












2022 - 2023 Major Map

Business (Sports Business), BA

School/College: W. P. Carey School of Business
BABUSMSBA

Term 1 - A 0 - 7 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 CIS 105: Computer Applications and Information Technology (CS)	3	C	<ul style="list-style-type: none"> ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students. WPC 101 is the W. P. Carey School course that meets this requirement Create your first college resume
 WPC 101: Student Success in Business	1		
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 MAT 117 Track AND Mathematics (MA) OR MAT 210 Track AND Mathematics (MA)	3	C	<ul style="list-style-type: none"> View ASU Online first-time freshmen registration information here. Students must complete two math courses. Students will complete either MAT 117 and MAT 210 (MAT 117 Track) OR MAT 210 and MAT 211 or a quantitative course (MAT 210 Track) Students will be completing MAT 117 (MAT 117 Track) or MAT 210 (MAT 210 Track) in term 1 Join a student club or organization
SOC course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
 Business Skills Courses: No Grades of D or E			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		
Term 2 - A 16 - 25.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 MAT 117 Track AND Mathematics (MA) OR MAT 210 Track AND Mathematics (MA)	3	C	<ul style="list-style-type: none"> Students will be completing MAT 210 (MAT 117 Track) OR MAT 211 or a quantitative course (MAT 210 Track) in term 2 WPC 150 is required of all first-year business students. Transfer students will not be required to complete WPC 150 and will instead complete three hours of elective credit. Join the W. P. Carey mentorship programs Research study abroad opportunities recommended for your major
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
WPC 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
Term hours subtotal:	9.25		
Term 2 - B 25.25 - 31.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SB)	3	C	
PSY course (SB)	3		
 Business Skills Courses: No Grades of D or E			

❗ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).

❗ Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 6

Term 3 - A 31.25 - 40.25 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
❗ ACC 231: Uses of Accounting Information I	3	C	<ul style="list-style-type: none">• Explore career resources.• Meet with your W. P. Carey Career Coach• Attend W. P. Carey and ASU Career Fairs
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		
ECN 212: Microeconomic Principles (SB)	3	C	
Term hours subtotal:	9		

Term 3 - B 40.25 - 46.50 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
❗ ACC 241: Uses of Accounting Information II	3	C	<ul style="list-style-type: none">• Continuing first-year students will take WPC 248, after completing WPC 148• New transfer students will take WPC 347• Develop your professional online presence
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C	
Cultural Diversity in the U.S. (C)	3		
❗ Business Skills Courses: No Grades of D or E			
❗ Complete ECN 211 AND ECN 212.			
❗ Minimum 2.00 GPA ASU Cumulative.			
Complete Mathematics (MA) requirement.			
Term hours subtotal:	6.25		

Term 4 - A 46.50 - 53.50 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
❗ ECN 221: Business Statistics (CS)	3	C	<ul style="list-style-type: none">• Attend W. P. Carey and ASU career fairs• Apply for internships or create one
Natural Science - Quantitative (SQ)	4		
Term hours subtotal:	7		

Term 4 - B 53.50 - 59.50 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
❗ General Studies Elective	3		
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
❗ Business Skills Courses: No Grades of D or E			
❗ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	6		

Term 5 - A 59.50 - 65.75 Credit Hours	Hours	Minimum Grade	Notes
MKT 300: Marketing and Business Performance	3	C	<ul style="list-style-type: none">• Meet with your W. P. Carey Career Coach• Update your resume
SCM 300: Global Supply Operations	3	C	
WPC 348: Junior Networking Foundations	0.25	C	
Term hours subtotal:	6.25		

Term 5 - B 65.75 - 74.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MKT 311: Sports Business	3	C	<ul style="list-style-type: none">• Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major
ENG 302: Business Writing (L)	3		

WPC 300: Problem Solving and Actionable Analytics	3	C	coursework must be unique to each degree program.
Term hours subtotal:	9		

Term 6 - A 74.75 - 81.75 Credit Hours	Hours	Minimum Grade	Notes
LES 305: Business Law and Ethics for Managers	3	C	• Complete informational interviews
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
Term hours subtotal:	7		

Term 6 - B 81.75 - 90.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MKT 421: Fan Behavior and Sports Marketing	3	C	• Complete an in person or virtual practice interview with your W. P. Carey Career Coach
Upper Division International Business Course AND Global Awareness (G)	3	C	
Humanities, Arts and Design (HU)	3		
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	9		

