



SPORT BUSINESS

AT WEST VIRGINIA

WESLEYAN COLLEGE

For more information:

Visit our website at www.wvwc.edu/academics/schools/business

Or

Contact Dr. Susan Aloï at aloi_s@wvwc.edu

SPORT BUSINESS MAJOR (SPBUS.BS)

General Studies

ENGL 101/INDS 106 w/ C(2.0) [3 hrs]
 ENGL 102/INDS 102 w/ C(2.0) [3 hrs]
 COMM 211/INDS 103 w/ C (2.0) [3 hrs]
 Advanced Composition
 Met by: _____ BUSI 497 [3 hrs]
 BIOL/CHEM/ENVS/PHSC/PHYS w/ lab [3 hrs]/ INDS 112 [4 hrs]
 BIOL/CHEM/ENVS/PHSC/PHYS w/ lab [3 hrs]/ INDS 112 [4 hrs]
 MATH/PSYC 225/230/INDS 114 [3-4 hrs]
 RELG/INDS 111 [3-4 hrs]
 PHIL [3 hrs]/INDS 110 [4 hrs]
 INDS 120 [3 hrs]/INDS 116 [4 hrs]
 Any literature course/INDS 113 [3 hrs]
 Fine Arts

ART/DANC/MUSC/THRE/ENGL 213/INDS 107 [3-4 hrs]

OR

MUSC/THRE [2 hrs]
 Same discipline [1 hr]

OR

MUSC/THRE [1 hr]
 Same discipline [1 hr]
 Same discipline [1 hr]

HIST 100 or 200 level except HIST-201 or INDS-117 [3-4 hrs]
 CJUS/GEOG/ECON/POLS/PSYC/SOCI [3 hrs]/INDS 104 [4 hrs]
 US Cultural Studies [3 hrs]/INDS 109 [4 hrs]
 Intl Cultural Studies [3 hrs]/INDS 108 [4 hrs]
 PHED 110/130/140/201/240/EXSC 120/121 [3 hrs]/
 INDS 105 [4 hrs]

Core Requirements

	Hrs.
BUSI 111 Prin. of Financial Accounting	3
BUSI 114 Prin. of Managerial Accounting	3
BUSI 131 Prin. of Management	3
BUSI 141 Prin. of Marketing	3
BUSI 250 Legal Environment of Business	3
BUSI 497 Business Policy and Strategy	3
CSCI 250 Management of Information Systems	3
ECON 120 Prin. of Microeconomics	3
ECON 250 Statistics for Business and Economics	3
	27 hours

Sport Business Requirements

	Hrs.
BUSI 151 Prin Sport Management	3
BUSI 251 Sport Communication	3
BUSI 252 Sport Marketing	3
BUSI 259 Sport Business Internship	3
BUSI 353 Sport Law	3
BUSI 354 Sport Finance	3
ECON 253 Sports Economics	3
	<u>21 hours</u>
	48 total hours

120 hours required for graduation

Learning Outcomes

Aligned to standards of the Commission on Sport Management Accreditation (COSMA)

1. Present in written and verbal formats on specific aspects of sport business
2. Develop a plan to implement and control the strategic sports marketing process
3. Critically analyze and present case studies in sport business
4. Integrate theory and research with practical application in the field

