

**BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
SPORT MANAGEMENT**

**GSU 100 The First Year Experience 0 hour**

All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements 30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

**Business Administration Core 39 hours**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| ACCT | 231 | Principles of Accounting I      | 3 |
| ACCT | 232 | Principles of Accounting II     | 3 |
| BUSN | 100 | Introduction to Business        | 3 |
| BUSN | 193 | Applied Business Communications | 3 |
| BUSN | 225 | Business Ethics                 | 3 |
| BUSN | 230 | Quantitative Business Analysis  | 3 |
| BUSN | 270 | Business Law I                  | 3 |
| BUSN | 293 | Professional Business Seminar   | 3 |
| CSCI | 101 | Computing Concepts              | 3 |
| CSCI | 260 | Management Information Systems  | 3 |
| ECON | 201 | Principles of Microeconomics    |   |
| ECON | 202 | Principles of Macroeconomics    | 3 |
| MATH | 115 | College Algebra                 |   |
| MGMT | 201 | Principles of Management        | 3 |
| MRKT | 201 | Principles of Marketing         | 3 |

**Sport Management 57 hours**

|      |     |  |    |
|------|-----|--|----|
| BUSN | 493 | Strategic Management and Planning      | 3  |
| MRKT | 388 | Emerging Media & the Market            | 3  |
| PED  | 265 | Diversity and Ethics in Sports         | 3  |
| PED  | 325 | Athletic Coaching and Administration   | 3  |
| SMGT | 130 | Introduction to Sport Management       | 3  |
| SMGT | 321 | Managing Budgets & Technology in Sport | 3  |
| SMGT | 330 | Event & Sport Facilities Management    | 3  |
| SMGT | 335 | Sport Marketing                        | 3  |
| SMGT | 430 | Legal Aspects of Sport                 | 3  |
| SMGT | 495 | Senior Seminar                         | 3  |
| STAT | 361 | Introduction to Statistical Analysis   | 3  |
|      |     | Restricted Electives                   | 12 |

Courses required for the BSBA Core and selected major will not fulfill this requirement.

Any 300-499 level course

**General Electives 6 hours**

**Total minimum hours required for degree 120 hours**

**GATEWAY ASSESSMENT - BUSN 100 & 293**

**CAPSTONE ASSESSMENT - BUSN 493**

**Suggested Courses for a Career in:**

**Sports Information:**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| BUSN | 430 | Data Analytics for Business     | 3 |
| CIA  | 305 | Web Design                      | 3 |
| MRKT | 379 | Advertising and Sales Promotion | 3 |

**Sport Entrepreneurship/Leadership**

|      |     |                             |   |
|------|-----|-----------------------------|---|
| BUSN | 430 | Data Analytics for Business | 3 |
| MGMT | 384 | Human Resource Management   | 3 |
| MGMT | 402 | Entrepreneurship            | 3 |
| MGMT | 487 | Operations Management       | 3 |

**BS: BUSINESS ADMINISTRATION  
SPORT MANAGEMENT  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

|  |           |   |           |
|--|-----------|---|-----------|
| BUSN 100 .....                           | 3         | ART 200 (OR) MUSC 200 .....                 | 2         |
| BUSN 230 .....                           | 3         | ENVR 101, SCNC 101, 102 (OR) 103 .....      | 4         |
| CART 101 .....                           | 3         | GENERAL ELECTIVES .....                     | 3         |
| CSCI 101 .....                           | 3         | MATH 115 .....                              | 3         |
| ENGL 101 .....                           | 3         | HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         |
| GSU 100 .....                            | 0         | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |   |           |

**SECOND YEAR**

|  |           |   |           |
|--|-----------|---|-----------|
| ACCT 231 .....                           | 3         | ACCT 232 .....                              | 3         |
| BUSN 225 .....                           | 3         | BUSN 193 .....                              | 3         |
| ENGL 102 .....                           | 3         | ENGL 203, 204, 205 (OR) 206 .....           | 3         |
| ECON 201 .....                           | 3         | HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         |
| SMGT 130 .....                           | 3         | GENERAL ELECTIVES .....                     | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |

**THIRD YEAR**

|  |           |  |           |
|--|-----------|--|-----------|
| BUSN 270 .....                           | 3         | BUSN 293 .....                             | 3         |
| ECON 202 .....                           | 3         | CSCI 260 .....                             | 3         |
| MGMT 201 .....                           | 3         | SMGT 335 .....                             | 3         |
| MRKT 201 .....                           | 3         | SMGT 430 .....                             | 3         |
| PED 265 .....                            | 3         | RESTRICTED ELECTIVES .....                 | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |

**FOURTH YEAR**

|  |           |  |           |
|--|-----------|--|-----------|
| MRKT 388 .....                           | 3         | BUSN 493 .....                             | 3         |
| SMGT 321 .....                           | 3         | PED 325 .....                              | 3         |
| SMGT 330 .....                           | 3         | SMGT 495 .....                             | 3         |
| STAT 361 .....                           | 3         | RESTRICTED ELECTIVES .....                 | 6         |
| RESTRICTED ELECTIVES .....               | 3         | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |  |           |