Term 7 - A 90.75 - 99.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Sports Business Elective	3	C	• Attend W. P. Carey and ASU Career Fairs
MGT 300: Organization and Management Leadership	3	C	
Literacy and Critical Inquiry (L)	3		
Term hours subtotal:	9		

Term 7 - B 99.75 - 105.75 Credit Hours	Hours	Minimum Grade	Notes
FIN 300: Fundamentals of Finance	3	C	• Gather professional references • Update your resume
Upper Division Sports Business Elective	3	C	
Term hours subtotal:	6		

Term 8 - A 105.75 - 114.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MCO 465: Sports and Media	3	C	• Apply for full-time career opportunities
WPC 448: Senior Career Transition Management	0.25	C	
Upper Division Elective OR MKT 484: Internship OR WPC 484: Internship	3		
Upper Division Elective	2		
Term hours subtotal:	8.25		

Term 8 - B 114.00 - 120.00 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Sports Business Elective	3	C	
General Studies Elective	3		
Term hours subtotal:	6		

- Courses that qualify as meeting the General Studies course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.

- Students cannot share Upper Division International Business Elective with concentration course requirements.

Hide Course List(s)/Track Group(s)

MAT 117 Track (dependent on the student's math placement)	MAT 210 Track (dependent on the student's math placement)	Upper Division Sports Business Electives - select 3 courses (9 credit hours, MKT 494 must be sports related)
MAT 117: College Algebra (MA)	MAT 210: Brief Calculus (MA)	AFR 375: Race, Gender and Sport (SB & C)
MAT 210: Brief Calculus (MA)	MAT 211: Mathematics for Business Analysis or ACO 100: All About Data: Design, Query, and Visualization (CS) or EDT 180: Technology Literacy: Problem Solving using Digital Technology Applications (CS)	MKT 441: Sports Revenue Generation
		MKT 451: Sports Business Analytics
		MKT 484: Internship
		MKT 494: Special Topics
Upper Division International Business Course- select one course (3 credit hours)	General Studies Electives	Business Skills Courses - No Grades of D or E
AGB 302: International Management and Agribusiness (G)	ASL 101: American Sign Language I	ACC 231: Uses of Accounting Information I or ACC 232: Financial Accounting I or ACC 261: Honors Fundamentals of Financial Accounting
ECN 306: Survey of International Economics (SB & G)	ASL 102: American Sign Language II	ACC 241: Uses of Accounting Information II or ACC 242: Managerial Accounting I or ACC 271: Honors Fundamentals of Managerial Accounting
MGT 302: Principles of International Business (G)	ASL 201: American Sign Language III	CIS 105: Computer Applications and Information Technology (CS) or CIS 236: Honors Introduction to Information Systems (CS)
MKT 425: Global Marketing Management (G)	ASL 202: American Sign Language IV	ECN 211: Macroeconomic Principles (SB) or ECN 213: Honors Macroeconomics (SB)
SCM 463: Global Supply Chain Management (G)	BIO 320: Fundamentals of Ecology	ECN 212: Microeconomic Principles (SB) or ECN 214: Honors Microeconomics (SB)
	COM 207: Introduction to Communication Inquiry	ECN 221: Business Statistics (CS) or ECN 231: Honors Business Statistics (CS)
	COM 259: Communication in Business and the Professions	MAT 210: Brief Calculus (MA) or MAT 270: Calculus with Analytic Geometry I (MA)
	COM 312: Communication, Conflict, and Negotiation	MAT 211: Mathematics for Business Analysis or Quantitative Course
	COM 414: Crisis Communication	
	COM 430: Leadership in Group Communication	
	COM 453: Communication Training and Development	
	ENG 210: Introduction to Creative Writing	
	ENG 310: Intermediate Creative Writing	
	ENG 345: Selected Authors or Issues	
	FAS 301: Introduction to Parenting	
	MAT 242: Elementary Linear Algebra	
	MAT 243: Discrete Mathematical Structures	
	ROM 101: Elementary Romanian Language and Culture I	
	SPA 101: Elementary Spanish I	
	SPA 102: Elementary Spanish II	
	SPA 111: Fundamentals of Spanish	
	WPC 150: Business and Society	

Notes:

- First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s), determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs. Visit: <https://cisa.asu.edu/DSP>
- Mathematics Placement Assessment score determines placement in first mathematics course.

Total Hours: 120

Upper Division Hours: 45 minimum

Major GPA: 2.00 minimum

Cumulative GPA: 2.00 minimum

Total hrs at ASU: 30 minimum

Hrs Resident Credit for

Academic Recognition: 56 minimum

Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed next to courses on the major map were valid for the 2022 - 2023 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.