Minor in Sports Business

The sports business minor develops skills in teamwork, writing, and oral communications with an emphasis on providing core business competencies to those pursuing sports industry–related careers. The minor is intended to provide baseline business skills and knowledge to students who are not intending to pursue a sports business career per se, but rather are pursuing sports-related professional paths in which business acumen is a supporting skill (e.g., sports journalist, sports psychologist, sportswear designer).

Sports Business Minor

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Students may declare a minor in sports business online at the college's website (https://business.uoregon.edu/ug/minors/sports-business/), where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

Code	Title	Credits
BA 101	Introduction to Business [1]	4
BA 316	Management: Creating Value through People	4
BA 317	Marketing: Creating Value for Customers	4
SBUS 250	Sports Business and Society	4
SBUS 456	Sports Brand Management	4
Choose ONE of the following elective courses:		
ARTD 250	Print Media Digital Arts	
BA 318	Finance: Creating Value through Capital	
ES 310	Race and Popular Culture: [Topic]	
FIN 281	Personal Finance	
J 320	Gender, Media, and Diversity	
GEOG 281	The World and Big Data	
MGMT 335	Launching New Ventures	
PD 101	Introduction to Product Design	
SOC 317	Sociology of the Mass Media	

[1] Must be taken before the other required minor courses.