

SPORTS BUSINESS (BSB)

The DePaul Sports Business Major prepares students for a sports business career. The focus of the Sports Business degree is to teach students how their business skills are relatable in a wide range of sports industry careers, through “real world” projects and experiences. As the sports industry continues to grow and evolve, there is an increasing need for leaders with transferable business skills in management, sales, marketing, business analytics, events, hospitality, operations, leadership, entrepreneurship, accounting, economics and community relations. The Sports Business degree prepares students for careers in all these areas.

Program Requirements	Quarter Hours
Business Core Requirements	60
Liberal Studies Requirements	72
Major Requirements	46
Open Electives	14
Total hours required	192

Learning Outcomes:

Core Outcomes

- Use analytical and reflective skills in decision making.
- Communicate effectively both orally and in writing.
- Recognize legal and ethical issues confronting them.
- Contribute to the performance of a group within a business setting.
- Know the differences among global economies, institutions, business practices and cultures.
- Acquire knowledge of the functional areas of business and the interrelationships among the functional areas within a business.

College Core Requirements

Business Core Requirements

All undergraduate students in the Driehaus College of Business complete foundational courses in the areas of accountancy, economics, finance, management, and marketing. The core curriculum also includes courses that emphasize the increasingly quantitative and technological nature of business, the importance of the entrepreneurial mindset, and how students can use their business education to address important social challenges.

Course Requirements

For a student to complete the Bachelor of Science in Business, the following Business Core courses totaling at least 60.0 hours are required:

Course	Title	Quarter Hours
Business Core Courses		
ACC 101	INTRODUCTION TO ACCOUNTING I ¹	4
ACC 102	INTRODUCTION TO ACCOUNTING II ¹	4
BUS 101	INTRODUCTION TO DRIEHAUS: BUSINESS FUNDAMENTALS AND THE ENTREPRENEURIAL MINDSET	4
BUS 102	BUSINESS ANALYTICS	4
BUS 103	BUSINESS FOR SOCIAL GOOD	4
ECO 105	PRINCIPLES OF MICROECONOMICS	4
ECO 106	PRINCIPLES OF MACROECONOMICS	4

FIN 310	INTRODUCTION TO FINANCE	4
MAT 137	BUSINESS STATISTICS	4
MGT 300	PRINCIPLES OF MANAGEMENT	4
MGT 301	PRINCIPLES OF OPERATIONS MANAGEMENT	4
MKT 301	PRINCIPLES OF MARKETING	4

Business Technology ²

Select one of the following:		4
BUS 202	BUSINESS TECHNOLOGY	
CSC 241	INTRODUCTION TO COMPUTER SCIENCE I	
MIS 360	SYSTEMS ANALYSIS AND DESIGN	

Business Communication ³

Select one of the following:		4
MKT 276	EFFECTIVE BUSINESS COMMUNICATION	
CMNS 201	BUSINESS AND PROFESSIONAL COMMUNICATION	

Global Business Perspective ⁴

Select one of the following:		4
ECO 316	EUROPEAN ECONOMIC HISTORY	
ECO 330	RADICAL RESPONSES TO CAPITALISM	
ECO 333	TOPICS IN GLOBAL ECONOMIES	
ECO 334	UNDERSTANDING CHINA'S ECONOMY	
ECO 360	ECONOMICS OF LOW-INCOME COUNTRIES	
ECO 361	INTERNATIONAL TRADE	
ECO 362	INTERNATIONAL MONETARY ECONOMICS	
ECO 363	ECONOMICS OF THE EUROPEAN UNION	
FIN 340	INTERNATIONAL FINANCE	
FIN 355	GLOBAL IPOs & VENTURE CAPITAL	
IB 350	INTERNATIONAL BUSINESS SEMINAR	
MGT 354	GLOBAL HUMAN RESOURCE MANAGEMENT	
MGT 357	INTERNATIONAL BUSINESS	
MKT 340	MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS	
MKT 358	MARKETING IN A GLOBAL ENVIRONMENT	
MKT 360	INTERNATIONAL MARKETING	
SOC 217	WORK IN A GLOBALIZED WORLD	
A course taken as part of a term-long study abroad program		

¹ Strobel students take specially designated sections of all required ACC classes, including ACC 101 and ACC 102 (excluding ACC 250, ACC 300, ACC 301).

