



BBA SPORT ENTERTAINMENT MANAGEMENT

(exclusively offered at Frisco location)

2024-2025

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University Core (42 hours)

Please see the UNT catalog or the RCOB Undergraduate Programs Office in BLB 110 for specific core requirements.

Pre-Business Requirements (21 hours)

- ECON 1100 & 1110 (6 hrs)** Principles of Economics
- MATH 1190 (3 hrs)** Business Calculus
- BCIS 2610 (3 hrs)** Introduction to Computers in Business
- ACCT 2010 & 2020 (6 hrs)** Accounting Principles I & II
- DSCI 2710 (3 hrs)** Data Analysis with Spreadsheets

At least one of the following requirements should be satisfied as a part of University Core: MATH 1190 or MATH 1710, DSCI 2710, ECON 1100 or ECON 1110.

Other Requirements (hours vary)

Communication: COMM 1010 Intro to Communication or TECM 2700 Technical Writing

Professional Development:

- BUSI 1200
- BUSI 3100
- BUSI 3200 or other approved Professional Development course (see advisor)
- BUSI 1200 and BUSI 3100 must be completed prior to enrolling in BUSI 4940. BUSI 3200 may be taken prior to or concurrently with BUSI 4940.

Free Electives (to reach 120 hours; hours vary)

BUSI 1200 must be completed prior to declaring a major. All of the professional development courses are 1 hour courses and must be completed with a grade of C or higher.

IMPORTANT NOTICE: *In order to enroll in JR/SR level courses and file a degree plan, students must: complete 45 hours, complete the pre-business requirement courses with minimum grades of C; have a minimum 2.7 pre-business GPA; AND have a minimum 2.0 UNT cumulative GPA.*

Business Foundation Courses (24 hours)

- BUSI 3660 (3 hrs)** Contemporary Business Writing & Presentation Skills
- BLAW 3430 (3 hrs)** Legal and Ethical Environment of Business
- BCIS 3610 (3 hrs)** Basic Information Systems
- MKTG 3650 (3 hrs)** Foundations of Marketing Practice
- DSCI 3710 (3 hrs)** Business Statistics with Spreadsheets
- FINA 3770 (3 hrs)** Finance
- MGMT 3720 (3 hrs)** Organizational Behavior
- BUSI 4940* (3 hrs)** Business Policy

* Requirements for enrollment in BUSI 4940: completion of all other business foundation courses w/C or higher, SR status, and graduating semester.

Professional Field Courses (21 hrs)

- SENM 4310 (3 hrs)**
- SENM 4230 (3 hrs)** Talent Mgmt in the Sports Ent Industry
International Brand Strategies in the Sport Entertainment Industry
Business Planning in the Sports Entertainment Industry
Operations Management
Internship
Corporate Partnerships in the Sport Ent Industry
Sport in the Global Marketplace
- SENM 4870 (3 hrs)**
- OPSM 3830 (3 hrs)**
- MGMT 4800 (3 hrs)**
- SENM 4240 (3 hrs)**
- RESM 4600 (3 hrs)**

Supporting Field Courses, (12 hrs)

Students must choose 4 courses from the list below:

- MKTG 3010 (3 hrs)** Professional Selling
- SENM 4020 (3 hrs)** Ticket Operations in the Sport Entertainment Industry
- SENM 4325 (3 hrs)** Fan Engagement Strategies in the Sport Entertainment Industry
- RESM 3050 (3 hrs)** Operations and Logistics in RESM Orgs
- RESM 4340 (3 hrs)** Event Production in RESM industries
- RESM 4180 (3 hrs)** Planning, Designing and Maintaining RESM Facilities and Areas
- RESM 4160 (3 hrs)** Assessment and Data Analytics in Recreation, Event and Sport orgs
- JOUR 2400 (3 hrs)** Fundamentals of P.R. Practices
- JOUR 3410 (3 hrs)** Public Relations for Non-profits
- JOUR 4270 (3 hrs)** Strategic Social Media
- JOUR 4355 (3 hrs)** Sport Media Relations
- HMG T 1500 (3 hrs)** Orientation to the Hospitality Industry (2 CH)
- HMG T 3700 (3 hrs)** Hotel Operations
- EDEM 3500 (3 hrs)** Event Catering Operations
- EDEM 3210 (3 hrs)** Intellectual Property and Sports Ent

Upon approval from the program director, students may be allowed to choose another supporting field course not included in the list above. Pre-approval is required.

