Sports Business Minor

The minor in sports business 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). 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 in sports business is open to students from all majors except pre-business, business administration, or accounting. For general social sciences majors with a concentration in applied economics, business, and society, students must adhere to the GSS double-dipping policy. See the GSS website (https://gss.uoregon.edu/faqs/) for more information. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in sports business online on the college's website, where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

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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
Core Courses		
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
Elective Course		**4**
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	
Total Credits		**24**

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