² Actuarial Science and Economic Data Analytics majors must take CSC 241.

MIS majors must take MIS 360.

³ MKT majors and Sales minors must take MKT 276.

⁴ A course taken for Global Business Perspective that is in a student's major or minor field must be completed with a minimum grade of C-.

Business Core Timeline

- BUS 101, BUS 102 and BUS 103 are intended to be completed by students during their first year of enrollment in the college.
- Business core requirements may be prerequisites to other courses.

- Planning is essential to a student's graduation timeline.
- Academic advisors work with students to co-create customized degree completion plans and assist with balancing course load.

Business Ethics

All undergraduate students in the Driehaus College of Business complete a course in Business Ethics. It is recommended students take MGT 248 or PHL 248 in Philosophical Inquiry or MGT 228 or REL 228 in Religious Dimensions in the Liberal Studies Program (or University Honors Program) Requirements.

Second Majors and Minors

The addition of a second major or minor may affect the Business Core classes required for a student. Meet with an academic advisor to confirm requirements.

Business Technology requirement for all business majors (except Management Information Systems majors)

- Business Technology requirement may be replaced by CSC 243.

Math requirement for all business majors (except Actuarial Science majors)

- MAT 137 may be replaced by MAT 348 or MAT 351.

Grade Minimums for Sports Business Major

A minimum grade of C- is required for the following: ACC 101, ACC 102, BUS 101, BUS 102, BUS 103, BUS 202, ECO 105, ECO 106, MAT 137, MGT 300, MGT 301, MKT 301, and any HSP, IB, MGT or MKT or course used for Global Business Perspective.

Liberal Studies Requirements

Honors program requirements can be found in the individual Colleges & Schools section of the University Catalog. Select the appropriate college or school, followed by Undergraduate Academics and scroll down.

First Year Program		Hours
Chicago Quarter		
LSP 110	DISCOVER CHICAGO	4
or LSP 111	or EXPLORE CHICAGO	
Focal Point		
LSP 112	FOCAL POINT SEMINAR	4
Writing		
WRD 103	COMPOSITION AND RHETORIC I ¹	4
WRD 104	COMPOSITION AND RHETORIC II ¹	4
Quantitative Reasoning		
Not Required		
Sophomore Year		
Race, Power, and Resistance		
LSP 200	SEMINAR ON RACE, POWER, AND RESISTANCE	4
Junior Year		
Experiential Learning		
Required		4

Senior Year

Capstone		Hours
BUS 392	SENIOR SEMINAR ¹	4

¹ Students must earn C- or better in this course.

Learning Domains

Arts and Literature (AL) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/arts-and-literature/>)

- 3 AL Courses Required

Historical Inquiry (HI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/historical-inquiry/>)

- 2 HI Courses Required

Math and Computing (MC) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/math-and-computing/>)

- Not Required

Philosophical Inquiry (PI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/>)

- 2 PI Courses Required¹

Religious Dimensions (RD) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/>)

- 2 RD Courses Required¹

Scientific Inquiry (SI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/scientific-inquiry/>)

- 1 Lab Course Required

Social, Cultural, and Behavioral Inquiry (SCBI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/social-cultural-and-behavioral-inquiry/>)

- 1 SCBI Course Required

¹ PHL 248 / MGT 248 is required in PI or REL 228 / MGT 228 is required in RD.

Notes

Specified required courses within Liberal Studies may have grade minimums (e.g. C- or better). Please consult your advisor or your college and major requirements.

Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the Experiential Learning requirement.

In meeting learning domain requirements, no more than one course that is outside the student's major and is cross-listed with a course within the student's major, can be applied to count for LSP domain credit.

This policy does not apply to those who are pursuing a double major or earning BFA or BM degrees.

