



BUSINESS ADMINISTRATION

SPORT BUSINESS STRATEGY EMPHASIS



University of Findlay®

Program Overview

The sport industry continues to grow in all aspects. Sports and entertainment are merging to create employment opportunities that require business fundamentals along with specialized knowledge. Entertainment, sporting, and event management are among the second-largest group of employers in the U.S. and the largest in the world. This area employs two out of every 10 people and accounts for more than seven percent of the world's gross national product.

At the University of Findlay, we are preparing the next generation of business leaders by providing them with both the foundational skills and in-depth knowledge required to be successful in the world of business. Undergraduate students in the

College of Business and Humanities work towards earning a Bachelor's degree with an emphasis in an area of their choosing. Findlay will prepare you for employment in the industry through required course work and experiential on-campus learning activities that involve athletics, event management, meeting planning/operations, and related opportunities.

Vast Array of Roles

Findlay graduates have gone from graduation to occupation with businesses such as:

- Event Planner
- Event Coordinator
- Media Relations
- Promotions or Marketing Director
- Athletic Director
- Ticket Sales Representative
- Recreation or Facility Director
- Sport Team or Operations Manager
- Sponsorship Sales or Activation

WHY SPORTS BUSINESS?

Workers in these occupations perform and oversee artistic and athletic ventures while providing business knowledge, skills, and abilities to benefit the organizations and patrons in which they serve. Overall employment in entertainment and sports occupations is projected to grow faster than the average for all occupations over the next decade according to the Bureau of Labor Statistics.

13:1

student-to-faculty ratio ensures individual attention

7

COBH Emphasis Areas allow students to narrow in on their interest

24

average ACT score of UF incoming freshmen

RECENT GRADS WERE HIRED AT COMPANIES LIKE THESE:



STUDENT ORGANIZATIONS AND UNIQUE OPPORTUNITIES

- Accounting Club
- Delta Mu Delta
- Investments Club
- Marketing Club
- Empowerment of Business-Oriented Women (BOW)
- Innovation Competition
- Oiler 10
- Dana Scholars
- B.O.L.D. Student Ambassador
- NGA Competition
- Bravely Leading Women's Leadership Conference

ACCREDITATION



We are proud to have earned ACBSP's accredited status for our Bachelor of Science business majors along with nearly all of our MBA degrees.

Four-Year Business Programs CORE (41 credit hours required)

ACCT 220	Principles of Financial Accounting.	3
ACCT 221	Principles of Managerial Accounting.	3
BUAD 101	First-Year Experience for Business Majors.	2
BUAD 211	Business Communications.	3
or		
ENGL 272	Introduction to Technical Communication.	3
BUAD 220	Principles of Management.	3
BUAD 310	Business Law-Contracts and Negotiable Instruments.	3
BUAD 323	Organizational Leadership.	3
BUAD 370	Introduction to Business Analytics.	3
BUAD 390	Business Research	3
BUAD 493	Business Policy/Strategic Management	3
ECON 200	Principles of Macroeconomics.	3
ECON 201	Principles of Microeconomics	3
FNCE 300	Principles of Finance	3
MRKT 220	Principles of Marketing	3

CORE+

CORE+ is UF's unique general education program. It provides the foundation of UF's liberal arts education and helps to develop the soft skills that are highly valued by today's employers. Students take 42 credit hours in the following categories:

- C - Critical Thinking
- O - Oral and written communication
- R - Relationships to the real world
- E - Engagement for meaningful lives and productive careers
- + - Experiential learning

Sports Business Emphasis Required Courses

SBST 300	Principles of Sport Business Strategy.	3	SBST 360	Brand Management	3
SBST 340	Revenue Streams and Sales of Sport Business Strategy	3			

Sports Business Emphasis Elective Courses (select five courses)

ART 205	Introduction to Digital Design	3	MRKT 445	Professional Selling	3
BUAD 325	Organizational Behavior.	3	SBST 400	Business of College Athletics.	3
BUAD 495	Seminar in Business Administration.	1 to 3	SBST 410	Business of Baseball.	3
BUAD 499	Business Internship.	1 to 12	BUAD 495:	minimum of three semester hours.	3+
COMM 180	Introduction to Digital Media.	3	BUAD 499:	minimum of three semester hours.	3+



"Prepared me for the real world."

"UF's College of Business has already prepared me for the real world with just a few semesters under my belt. I've learned how to build connections, maintain a strong work ethic, not be afraid to take a big leap, and so much more. I'm forever grateful for what the COB has provided me with this far and cannot wait to see what the future holds."

– Kaylee Pajor



University of Findlay

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APPLY