

### University Core (42 hours)

Please see the UNT catalog or the RCOB Advising and Students Services Office in BLB 110 for specific core requirements.

### Pre-Business Requirements (21 hours)

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

### Other Requirements

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

**Professional Development:**

BUSI 1200  
BUSI 2200/3100 (starting Fall 2020)  
BUSI 3200 or other approved Professional Development course (see advisor)

**Free Electives** (to reach 120 hours; hours vary)

**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)

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

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

### Sport Entertainment Management Content Area (12 hrs)

|                          |  |
|--------------------------|--|
| <b>RESM 4600 (3 hrs)</b> | Sport in the Global Marketplace                            |
| <b>MGMT 4980 (3 hrs)</b> | Talent Mgmt in the Sport Ent Industry                      |
| <b>RESM 4080 (3 hrs)</b> | Legal Dimensions of Recreation, Event and Sport Industries |
| <b>MGMT 4980 (3 hrs)</b> | Business Planning in the Sport Ent Industry                |

### Specialization Content Area - Select one specialization (12 hrs)

Specialization 1 - Sales and Marketing  
Specialization 2 - Event Operations  
Specialization 3 - Community and Media Relations  
Specialization 4 - Hospitality

**All specialization courses will be chosen in consultation with and be pre-approved by the program advisor**

### Business Integrated Study Electives (9 hrs)

|                                  |                                       |
|----------------------------------|---------------------------------------|
| <b>*OPSM 3830 (3 hrs)</b>        | Operations Management                 |
| <b>**MKTG 4980 (3 hrs)</b>       | International Brand Strategies in SEI |
| <b>MGMT 4800 or 4900 (3 hrs)</b> | Internship                            |

\*satisfies Creation of Goods and Services requirement

\*\*satisfies International requirement

**A grade of "C" or higher is required in all 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 972-668-8113**

# BBA Business Integrated Studies: Sport Entertainment Management Track 2020-2021 Suggested Curriculum (exclusively offered at Frisco location)

| YEAR            | FALL SEMESTER                                    | HOURS | SPRING SEMESTER                                  | HOURS   |
|-----------------|--|-------|--|---|
| <b>FRESHMAN</b> | 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     | <b>Economics (ECON 1100)**</b>                   | 3   |
|                 | Free Elective**                                  | 3     | Professional Development I (BUSI 1200)           | 1   |
|                 |  |       |  | <b>Intro to Computers in Business (BCIS 2610)</b> |
|                 | <b>Total</b>                                     | 15    | <b>Total</b>                                     | 16  |

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

| YEAR          | FALL SEMESTER  | HOURS | SPRING SEMESTER  | HOURS |
|---------------|--|-------|--|-------|
| <b>JUNIOR</b> | Basic Information Systems (BCIS 3610)*                       | 3     | Organizational Behavior (MGMT 3720)*                   | 3     |
|               | Professional Speaking, Writing and Presentation (BUSI 3660)* | 3     | Legal and Ethical Environment of Business (BLAW 3430)* | 3     |
|               | Foundations of Marketing Practice (MKTG 3650)*               | 3     | Operations Management (OPSM 3830)                      | 3     |
|               | Business Statistics with Spreadsheets (DSCI 3710)*           | 3     | Finance (FINA 3770)*                                   | 3     |
|               | Professional Development II (BUSI 3100)                      | 1     | Specialization Content Area Course                     | 3     |
|               | Sport in the Global Marketplace (RESM 4600)                  | 3     | Professional Development III (BUSI 3200)               | 1     |
|               |  |       |  |       |
|               | <b>Total</b>   | 16    | <b>Total</b>   | 16    |

| YEAR          | FALL SEMESTER                                     | HOURS | SPRING SEMESTER  | HOURS |
|---------------|---|-------|--|-------|
| <b>SENIOR</b> | International Brand Strategies in SEI (MKTG 4980) | 3     | Business Policy (BUSI 4940—Capstone)                   | 3     |
|               | Talent Management in the SEI (MGMT 4980)          | 3     | Business Planning in the SEI (MGMT 4980)               | 3     |
|               | Legal Dimensions of RES Industries (RESM 4080)    | 3     | Specialization Content Area Course                     | 3     |
|               | Specialization Content Area Course                | 3     | Business Integrated Study Elective (MGMT 4800 or 4900) | 3     |
|               | Specialization Content Area Course                | 3     |  |       |
|               |   |       |  |       |
|               | <b>Total</b>                                      | 15    | <b>Total</b>   | 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 Academic Advising and Student Services 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.

**Attention:** Consult online degree audit for your correct catalog year.

[www.cob.unt.edu/undergrad](http://www.cob.unt.edu/undergrad)