Major Requirements

Course Requirements

A student majoring in Sports Business is required to complete the following courses totaling at least 46.0 hours:

Course	Title	Quarter Hours
Required courses for major:		
ECO 336	EXPLORING ECONOMICS & STATISTICS THROUGH SPORTS	4
HSB 100	INTRO TO HOSPITALITY, TOURISM & SPORTS BUSINESS	4
HSB 200	THE GUEST TRAVELER & FAN EXPERIENCE	4
HSB 250	MANAGING YOUR HOSPITALITY & SPORTS BUSINESS CAREER	2
HSB 342	SPORTS SPONSORSHIP MARKETING	4
HSB 356	SPORTS MANAGEMENT	4
HSB 396	STRATEGY IN HOSPITALITY & SPORTS BUSINESS	4
MGT 340	LEADERSHIP IN SPORTS: LESSONS FOR COACHING IN THE WORKPLACE	4
MKT 385	SPORTS SALES	4
SPRTCMN 310	SPORTS, MEDIA, AND SOCIETY	4
Select two elective courses from the following:		
HSB 101	INTRODUCTION TO GLOBAL TOURISM	8
HSB 207	HOSPITALITY & SPORTS BUSINESS CRISIS MANAGEMENT	
HSB 208	STRATEGIC TALENT MANAGEMENT	8
HSB 303	HOSPITALITY & SPORTS BUSINESS INTERNSHIP I	
HSB 309	ADVANCED HOSPITALITY & SPORTS BUSINESS METRICS AND ANALYTICS	8
HSB 340	LODGING PROPERTY MANAGEMENT	
HSB 341	BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS	8
HSB 344	THE BUSINESS OF ESPORTS	
HSB 350	EVENT PLANNING	8
HSB 351	EVENT TOURISM	
HSB 352	EVENT PRODUCTION	8
HSB 353	EVENT SALES, SERVICE & PROMOTION	
HSB 398	SPECIAL TOPICS	8
HSB 399	INDEPENDENT STUDY	
IB 350	INTERNATIONAL BUSINESS SEMINAR	8
MGT 355	NEGOTIATIONS	
MGT 388	ENTREPRENEURSHIP STRATEGY	8
MGT 389	MANAGEMENT STRATEGY	
MGT 398	SPECIAL TOPICS (when related to Sport Business)	8
MGT 399	INDEPENDENT STUDY (with approval)	
MKT 310	CONSUMER BEHAVIOR	8

MKT 395	DIGITAL MARKETING ANALYTICS AND PLANNING	8
MKT 398	SPECIAL TOPICS (when related to Sport Business)	8
MKT 399	INDEPENDENT STUDY (with approval)	8
SPRTCMN 276	SPORTS PHOTOJOURNALISM	8
SPRTCMN 322	LIVE SPORTS EVENT PRODUCTION	8
SPRTCMN 323	SPORTS PODCASTING	8
SPRTCMN 324	SPORTS MEDIA PERSONAL BRANDING	8
SPRTCMN 325	SPORTS OPINION WRITING	8
SPRTCMN 326	SPORTS MEDIA LAW	8
SPRTCMN 327	SPORTS STATS AND ANALYTICS	8
SPRTCMN 328	SPORTS SOCIAL MEDIA	8
SPRTCMN 329	SPORTS AUDIO PRODUCTION	8
SPRTCMN 373	SPORTS MEDIA ENTREPRENEURS	8
SPRTCMN 375	SPORTS CONTENT CREATION	8
SPRTCMN 376	SPORTS CRISIS CMN MANAGEMENT	8
SPRTCMN 397	FOX SPORTS UNIVERSITY	8

Open Electives

Open elective credit (14.0 hours) is needed to meet the minimum graduation requirement of 192 hours.

Global Business Perspective

If an HSB or IB course is shared between Global Business Perspective and the Sport Business major, additional hours of Open Elective credit are required. Any HSB or IB course used toward Global Business Perspective must be passed with C- or higher.

Career Management Course

Students are required to complete the Career Course (250) associated with the major. Students who double major may choose the Career Course (250) associated with either major provided that hours for graduation are satisfied. Students should take the Career Course as soon as possible.

Experiential Learning

If IB 350 is completed in the Sports Business major consult with academic advisor regarding options for Experiential Learning.

Graduation Requirements

All Hospitality & Sports Business (HSB) courses, and any other courses used toward the Sports Business major must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.