

# SPORTS BUSINESS UNDERGRADUATE MAJOR (BA, HBA, BS, HBS)

This program is available at the following locations:

- Corvallis
- Ecampus

Options available:

- Dean's Academy (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/sports-business-ba-bs-hba-hbs/deans-academy-option/>)
- International Business (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/sports-business-ba-bs-hba-hbs/international-business-option/>)

The Sports Business undergraduate major provides students with a solid foundation in business, as well as a background in the sports industry. The program provides the specific knowledge and skills relevant to a career in the sports industry with an exploration of the business of sport, sports marketing, sports sponsorship, sports analytics, and sports finance.

**Major Code: A050**

Upon successful completion of the program, students will meet the following learning outcomes:

- Recognize the challenges and issues within the sports industry.
- Evaluate sports industry structures.
- Identify financial and societal implications of sport in society.
- Identify and interpret core financial practices and issues in the sports industry.
- Apply analytical skills to improve sports business decision making across all functional areas of sport business.
- Analyze problems to develop and adjust marketing strategies in the sports industry.
- Evaluate the role and value of sponsorship and its strategic implications.

Degree requirements include university core education, business and major curricula. The business curriculum provides students with a broad overview of business; basic skills in accounting and quantitative methods; an understanding of the legal and social environment of business; a background in management and organizational behavior, marketing, finance, and operations management; an understanding of the entrepreneurial process; and the opportunity to integrate coursework and further develop decision-making skills through the analysis of business cases. The lower-division business curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula.

Transitions to OSU and Introduction to Business coursework will depend on student type. At registration, an academic advisor will determine the most appropriate path.

1. Students entering OSU as their first college experience after high school will take a 100 Transitions course, BA 160, and a BA 16X series;
2. Students entering OSU COB as a second-year transfer student (approximately three years to graduation) will take a 300 Transitions course, BA 160, and BA 101Z; or
3. Students entering OSU COB as a third-year transfer student (approximately two years or less to graduation) will take a 300 Transitions course and BA 101Z.

Code	Title	Credits
<b>Summary of Requirements</b>		
Business Curriculum <sup>1</sup>		102-106
Sports Business Curriculum		32
Unspecified Core Education <sup>1</sup>		22-26
Unrestricted Electives <sup>2</sup>		16-24
<b>Total Credits</b>		<b>180</b>

<sup>1</sup> Some courses in the Business Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Business Curriculum

<sup>2</sup> Options and minors are available to provide specializations and fulfill unrestricted elective credits

## Business Curriculum

Code	Title	Credits
<b>Foundations of Business</b>		
<i>Introduction to Business</i>		
Third-year transfer students may be eligible to waive BA 160.		
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
Dependent on entry level, students will take one of the following:		4-6
BA 161 & BA 162	INNOVATION NATION--AWARENESS TO ACTION and INNOVATION NATION--IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Communications</i>		
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	3-4
or COMM 111Z	+*PUBLIC SPEAKING	
or COMM 218Z	+*INTERPERSONAL COMMUNICATION	
<i>Economics</i>		
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4
<i>Mathematics</i>		
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
<i>Writing</i>		
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	
<b>Business Core</b>		
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	PRINCIPLES OF MARKETING	
BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 240	FINANCE	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 347	INTERNATIONAL BUSINESS	4

BA 354	*ETHICS IN ORGANIZATIONS	4
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
BA 375	APPLIED QUANTITATIVE METHODS	4
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
or BA 398	+SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
<b>Blueprint: Personal &amp; Professional Development</b>		
<i>Second Year</i>		
Third-year transfer students may be eligible to substitute BA 381 for second year Professional Development and Blueprint coursework.		
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
<i>Third Year</i>		
BA 311	+FRAMING YOUR CAREER PLAN	1
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
<i>Fourth Year</i>		
BA 411	NAVIGATING CAREER TRANSITIONS	1
BA 412	FINANCIAL PLANNING I	1
BA 413	FINANCIAL PLANNING II	1
<b>Total Credits</b>		<b>102-106</b>

\* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course

## Sports Business Curriculum

Code	Title	Credits
<b>Required Core</b>		
SB 250	THE BUSINESS OF SPORT	4
SB 350	INTRODUCTION TO SPORTS ANALYTICS	4
SB 351	SPORTS MARKETING	4
SB 450	FINANCING SPORT	4
SB 452	SPORTS SPONSORSHIP	4
<b>Electives</b>		
Select a minimum of 10 credits from the following (see Focus Areas for guidance): <sup>1</sup>		10
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	
BANA 371	DATA MANAGEMENT	
BANA 372	DATA EXPLORATION AND VISUALIZATION	
BANA 472	MACHINE LEARNING AND TEXT MINING FOR BUSINESS	
ECON 323	ECONOMICS OF SPORTS	
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	
MGMT 452	LEADERSHIP THEORY AND PRACTICE	
MGMT 455	INFLUENCE AND NEGOTIATION	
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
KIN 212	**SOCIOCULTURAL DIMENSIONS OF PHYSICAL ACTIVITY	
KIN 270	FOUNDATIONS OF SPORT AND EXERCISE PSYCHOLOGY	
KIN 360	INJURY MANAGEMENT FOR THE PHYSICALLY ACTIVE	
KIN 475	+*POWER AND PRIVILEGE IN SPORT	
HST 375	*GLOBAL HISTORY OF SPORTS	

