Sports Business (SBUS)

Courses

SBUS 199. Special Studies: [Topic]. 1-4 Credits.
Recent topics include Sports, Business, and Society.
Repeatable 3 times for a maximum of 16 credits

SBUS 250. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Requisites: Prereq: BA 101Z.
Equivalent to: SBUS 250N
Additional Information:
Social Science Area
Cultural Literacy: Global Perspectives

SBUS 250N. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Requisites: Prereq: BA 101Z.
Equivalent to: SBUS 250
Additional Information:
Social Science Area
Cultural Literacy: Global Perspectives

SBUS 255. The Business of the Olympic Games. 4 Credits.
An introduction to the contemporary global business model of the Olympic Games including finance economic impact, sales, sponsorship, media technology, government relations, sustainability regional impact, socio-political context, diversity inclusion.

SBUS 401. Research: [Topic]. 1-4 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 3 times for a maximum of 16 credits

SBUS 405. Special Problems: [Topic]. 4 Credits.
Specialized inquiry into a particular topic by a student and discussed with a faculty member.
Repeatable 3 times for a maximum of 16 credits

SBUS 406. Practicum: [Topic]. 1-4 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 3 times for a maximum of 16 credits

SBUS 407. Seminar: [Topic]. 4 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 3 times for a maximum of 16 credits

SBUS 409. Terminal Project. 1-12 Credits.
A presentation incorporating the knowledge and skills acquired from course work completed for a degree.
Repeatable 99 times

SBUS 410. Experimental Course: [Topic]. 1-4 Credits.
Experimental course - topic varies.
Repeatable 3 times for a maximum of 16 credits

SBUS 450. Sports Marketing. 4 Credits.
Essentials of effective sports marketing. Includes research, segmentation, product development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.
Requisites: Prereq: MKTG 311.

SBUS 452. Sports Sponsorship. 4 Credits.
Detailed consideration of the relationship between sports and corporate sponsorship programs. Focuses on alignment marketing, sponsor value, and sponsorship evaluation.
Requisites: Prereq: MKTG 311 or MKTG 311H.

SBUS 453. Law and Sports Business. 4 Credits.
Core legal principles across the sports business spectrum to improve risk and strategic management capabilities, competitive advantage, and critical negotiations.
Requisites: Prereq: MKTG 311 or MKTG 311H.

SBUS 455. Financing Sports Business. 4 Credits.
Revenue sources for sports organizations. Includes conventional sources (e.g., tax support, bonds, ticket, media, concession sales) and innovations (e.g, initial public offerings, seat licenses, naming rights).
Requisites: Prereq: MKTG 311 or MKTG 311H.

SBUS 456. Sports Brand Management. 4 Credits.
An integrative course that supports skills development for success in managing sports-related businesses and brands. It utilizes critical thinking, creative imagining and professional writing in developing capabilities used in businesses aligned with or in sports.
Requisites: Prereq: BA 101Z.

SBUS 510. Experimental Course: [Topic]. 1-4 Credits.
Experimental course - topic varies.
Repeatable 3 times for a maximum of 16 credits

SBUS 601. Research: [Topic]. 1-4 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 3 times for a maximum of 16 credits

SBUS 605. Reading and Conference: [Topic]. 1-4 Credits.
A particular selection of material read by a student and discussed in conference with a faculty member.
Repeatable 3 times for a maximum of 16 credits

SBUS 606. Practicum: [Topic]. 1-9 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 3 times for a maximum of 16 credits

SBUS 607. Seminar: [Topic]. 1-4 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 5 times for a maximum of 24 credits

SBUS 608. Workshop: [Topic]. 1-4 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 3 times for a maximum of 16 credits

SBUS 609. Terminal Project. 1-12 Credits.
A presentation incorporating the knowledge and skills acquired from course work completed for a degree.
Repeatable 99 times

SBUS 610. Experimental Course: [Topic]. 3 Credits.
A recent topic is Sports Product Branding, Product Line Management.
Repeatable 99 times

SBUS 645. Sports Product. 3 Credits.
Examines the companies and organizations of the international sports product industry: manufacturing innovation, company management, branding, retail and wholesale.

SBUS 650. Marketing Sports Properties. 3 Credits.
Examines essentials of effective sports marketing. Includes product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media).
Requisites: Prereq: completion of first-year M.B.A. core.

SBUS 652. Sports Sponsorship Alliances. 3 Credits.
Detailed consideration of the relation between sports, law, and corporate sponsorship programs. Focuses on alignment marketing issues, strategic communication through sponsorship, sponsor value, and sponsorship valuation.
Requisites: Prereq: completion of first-year MBA core.

SBUS 653. Legal Aspects of Sports Business. 3 Credits.
Examines social responsibility and legal concepts in sports management including constitutional regulatory powers, individual participation rights, drug testing, antitrust, labor rights, intellectual property rights, sponsorships, product and event liability.

SBUS 655. Economic Aspects of Sports. 3 Credits.
Comprehensive coverage of traditional and innovative revenue methods available to sports organizations from public and private sources. Detailed consideration of venue-based income sources (e.g., premium seating, permanent seat licenses).
Requisites: Prereq: completion of first-year MBA core.