

SAMPLE 4-YEAR PLAN: Bachelor of Science in Business Administration

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

This represents one potential pathway to completing the program within four years. The actual duration may vary depending on factors such as transfer credit evaluations, repeated coursework, and math placement results.

Key:

Courses required for Foundation of Knowledge

Courses required for major/minor

Electives required to reach 120 hours

FIRST YEAR	Fall Semester	Spring Semester
<i>Unsure which BSBA major to choose? BUS 101: Introduction to Business offers an overview of all business majors and is highly recommended.</i>	ISBA 101 Fundamentals of Business Computing	ECO 100 Principles of Macroeconomics ¹
	MAT 101 Numerical Fluency and Linear Functions	FOK: Written Communication II
	FOK: Cultural Pluralism (SPB 200 required)	FOK: Culture & Creativity II
	BUS 101 Introduction to Business (recommended)	FOK: Global Viewpoints
	FOK: Written Communication I	MAT 114 Finite Mathematics
	FOK: Culture & Creativity I	
	Total	Total
	16	15
SECOND YEAR	Fall Semester	Spring Semester
<i>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 RedsFest in winter, the Flying Pig Marathon in spring, and/or the Cincinnati Tennis Open in summer.</i>	ACC 200 Introductory Financial Accounting ¹	ACC 201 Introductory Managerial Accounting ¹
	STA 205 Introduction to Statistical Methods	BUS 230 Legal Environment ¹
	ECO 101 Principles of Microeconomics ¹	BUS 301 Business Professionalism/Career Prep
	MKT 205 Principles of Marketing ¹	FOK: Individual & Society
	FOK: Oral Communication	FOK: Natural Science without Lab
	Total	Total
	15	15
THIRD YEAR	Fall Semester	Spring Semester
<i>Consider an internship in your third year or perhaps a study abroad experience.</i> <i>Start taking a leadership role in a campus organization and/or get involved with research with a faculty member if you are considering graduate school.</i>	MKT 310 Selling Skills	SPB 335 Event Planning & Management
	SPB 305 Sports Marketing & Events Research	MGT 305 Operations Management in Business
	ISBA 300 Management Information Systems	ISBA 380 Quantitative Analysis for Business
	MGT 300 Behavior in Organizations	SPB 307 Moneyball: Economics of Sports & Events
	FOK: Natural Science with lab	FIN 305 Principles of Finance
	Total	Total
	16	15
FOURTH YEAR	Fall Semester	Spring Semester
<i>Attend every professional networking event.</i> <i>Be a leader - that's who companies want to hire. Make a difference in your actions.</i>	SPB 350 Revenue Generation in Sports & Events	MGT 490 Business Policy
	SPB Elective ²	Open Elective to reach 120 hours
	BUS 330 Ethics Managerial Decision Making	Open Elective to reach 120 hours
	MGT 303 Foundations of International Business	Open Elective to reach 120 hours
	Open Elective to reach 120 hours	Open Elective to reach 120 hours
	Total	Total
	15	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).