
| MKTG 4834, MKTG 3939, MKTG 4050, or MGMT 4900 | 3 |
| MGMT 4500 Business Policy and Strategic Management | 3 |
| Cultural Diversity | 3 |
| General Elective | 3 |
| General Elective | 2 |
| TOTAL SEMESTER HOURS | 14 |

DEGREE REQUIREMENTS

| Courses | Credits | Prerequisites/Notes | Term | Hours | Grade |
|--|------------|---|------|-------|-------|
| *Students are responsible for consulting advisors for current prerequisite and scheduling information as they change regularly | | | | | |
| Required CU Denver Core Curriculum Coursework | 34 | | | | |
| ENGL 1020 | 3 | | | | |
| ENGL 2030 | 3 | ENGL 2030 | | | |
| MATH 1060 Finite Math | 3 | | | | |
| Arts | 3 | | | | |
| Humanities | 3 | | | | |
| Behavioral Sciences | 3 | | | | |
| Social Sciences: ECON 2012 | 3 | | | | |
| Natural and Physical Sciences with lab | 4 | | | | |
| Natural and Physical science | 3 | | | | |
| Cultural Diversity (BUSN/MGMT 4100 recommended) | 3 | | | | |
| International Perspectives (INTB 3000/4200 recommended) | 3 | | | | |
| Graduation Requirements for Business | 13 | | | | |
| UNIV 1110 College Success | 1 | Only required for entering first term freshmen | | | |
| COMM 2050 Business and Professional Speaking | 3 | | | | |
| ECON 2022 Principles of Economics: Microeconomics | 3 | | | | |
| ENGL 3170 Business Writing | 3 | Sophomore standing | | | |
| Experiential Learning | 3 | Options: internship, business study abroad, or MGMT 4120, 4825, 4900, or ENTP 3900 | | | |
| Business Core | 35 | | | | |
| BUSN 2110+BUSN 3110 | 2 | 1 credit each | | | |
| ISMG 2050 Introduction to Business Problem Solving | 3 | | | | |
| BANA 2010 Business Statistics | 3 | MATH 1060, Sophomore standing | | | |
| ACCT 2200 Financial Acct and Statement Analysis | 3 | MATH 1060, Sophomore standing | | | |
| ACCT 2220 Managerial Acct and Professional Issues | 3 | MATH 1060, ACCT 2200, Sophomore standing | | | |
| BLAW 3050 Business Law and Ethics | 3 | Junior Standing | | | |
| BANA 3000 Operations Management | 3 | MATH 1060, ACCT 2200, BANA 2010, junior standing | | | |
| FNCE 3000 Principles of Finance | 3 | MATH 1060, ACCT 2200, BANA 2010, ECON 2012, ECON 2022, junior standing | | | |
| MGMT 3000 Managing Individuals and Teams | 3 | Junior Standing | | | |
| MKTG 3000 Principles of Marketing | 3 | Junior Standing, Coreq COMM 2050 | | | |
| ACCT 4054 Accounting Systems and Data Processing | 3 | ACCT 3220, ISMG 2050, junior standing | | | |
| MGMT 4500 Business Policy and Strategic Management | 3 | All Business Core with C or C- or better – see catalog | | | |
| International Studies | 3 | | | | |
| ACCT 4370, MKTG/INTB 4200, FNCE/INTB 4370, MGMT/INTB 4400, RISK 4509 | 3 | Choose one | | | |
| Major: Sports Business | 21 | | | | |
| MKTG 4250 Sports Marketing | 3 | MKTG 3000 | | | |
| MKTG/MGMT 4000 level course | 3 | | | | |
| Business Practices: Choose two below | | | | | |
| MKTG 4251, 4252, 4620, or 4730 | 6 | | | | |
| Research Skills: Choose one below | | | | | |
| MKTG 3100 or MKTG 3200 | 3 | | | | |
| Sales and Communication Skills: Choose one below | | | | | |
| MKTG 4000, MKTG 3300, MKTG 4700, or MKTG 4330 | 3 | | | | |
| Application: Choose one below | | | | | |
| MKTG 4834, MKTG 3939, MKTG 4050, or MGMT 4900 | 3 | | | | |
| Foreign Language Proficiency Level 1 and 2 or Regional Expertise | 10* | *If proficiency is met, student is responsible for completing 10 additional electives | | | |
| Other Courses-Electives | 4* | *14 if language proficiency is met | | | |
| Total Credit Hours: 120 | | | | | |