

SPORT BUSINESS, BBA

Bachelor of Business Administration in Sport Business (650110BBA)

The BBA 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.

Requirements for Admission

- 2.5 average cumulative
- English Composition I and II (ENGL:111 & ENGL:112)
- Speech requirement (COMM:105 or COMM:106)
- College Algebra (MATH:145) or Calculus with Business Applications (MATH:210)
- Principles of Microeconomics (ECON:200) or Principles of Macroeconomics (ECON:201)
- One of the following courses:
 - Accounting Principles I (ACCT:201)
 - Spreadsheet Modeling & Decision Analysis (ACCT:250)
 - Introduction to Entrepreneurship (ENTRE:201)
 - Legal & Social Environment of Business (BLAW:220)
 - Marketing Principles (MKTG:205)

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)
(330) 972-7042
businessadvising@uakron.edu
College of Business room 260

The following information has official approval of **The Department of Management** and **The College of Business**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (DPR) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Requirements Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	Additional Business Requirements	4
	College of Business Core	42
	Sport Business Requirements	33

Additional Credits for Graduation *	5
Total Hours	120

Recommended General Education Courses

Code	Title	Hours
Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.		
Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.		
Academic Foundations		12
<i>Mathematics, Statistics and Logic: 3 credit hours</i>		
MATH:145	Algebra for Calculus	
<i>Speaking: 3 credit hours</i>		
COMM:105	Introduction to Public Speaking	
or COMM:106	Effective Oral Communication	
<i>Writing: 6 credit hours</i>		
ENGL:111	English Composition I	
ENGL:112	English Composition II	
Breadth of Knowledge		22
<i>Arts/Humanities: 9 credit hours</i>		
PHIL:120	Introduction to Ethics	
<i>Natural Sciences: 7 credit hours</i>		
<i>Social Sciences: 6 credit hours</i>		
ECON:200	Principles of Microeconomics	
SOCIO:100	Introduction to Sociology	
Diversity		
Domestic Diversity		
SOCIO:100	Introduction to Sociology	
Global Diversity		
Integrated and Applied Learning		2
<i>Select one class from one of the following subcategories:</i>		
Complex Issues Facing Society		
Capstone		
<i>Review the General Education Requirements page for detailed course listings.</i>		
Total Hours		36

Additional Business Requirements

Code	Title	Hours
General Education Mathematics Requirement		
MATH:145	Algebra for Calculus	4
Required Business Courses		
BUSN:110	College of Business Success Seminar ¹	
BUSN:111	Professional Development Seminar	
Recommended Business Courses		
BUSN:200	Personal Leadership Skills	
Total Hours		4

¹ Only required for new first-year students. Transfer students are excluded from this requirement.

College of Business Core ¹

Code	Title	Hours
ECON:201	Principles of Macroeconomics ²	3
or ECON:244	Introduction to Economic Analysis	
BUSN:230	Business Communication	3
ACCT:201	Accounting Principles I	3
ACCT:202	Accounting Principles II	3
ACCT:250	Spreadsheet Modeling & Decision Analysis	3
BLAW:220	Legal & Social Environment of Business	3
FIN:301	Principles of Finance	3
MGMT:304	Business Statistics	3
MGMT:201	Management: Principles & Concepts	3
MGMT:305	Business Analytics	3
MGMT:490	Strategic Management	3
SCM:330	Principles of Supply Chain and Operations Management	3
MKTG:205	Marketing Principles	3
INTB:205	International Business	3
Total Hours		42

¹ Student must also have a minimum cumulative GPA of 2.0 across the College of Business Core.

² Students cannot get credit for both ECON:201 and ECON:244.

Sport Business Requirements

Code	Title	Hours
SPRT:100	Introduction to Sport Studies ¹	3
SPRT:424	Sports Leadership ²	3
MGMT:370	Financial Issues in Sport	3
MGMT:422	Applied Sales in Sport	3
MGMT:404	Current Topics in Sport Business	3
MGMT:470	Sport Business Consulting Project	3
	Additional Approved Electives	15
Total Hours		33

¹ MGMT:202 Introduction to Sport Business may be substituted for SPRT:100

² MGMT:307 Strategic Leadership in Sport Business may be substituted for SPRT:424

Graduation Requirements – Review DPR for Status

- 120 Credit Hours
- CBA Residency = Last 15 credits earned in the College of Business
- UA Residency = Students must complete their final 30 credits in residence at The University of Akron
- At least 50% of the business core and major course requirements must be earned at The University of Akron

- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0

Recommended Sequence

Course	Title	Hours
1st Year		
Fall Semester		
BUSN:110	College of Business Success Seminar	1-3
ENGL:111	English Composition I	3
MATH:145	Algebra for Calculus	4
COMM:105 or COMM:106	Introduction to Public Speaking or Effective Oral Communication	3
SOCIO:100	Introduction to Sociology	3
	Humanities Requirement	3
Hours		17-19
Spring Semester		
BUSN:111	Professional Development Seminar	1
ENGL:112	English Composition II	3
	Arts/Humanities Requirement	3
	Global Diversity Requirement	3
	Arts Requirement	3
	Natural Science Requirement with Lab	4
Hours		17
2nd Year		
Fall Semester		
ECON:200	Principles of Microeconomics	3
ACCT:201	Accounting Principles I	3
ACCT:250	Spreadsheet Modeling & Decision Analysis	3
BLAW:220	Legal & Social Environment of Business	3
MKTG:205	Marketing Principles	3
Hours		15
Spring Semester		
ECON:201	Principles of Macroeconomics	3
BUSN:230	Business Communication	3
ACCT:202	Accounting Principles II	3
INTB:205	International Business	3
MGMT:201	Management: Principles & Concepts	3
Hours		15
3rd Year		
Fall Semester		
FIN:301	Principles of Finance	3
MGMT:304	Business Statistics	3
SCM:330	Principles of Supply Chain and Operations Management	3
SPRT:100	Introduction to Sport Studies	3
	Complex Issues Requirement	3
Hours		15
Spring Semester		
MGMT:305	Business Analytics	3
SPRT:424	Sports Leadership	3
MGMT:422	Applied Sales in Sport	3

	Sport Business Elective	3
	Natural Science Requirement	3
	Hours	15
4th Year		
Fall Semester		
MGMT:370	Financial Issues in Sport	3
MGMT:404	Current Topics in Sport Business	3
	Sport Business Elective	3
	Sport Business Elective	3
	Free Elective	2
	Hours	14
Spring Semester		
MGMT:470	Sport Business Consulting Project	3
MGMT:490	Strategic Management	3
	Free Elective	3
	Free Elective	3
	Hours	12
	Total Hours	120-122