SOC 453	SOCIOLOGY OF SPORT	
<b>Experiential Learning</b>		
Select 2 credits from the following courses:		2
Any COB 004 Internship (e.g. SB 004) <sup>2</sup>		
Any COB 403 Thesis (eg. SB 403)		
Any COB 405 Reading & Conference (eg. SB 405)		
Any COB 406 Projects (eg. SB 406)		
Any COB 409 Practicum (eg. SB 409)		
Any COB 410 Internship (eg. SB 410)		
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
<b>Total Credits</b>		<b>32</b>

<sup>1</sup> Some elective courses require a prerequisite grade of C or higher  
<sup>2</sup> Students may substitute a COB 004 Internship course (eg. SB 004) for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 credit degree total

## Focus Areas

Focus Areas are suggested course combinations directed at specific areas of interest and professional goals, but other combinations of focus area courses may be selected.

### Sports Marketing

Code	Title	Credits
Select three courses from the following:		
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
<b>Total Credits</b>		<b>12</b>

### Sports Management

Code	Title	Credits
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
MGMT 452	LEADERSHIP THEORY AND PRACTICE	4
MGMT 455	INFLUENCE AND NEGOTIATION	4
<b>Total Credits</b>		<b>12</b>

### Sports Analytics

Code	Title	Credits
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
Select two courses from the following:		
BANA 371	DATA MANAGEMENT	
BANA 372	DATA EXPLORATION AND VISUALIZATION	
BANA 472	MACHINE LEARNING AND TEXT MINING FOR BUSINESS	
<b>Total Credits</b>		<b>10</b>

### Sports and Society

Code	Title	Credits
Select three courses from the following:		
ECON 323	ECONOMICS OF SPORTS	
KIN 212	**SOCIOCULTURAL DIMENSIONS OF PHYSICAL ACTIVITY	
KIN 270	FOUNDATIONS OF SPORT AND EXERCISE PSYCHOLOGY	
KIN 360	INJURY MANAGEMENT FOR THE PHYSICALLY ACTIVE	
KIN 475	+*POWER AND PRIVILEGE IN SPORT	
HST 375	*GLOBAL HISTORY OF SPORTS	
SOC 453	SOCIOLOGY OF SPORT	
<b>Total Credits</b>		<b>10-12</b>

**Major Code: A050**

Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.

**First Year**

Fall		Credits
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
Core Ed: Scientific Inquiry & Analysis		4
Core Ed: Arts & Humanities General		3-4
Core Ed: Transitions		2

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**Credits** **14**

**Winter**

BA 161	INNOVATION NATION-AWARENESS TO ACTION	3
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
WR 121Z	+*COMPOSITION I	4

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**Credits** **15**

**Spring**

BA 162	INNOVATION NATION-IDEAS TO REALITY	3
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
COMM 111Z	+*PUBLIC SPEAKING	3-4
or COMM 114	or +*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or +*INTERPERSONAL COMMUNICATION	
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4

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**Credits** **14**

**Second Year****Fall**

BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
SB 250	THE BUSINESS OF SPORT	4

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**Credits** **16**

**Winter**

BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	or PRINCIPLES OF MARKETING	
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1

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**Credits** **17**

**Spring**

BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 240	FINANCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
Core Ed: Difference, Power & Oppression Foundations		3-4

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**Credits** **16**

**Third Year****Fall**

BA 311	+FRAMING YOUR CAREER PLAN	1
BA 347	INTERNATIONAL BUSINESS	4
BA 375	APPLIED QUANTITATIVE METHODS	4
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	or +*TECHNICAL WRITING	
Core Ed: Scientific Inquiry & Analysis		4

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**Credits** **16**

**Winter**

BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
or BA 398	or +SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	
SB 351	SPORTS MARKETING	4
Core Ed: Arts & Humanities Global		3-4

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**Credits** **15**

**Spring**

BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
BA 354	^ETHICS IN ORGANIZATIONS	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
SB 350	INTRODUCTION TO SPORTS ANALYTICS	4

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**Credits** **13**

**Fourth Year****Fall**

BA 411	NAVIGATING CAREER TRANSITIONS	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
SB Elective		4
Experiential Learning		2
Elective		4

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**Credits** **15**

**Winter**

BA 412	FINANCIAL PLANNING I	1
SB 450	FINANCING SPORT	4
SB Elective		3
Core Ed: Seeking Solutions		3-4
Elective		3

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**Credits** **14**

**Spring**

BA 413	FINANCIAL PLANNING II	1
SB 452	SPORTS SPONSORSHIP	4
SB Elective		4
Elective		3
Elective		3

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**Credits** **15**

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**Total Credits** **180**

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+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course