







2023 - 2024 Major Map



Business (Sports Business), BA

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



Term 1 - A 0 - 7 Credit Hours 	Hours	Minimum Grade	Notes
 WPC 101: Student Success in Business	1		<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
CIS 105: Computer Applications and Information Technology (CS)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours	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		
Term hours subtotal:	9		
Term 2 - A 16 - 25.25 Credit Hours	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	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. Research study abroad opportunities recommended for your major
WPC 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
MAT 117 Track AND Mathematics (MA) OR MAT 210 Track AND Mathematics (MA)	3	C	
Term hours subtotal:	9.25		
Term 2 - B 25.25 - 31.25 Credit Hours 	Hours	Minimum Grade	Notes
 ECN 211: Macroeconomic Principles (SB)	3	C	
PSY course (SB)	3		
 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	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		
 Complete Mathematics (MA) requirement.			
Term hours subtotal:	6.25		

Term 4 - A 46.50 - 53.50 Credit Hours	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
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Elective	3		
 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 coursework must be unique to each degree program.
ENG 302: Business Writing (L)	3		
WPC 300: Problem Solving and Actionable Analytics	3	C	
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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Attend W. P. Carey and ASU Career Fairs
MGT 300: Principles of Management and 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	
Elective	3		
Term hours subtotal:	6		

- 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

Upper Division International Business
Course- select one course (3 credit hours)

AGB 302: International Management and
Agribusiness (G)

ECN 306: Survey of International Economics
(SB & G)

MGT 302: Principles of International
Business (G)

MKT 425: Global Marketing Management
(G)

SCM 463: Global Supply Chain
Management (G)

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 2023 - 2024 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.