A grade of "C" or higher is required in all Pre-Business, Professional Development, Business Foundation, Professional Field, and Supporting Field courses

A 2.0 UNT, 2.0 Overall, and 2.0 Professional Field GPA is required for graduation.

For more information on careers and companies recruiting graduates from this program, contact Career Services at UNT @ Frisco at 972-668-7100

Attention: consult online degree audit for your correct catalog year.

www.cob.unt.edu/undergrad

BBA Sport Entertainment Management

2024-2025 Suggested Curriculum (exclusively offered at Frisco location)

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
FRESHMAN	English (ENGL 1310)**	3	English (TECM 2700 or ENGL 1320)**	3
	Mathematics (MATH 1190)**	3	Component Area Option (COMM 1010 recommended)**	3
	Life and Physical Science	3	Political Science/Government (PSCI 2305 or 2306)	3
	Political Science/Government (PSCI 2305 or 2306)	3	Economics (ECON 1100)**	3
	Free Elective**	3	Intro to Computers in Business (BCIS 2610)	3
	Professional Development I (BUSI 1200)	1		
	Total	16	Total	15

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SOPHOMORE	Language, Philosophy and Culture	3	Life and Physical Science	3
	American History (HIST 2610)	3	Creative Arts	3
	Economics (ECON 1110)**	3	American History (HIST 2620)	3
	Accounting (ACCT 2010)	3	Accounting (ACCT 2020)	3
	Free Elective**	3	Data Analysis with Spreadsheets (DSCI 2710)	3
	Total	15	Total	15

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
JUNIOR	Basic Information Systems (BCIS 3610)*	3	Organizational Behavior (MGMT 3720)*	3
	Contemporary Business Writing & Presentation Skills (BUSI 3660)*	3	Legal and Ethical Environment of Business (BLAW 3430)*	3
	Foundations of Marketing Practice (MKTG 3650)*	3	Professional Field Course (from approved list)	3
	Business Statistics with Spreadsheets (DSCI 3710)*	3	Finance (FINA 3770)*	3
	Professional Development II (BUSI 3100)	1	Supporting Field Course (from approved list)	3
	Sport in the Global Marketplace (RESM 4600)	3	Professional Development III (BUSI 3200)	1
	Total	16	Total	16

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SENIOR	Professional Field Course (from approved list)	3	Business Policy (BUSI 4940—Capstone)	3
	Professional Field Course (from approved list)	3	Professional Field Course (from approved list)	3
	Professional Field Course (from approved list)	3	Supporting field course (from approved list)	3
	Supporting Field Course (from approved list)	3	Professional Field Course (from approved list)	3
	Supporting Field Course (from approved list)	3		
	Total	15	Total	12

*Business foundation courses. These must be completed with a grade of C or higher prior to enrolling in BUSI 4940.

** Courses that will fulfill university core and pre-business requirements. Courses used to fulfill both University and College requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives needed.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the Undergraduate Programs Office. Course availability subject to change; actual degree audits may change depending on course availability in a given semester.
- **Before enrolling** in MATH 1190, the correct math placement is required or you must pass the prerequisite math with a grade of C or higher.
- **Bolded courses** are pre-business prerequisites to all JR/SR level business courses and require a grade of C or higher. **Additionally**, completion of all pre-business prerequisite courses with a minimum 2.7 *pre-business GPA* and a minimum 2.0 *UNT cumulative GPA* along with completion of 45 hours are required prior to enrolling in any JR/SR level business course and/or filing for an official degree plan.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, Professional Field varies by major (see advisor), and 2.0 Overall.