Minor in Sports Business

The sports business minor develops skills in teamwork, writing, and oral communications with an emphasis on providing core business competencies to those pursuing sports industry–related careers. The minor is intended to provide baseline business skills and knowledge to students who are not intending to pursue a sports business career per se, but rather are pursuing sports-related professional paths in which business acumen is a supporting skill (e.g., sports journalist, sports psychologist, sportswear designer).

Sports Business Minor

The sports business minor develops skills in teamwork, writing, and oral communications with an emphasis on providing core business competencies to those pursuing sports industry–related careers. The minor is intended to provide baseline business skills and knowledge to students who are not intending to pursue a sports business career per se, but rather are pursuing sports-related professional paths in which business acumen is a supporting skill (e.g., sports journalist, sports psychologist, sportswear designer). The minor in sports business is open to students from all majors except business administration, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in sports business online at the college’s website (https://business.uoregon.edu/ug/minors/sports-business/), where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 101</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>BA 316</td>
<td>Management: Creating Value through People</td>
<td>4</td>
</tr>
<tr>
<td>BA 317</td>
<td>Marketing: Creating Value for Customers</td>
<td>4</td>
</tr>
<tr>
<td>SBUS 250</td>
<td>Sports Business and Society</td>
<td>4</td>
</tr>
<tr>
<td>SBUS 456</td>
<td>Sports Brand Management</td>
<td>4</td>
</tr>
</tbody>
</table>

Choose ONE of the following elective courses:

- ARTD 250 Print Media Digital Arts
- BA 318 Finance: Creating Value through Capital
- ES 310 Race and Popular Culture: [Topic]
- FIN 281 Personal Finance
- J 320 Gender, Media, and Diversity
- GEOG 281 The World and Big Data
- MGMT 335 Launching New Ventures
- PD 101 Introduction to Product Design
- SOC 317 Sociology of the Mass Media

¹ Must be taken before the other required minor courses.