

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

Haile/US Bank 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 ACT score in MAT 109 Algebra for College.

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

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'll get an overview of all majors.		FOK: Written Communication I	3	FOK: Written Communication II	3
		FOK: Culture and Creativity	3	FOK: Oral Communication	3
		BIS 101 Computer Literacy	3	FOK: Natural Science with Lab	4
		BUS 101 Introduction to Business (recommended)	3	FOK: Individual and Society ECO 201 Principles of Microeconomics ¹	3
		MAT 109 Algebra for College	3	FOK: Mathematics & Statistics MAT 114 Finite Mathematics	3
		Total	15	Total	16
SECOND YEAR		Fall Semester		Spring Semester	
Complete all selective admission courses by the end of your sophomore year and be admitted into your BSBA major. Build your work experience in the industry: volunteer for the Cincinnati RedsFest in the winter and/or Cincinnati's Western and Southern Tennis Open in the summer.		ACC 200 Principles of Accounting I- Financial ¹	3	ACC 201 Principles of Accounting II- Managerial ¹	3
		ACC 200L Financial Accounting Lab	1	ECO 200 Principles of Macroeconomics ¹	3
		FOK: Cultural Pluralism	3	MKT 205 Principles of Marketing ¹	3
		FOK: Global Viewpoints	3	BUS 230 Legal Environment of Business ¹	3
		FOK: Natural Science	3	BUS 201 Haile Professionals	1
		FOK: Individual and Society	3	FOK: Culture and Creativity	3
		Total	16	Total	16
THIRD YEAR		Fall Semester		Spring Semester	
Consider study abroad opportunities. Consider an internship in the summer between your third and fourth years.		BIS 380 Quantitative Analysis with Excel	3	FIN 305 Principles of Finance	3
		MGT 300: Behavior in Organizations: Understanding Organizational Life	3	BIS 300 Management Information Systems	3
		STA 212 Statistics for Business Applications I	3	ECO 305 Foundations of International Business	3
		MKT 310 Selling Skills	3	SPB 307 Moneyball: Economics of Sports and Events	3
		SPB 305 Sports Marketing and Events Research	3	Major elective	3
		Total	15	Total	15
FOURTH YEAR		Fall Semester		Spring Semester	
Become a leader in a student organization. Consider doing a second internship. Attend every professional networking event that you can.		BUS 330 Ethics: Managerial Decision-Making	3	SPB 350 Revenue Generation in Sports and Events	3
		MGT 305 Operations Management in Business	3	Free elective	3
		SPB 335 Event Planning and Management	3	Free elective	3
		Major elective	3	MGT 490 Business Policy	3
		Free elective	3		
		Total	15	Total	12
Grand Total of Credits					120

Notes:

Following this plan will allow you to complete your B.S.B.A. degree in Sports Business and 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 Advising Center for assistance in developing an alternative plan.

¹The Bachelor of Science in Business Administration (B.S.B.A.) with a major in Sports Business and Event Management is a selective admission program. Students enter the program as a Pre-Sports Business and Event Management major. Upon completion of the six courses in the selective admission group (ACC 200, ACC 201, BUS 230, ECO 200, ECO 201, and MKT 205) with a grade of C- or better in each and the achievement of an overall NKU GPA of 2.500 or better, students are officially admitted to the college as a BSBA-Sports Business and Event Management major. All transfer students enter as pre-majors and must complete a minimum of 12 credit hours at NKU in order to establish the NKU GPA for selective admission into the major, regardless of individual course completion status.