

SAMPLE 4-YEAR PLAN: Sports Business and Event Management, B.S.B.A.

Haile College of Business, Northern Kentucky University

This is one way you can complete this program in four years if you are not required to complete any developmental courses and you are placed by your math placement score in MAT 102 Introductory College Algebra.

MAJOR: **Sports Business and Event Management** (including required minor in Business)

Key:

General Education (Foundation of Knowledge)

Courses required for major/minor

Electives required to reach 120 hours

FIRST YEAR	Fall Semester		Spring Semester	
If you are unsure what BSBA Major is right for you, BUS 101 Introduction to Business is highly recommended - you will get an overview of all business majors. Join a sports or business-related student organization.	BIS 101 Fundamentals of Business Computing	3	ECO 100 Principles of Macroeconomics ¹	3
	MAT 102 Introductory College Algebra	2	FOK: Written Communication II	3
	FOK: Cultural Pluralism (SPB 200 required)	3	FOK: Culture & Creativity II	3
	BUS 101 Introduction to Business (recommended)	1	FOK: Global Viewpoints	3
	FOK: Written Communication I	3	MAT 114 Finite Mathematics	3
	FOK: Culture & Creativity I	3		
	Total	15	Total	15
SECOND YEAR	Fall Semester		Spring Semester	
Complete all Selective admissions courses by the end of your sophomore year and be admitted into your BSBA major. Build work experience in the industry: volunteer for the Cincinnati RedsFest in the Winter and/or Cincinnati's Western & Southern Tennis Open in Summer.	ACC 200 Introductory Financial Accounting ¹	3	ACC 201 Introductory Managerial Accounting ¹	3
	ACC 200L Financial Accounting Lab	1	BUS 230 Legal Environment ¹	3
	STA 205 Introduction to Statistical Methods	3	BUS 301 Business Professionalism/Career Prep	3
	ECO 101 Principles of Microeconomics ¹	3	FOK: Individual & Society	3
	MKT 205 Principles of Marketing ¹	3	FOK: Natural Science without Lab	3
	FOK: Oral Communication	3		
	Total	16	Total	15
THIRD YEAR	Fall Semester		Spring Semester	
Seek an internship in your third year and consider a study abroad experience. Start taking a leadership role in a campus organization and perhaps complete a research practicum with a faculty member.	MKT 310 Selling Skills	3	SPB 335 Event Planning & Management	3
	SPB 305 Sports Marketing & Events Research	3	MGT 305 Operations Management in Business	3
	BIS 300 Management Information Systems	3	BIS 380 Quantitative Analysis for Business	3
	MGT 300 Behavior in Organizations	3	SPB 307 Moneyball: Economics of Sports & Events	3
	FOK: Natural Science with lab	4	FIN 305 Principles of Finance	3
	Total	16	Total	15
FOURTH YEAR	Fall Semester		Spring Semester	
Attend every professional networking event. Be a leader - that's who companies want to hire. Make a difference in your actions.	SPB 350 Revenue Generation in Sports & Events	3	MGT 490 Business Policy	3
	SPB Elective ²	3	Open Elective to reach 120 hours	3
	BUS 330 Ethics : Managerial Decision Making	3	Open Elective to reach 120 hours	3
	ECO 305 Foundations of International Business	3	Open Elective to reach 120 hours	3
	Open Elective to reach 120 hours	3	Open Elective to reach 120 hours	1
	Total	15	Total	13
			Grand Total of Credits	120

Notes:

Following this plan will allow you to complete your B.S.B.A. degree in Sports Business & Event Management and the required minor in Business in four years (eight semesters), assuming you meet minimum performance expectations in all courses. Give careful attention to course prerequisites, as they are strictly enforced. If you choose to earn your degree over a period longer than four years, the basic sequence of courses shown above will still apply in most cases. If you decide to deviate from the recommended sequence, you should consult with the College of Business Center for Student Excellence for assistance in developing an alternative plan.

¹The Bachelor of Science in Business Administration (B.S.B.A.) with a major in Sports Business & Event Management is a selective admissions program. Students enter the program as a Pre-Sports Business & Event Management major. Upon completion of the six courses in the selective admissions group (ACC 200, ACC 201, BUS 230, ECO 100, ECO 101, and MKT 205) with a grade of C- or better in each and the achievement of an overall NKU GPA of 2.50 or 2.50 GPA in six selective admissions courses are admitted to the college as a B.S.B.A. Sports Business & Event Management major.

²Sports Business & Event Management majors are required to take one SPB Elective (any 300/400 level MKT or SPB course).