# SPORTS BUSINESS DEGREE PLAN

**Stephen F. Austin State University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
*Degree Evaluation (CAPP) is the Official Degree Plan for Rusche College of Business Majors*

## I. CORE CURRICULUM (42 HOURS)

**A. Communication Component Area (6 hours):**

- **ENGL 1301**  
  (C or Better required in ENGL 1301)

**1. English Rhetoric / Composition (3 hours):**

- BUSI 2304**  
- BLAW 3335  
- MGMT 2372  
- ECON 2301**  
- ECON 2302  
- ECON 3339  
- FINC 3333  
- BUSI 3325  
- MKTG 3351  
- MGMT 3370  
- MGMT 3371  
- MGMT 4363  

*Not calculated in Foundation GPA; **Taken in University Core*

**B. Mathematics Component Area (3 hours):**

- MATH 1324

## II. FOUNDATION OF KNOWLEDGE (39 hours + 6 core hours)

**A. 15 hours of Required Courses:**

- MGMT 3325 Principles of Sports Business  
- MKTG 4358 International Sports Marketing  
- MGMT 4380 Sports Analytics  
- MGMT 4372 or MKTG 4325 (Technology Option)  
- MKTG 4175/4176 or MKTG 4175/4186 (Internship)

## III. MAJOR: SPORTS BUSINESS (24 hours)

**A. 9 hours from the following:**

- BLAW 3355 Sports & Entertainment Law  
- ECON 3359 Sports Economics  
- MGMT 4325 College Sport Business  
- MGMT 4170 Special Topics in Management  
- MKTG 3358 Sports Marketing  
- MKTG 3362 Sport Promotion  
- MKTG 4170 Special Topics in Marketing

**MAJOR HOURS ON TRANSCRIPT**

## IV. ELECTIVE HOURS (15 hours) / MINOR

- A maximum of 66 academic hours plus four hours of kinesiology activity from junior or community colleges may apply toward a bachelor's degree. If more than 66 hours are transferred, the student's academic dean will determine which hours will be included in the 66 and how those courses will be substituted in the degree plan.

**ELECTIVE HOURS ON TRANSCRIPT**

**NON DEGREE HOURS ON TRANSCRIPT**

**TOTAL HOURS TO BE COMPLETED** 120

**TOTAL HOURS ON TRANSCRIPT**

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*THIS IS NOT AN OFFICIAL DEGREE PLAN*