Sports Business (SBUS)

Courses

SBUS 199. Special Studies: [Topic]. 1-4 Credits.
Repeatable. Recent topics include Sports, Business, and Society.
Repeatable 3 times for a maximum of 16 credits

SBUS 250. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Requisites: Prereq: BA 101Z.
Equivalent to: SBUS 250N
Additional Information:
   Social Science Area
   Cultural Literacy: Global Perspectives

SBUS 250N. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Requisites: Prereq: BA 101Z.
Equivalent to: SBUS 250
Additional Information:
   Social Science Area
   Cultural Literacy: Global Perspectives

SBUS 255. The Business of the Olympic Games. 4 Credits.
An introduction to the contemporary global business model of the Olympic Games including finance economic impact, sales, sponsorship, media technology, government relations, sustainability regional impact, socio-political context, diversity inclusion.

SBUS 401. Research: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 405. Special Problems: [Topic]. 4 Credits.
Repeatable three times for a maximum of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 406. Practicum: [Topic]. 1-4 Credits.
Repeatable three times for a maximum of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 407. Seminar: [Topic]. 4 Credits.
Repeatable up to three times for a total of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 609. Terminal Project. 1-12 Credits.
Repeatable.
Repeatable 99 times

SBUS 610. Experimental Course: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 608. Workshop: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 605. Reading and Conference: [Topic]. 1-4 Credits.
Repeatable.
Repeatable 3 times for a maximum of 16 credits

SBUS 606. Practicum: [Topic]. 1-9 Credits.
Repeatable three times for a maximum of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 607. Seminar: [Topic]. 1-4 Credits.
Repeatable up to five times.
Repeatable 5 times for a maximum of 24 credits

SBUS 608. Workshop: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.
Repeatable 3 times for a maximum of 16 credits

SBUS 609. Terminal Project. 1-12 Credits.
Repeatable.
Repeatable 99 times

SBUS 610. Experimental Course: [Topic]. 3 Credits.
Repeatable 99 times

SBUS 645. Sports Product. 3 Credits.
Examines the companies and organizations of the international sports product industry: manufacturing innovation, company management, branding, retail and wholesale.

SBUS 650. Marketing Sports Properties. 3 Credits.
Examines essentials of effective sports marketing. Includes product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media).
Requisites: Prereq: completion of first-year M.B.A. core.
SBUS 652. Sports Sponsorship Alliances. 3 Credits.
Detailed consideration of the relation between sports, law, and corporate sponsorship programs. Focuses on alignment marketing issues, strategic communication through sponsorship, sponsor value, and sponsorship valuation.
**Requisites:** Prereq: completion of first-year MBA core.

SBUS 653. Legal Aspects of Sports Business. 3 Credits.
Examines social responsibility and legal concepts in sports management including constitutional regulatory powers, individual participation rights, drug testing, antitrust, labor rights, intellectual property rights, sponsorships, product and event liability.

SBUS 655. Economic Aspects of Sports. 3 Credits.
Comprehensive coverage of traditional and innovative revenue methods available to sports organizations from public and private sources. Detailed consideration of venue-based income sources (e.g., premium seating, permanent seat licenses).
**Requisites:** Prereq: completion of first-year MBA core.