



SPORTS BUSINESS MINOR REQUIREMENTS

Sports Business Minor Overview

The Lundquist College of Business offers a minor in sports business, which is designed to provide non-business students important skills to succeed in the economy related to sports. The minor develops student skills in teamwork, writing and oral communications and has been designed to complement many of the diverse majors at the UO. The Sports Business 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 where business acumen is a supporting skill (e.g., a sports journalist, a sports psychologist, a sportswear designer).

- The minor requires twenty-four credits from approved courses, with a minimum of twelve upper division courses, including at least one 400-level course.
- A minimum grade of C- (C- or P in lower division courses) is required in all minor courses.
- It is possible to earn more than one minor within the Lundquist College of Business. However, for students earning more than one business-related minor, no more than three courses can be used to satisfy multiple business minors.

In order to declare the minor, students must **not** have a Pre-business, Business, or Accounting major declared. General Social Sciences (GSS) majors with a concentration in Applied Economics, Business and Society (AEBS) *are* permitted to declare the Sports Business minor but they must adhere to the GSS double dipping policy. See <https://gss.uoregon.edu/faqs/> for more information.

Sport Business Minor Courses

BA 101 Introduction to Business (4 cr)	Pre-requisite: None
SBUS 250 Sports Business & Society (4 cr)*	Pre-requisite: BA 101
BA 316 Management: Creating Value through People (4 cr)	Pre-requisite: BA 101
BA 317 Marketing: Value for Customers (4 cr)	Pre-requisites: BA 101
SBUS 456 Sports Brand Management (4 cr)*	Pre-requisites: BA 101

Choose one of the following elective courses, for the final 4 credits

- ARTD 250 Art and Technology
- ES 310 Race, Gender and Sports
- J 320 Gender, Media & Diversity
- GEOG 281 The World and Big Data
- PD 101 Introduction to Product Design
- SOC 317 Sociology of the Mass Media

OR students can choose one course from within the Lundquist College:

- FIN 281 Personal Finance
- MGMT 335 Launching New Ventures
- BA 318 Finance: Value through Capital

* SBUS 250 and SBUS 456, as well as one (1) additional course required for the minor, must be taken in residence at the University of Oregon.

Additional Information

Please contact the Undergraduate Programs Office in 203 Peterson or call (541) 346-3303 with any questions. For more information about the minor, visit: business.uoregon.edu/ug/minors/sports-business