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](mailto: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. 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:

**COURSE SCHEDULES ARE SUBJECT TO CHANGE!**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **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 Statement 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 | OL | OL |  |
| MKTG 4251, 4252, 4620, or 4730 | Semester 6 & 7 | IP & OL | OL | OL |
| MKTG 3100 | Semester 7 | IP & R | IP |  |
| MKTG 3200 | Semester 7 | HY | OL |  |
| MKTG 4000, MKTG 3300, or MKTG 4700 | Semester 7 | HY & OL | OL & R |  |
| MKTG 4834, MKTG 3939, MKTG 4050, or MGMT 4900 | Semester 6-8 | HY & OL | IP & OL | IP & R & 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 language graduation requirement has been completed with high school courses or proficiency exam.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year One | **Semester 1** | Credits |  | **Semester** **2** | Credits |
| ENGL 1020 Core Composition I | 3 |  | ISMG 2050 Intro to Business Problem Solving | 3 |
| MATH 1060 Finite Math | 3 |  | ENGL 2030 Core Composition II | 3 |
| Arts, Humanities, OR Behavioral Science | 3 |  | COMM 2050 Business and Professional Speaking | 3 |
| Arts, Humanities, OR Behavioral Science | 3 |  | Natural and Physical Sciences with a Lab | 4 |
| UNIV 1110 College Success | 1 |  | Arts, Humanities, OR Behavioral Science | 3 |
|  |  |  |  |  |
| **TOTAL SEMESTER HOURS** | **13** |  | **TOTAL SEMESTER HOURS** | **16** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year Two | **Semester 3** | Credits |  | **Semester 4** | Credits |
| ACCT 2200 Financial Accounting and Financial Statement Analysis | 3 |  | ACCT 2220 Managerial Accounting and Professional Issues | 3 |
| BANA 2010 Business Statistics | 3 |  | ECON 2022 Principles of Economics: Microeconomics | 3 |
| Social Sciences: ECON 2012 Macroeconomics | 3 |  | Natural and Physical Sciences | 3 |
| ENGL 3170 Business Writing | 3 |  | General Elective *(or Regional Expertise/ Language)* | 3 |
| General Elective *(or Regional Expertise/ Language)* | 3 |  | General Elective *(or Regional Expertise)* | 3 |
| BUSN 2110 Cultivating Emotional Intelligence | 1 |  | BUSN 3110 Career & Professional Development | 1 |
| **TOTAL SEMESTER HOURS** | **16** |  | **TOTAL SEMESTER HOURS** | **16** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year Three | **Semester 5** | Credits |  | **Semester 6** | Credits |
| MKTG 3000 Principles of Marketing | 3 |  | MKTG 4250 Sports Marketing | 3 |
| BANA 3000 Operations Management | 3 |  | MKTG 4251, 4252, 4620, or 4730 | 3 |
| ISMG 3000 Technology in Business | 3 |  | MKTG 3100 or MKTG 3200 | 3 |
| MGMT 3000 Managing Individuals and Teams | 3 |  | BLAW 3050 Business Law and Ethics | 3 |
| International Perspectives | 3 |  | FNCE 3000 Principles of Finance | 3 |
| **TOTAL SEMESTER HOURS** | **15** |  | **TOTAL SEMESTER HOURS** | **15** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year Four | **Semester 7** | Credits |  | **Semester 8** | Credits |
| Experiential Learning | 3 |  | MKTG 4834, MKTG 3939, MKTG 4050, or MGMT 4900 | 3 |
| MKTG 4251, 4252, 4620, or 4730 | 3 |  | MGMT 4500 Business Policy and Strategic Management | 3 |
| MKTG 4000, MKTG 3300, MKTG 4700, or MKTG 4330 | 3 |  | Cultural Diversity | 3 |
| MKTG/MGMT 4000 level course | 3 |  | General Elective | 3 |
| International Studies | 3 |  | General Elective | 2 |
| **TOTAL SEMESTER HOURS** | **15** |  | **TOTAL SEMESTER HOURS** | **14** |

Degree Requirements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Courses** | **Credits** | **Prerequisites/Notes** | **Term** | **Credits** | **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 | 3 | Junior Standing - BUSN/MGMT 4100 recommended |  |  |  |
| International Perspectives | 3 | INTB 3000, INTB 4400 or MKTG4200 recommended |  |  |  |
| **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 with **C-** or better |  |  |  |
| ACCT 2200 Financial Acct and Statement Analysis | 3 | MATH 1060 with **C-** or better |  |  |  |
| ACCT 2220 Managerial Acct and Professional Issues | 3 | ACCT 2200 with **C-** or better |  |  |  |
| BLAW 3050 Business Law and Ethics | 3 | 45 + credits complete |  |  |  |
| BANA 3000 Operations Management | 3 | ACCT 2200, BANA 2010 with **C-** or better & 45 + credits |  |  |  |
| FNCE 3000 Principles of Finance | 3 | MATH 1060, ACCT 2200, BANA 2010 with **C-** or better, ECON 2012, ECON 2022 & 45 + credits complete |  |  |  |
| MGMT 3000 Managing Individuals and Teams | 3 | 45 + credits complete |  |  |  |
| MKTG 3000 Principles of Marketing | 3 | 45 + credits complete |  |  |  |
| ISMG 3000 Technology in Business | 3 | BANA 2010, COMM 2050 with **C-** or better & 45+ credits |  |  |  |
| MGMT 4500 Business Policy and Strategic Management | 3 | All Business Core with **C-** or better |  |  |  |
| **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 with **C-** or better |  |  |  |
| MKTG/MGMT 4000 level course | 3 |  |  |  |  |
| **Business Practices: Choose two below** |  |  |  |  |  |
| MKTG 4251, 4252, 4620, or 4730 | 6 | Junior Standing or MKTG 3000 with **C-** or better |  |  |  |
| **Research Skills: Choose one below** |  |  |  |  |  |
| MKTG 3100 or MKTG 3200 | 3 | BANA 2010 and/or MKTG 3000 with **C-** or better |  |  |  |
| **Sales and Communication Skills: Choose one below** |  |  |  |  |  |
| MKTG 4000, MKTG 3300, or MKTG 4700 | 3 | MKTG 3000 with **C-** or better |  |  |  |
| **Application: Choose one below** |  |  |  |  |  |
| MKTG 4834, MKTG 3939, MKTG 4050, or MGMT 4900 | 3 | Junior Standing or MKTG 3000 with **C-** or better |  |  |  |
| **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** | | |  |  |  |