


2024 - 2025 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 ⚠

 WPC 101: Student Success in Business	1		<ul style="list-style-type: none"><li>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</li><li>Create your first college <a href="#">resume</a></li></ul>
CIS 105: Computer Applications and Information Technology (QTRS OR 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

MAT 117 Track AND Mathematics (MATH) OR MAT 210 Track AND Mathematics (MATH)	3	C	<ul style="list-style-type: none"><li>• View ASU Online first-time freshmen registration information <a href="#">here</a>.</li><li>• 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)</li><li>• Students will be completing MAT 117 (MAT 117 Track) or MAT 210 (MAT 210 Track) in term 1</li><li>• Join a <a href="#">student club or organization</a></li></ul>
Humanities, Arts and Design (HUAD)	3		
SOC Elective AND Social and Behavioral Sciences (SOBE)	3		
Term hours subtotal:		9	

Term 2 - A 16 - 25.25 Credit Hours

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"><li>Students will be completing MAT 210 (MAT 117 Track) OR MAT 211 or a quantitative course (MAT 210 Track) in term 2</li><li>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.</li><li>Research <a href="#">study abroad opportunities</a> recommended for your major</li></ul>
WPC 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
MAT 117 Track AND Mathematics (MATH) OR MAT 210 Track AND Mathematics (MATH)	3	C	
Term hours subtotal:		9.25	

Term 2 - B 25.25 - 31.25 Credit Hours Critical course signified by ⚠

ECN 211: Macroeconomic Principles (SOBE OR SB)	3	C
--	---	---

❗ 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

COM 100: Introduction to Human Communication (SOBE OR SB) OR

COM 225: Public Speaking (CIVI OR L) OR

COM 230: Small Group Communication (SOBE OR SB)

3

ECN 212: Microeconomic Principles (SOBE OR SB)

3

C

Term hours subtotal: 9

- Explore [career resources](#).
- Meet with your [W. P. Carey Career Coach](#)
- Attend [W. P. Carey](#) and [ASU Career Fairs](#)

Term 3 - B 40.25 - 46.50 Credit Hours <b>Critical course</b> signified by ❗	Hours	Minimum Grade	Notes
--	-------	---------------	-------

ACC 241: Uses of Accounting Information II

3

C

WPC 248: Sophomore Career Narrative Design OR

WPC 347: Intermediate Career Management

0.25

C

Humanities, Arts and Design (HUAD)

3

❗ Complete Mathematics (MATH) requirement.

Term hours subtotal: 6.25

- Continuing first-year students will take WPC 248, after completing WPC 148
- New transfer students will take WPC 347
- Develop your [professional online presence](#)

Term 4 - A 46.50 - 53.50 Credit Hours	Hours	Minimum Grade	Notes
---------------------------------------	-------	---------------	-------

ECN 221: Business Statistics (QTRS OR CS)

3

C

Scientific Thinking in Natural Sciences (SCIT)

4

Term hours subtotal: 7

- Attend [W. P. Carey](#) and [ASU career fairs](#)
- Apply for [internships](#) or [create one](#)

Term 4 - B 53.50 - 59.50 Credit Hours <b>Critical course</b> signified by ❗	Hours	Minimum Grade	Notes
--	-------	---------------	-------

Governance and Civic Engagement (CIVI)

3

Elective

3

❗ Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 6

Term 5 - A 59.50 - 65.75 Credit Hours	Hours	Minimum	Notes
---------------------------------------	-------	---------	-------

		Grade	
MKT 300: Marketing and Business Performance	3	C	<ul style="list-style-type: none"> <li>Meet with your <a href="#">W. P. Carey Career Coach</a></li> <li>Update your <a href="#">resume</a></li> </ul>
SCM 300: Global Supply Operations (SUST)	3	C	
WPC 348: Junior Networking Foundations	0.25	C	
Term hours subtotal:	6.25		

Term 5 - B 65.75 - 74.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 311: Sports Business	3	C	<ul style="list-style-type: none"> <li>Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.</li> </ul>
ENG 302: Business Writing (L)	3		
WPC 300: Problem Solving and Actionable Analytics (QTRS)	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"> <li>Complete <a href="#">informational interviews</a></li> </ul>
Scientific Thinking in Natural Sciences (SCIT)	4		
Term hours subtotal:	7		

Term 6 - B 81.75 - 90.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 421: Fan Behavior and Sports Marketing	3	C	<ul style="list-style-type: none"> <li>Complete an in person or virtual practice interview with your <a href="#">W. P. Carey Career Coach</a></li> </ul>
Upper Division International Business Course AND Global Communities, Societies and Individuals (GCSI)	3	C	
American Institutions (AMIT)	3		
Term hours subtotal:	9		

Term 7 - A 90.75 - 96.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ Upper Division Sports Business Elective	3	C	<ul style="list-style-type: none"> <li>Attend <a href="#">W. P. Carey</a> and <a href="#">ASU Career Fairs</a></li> </ul>
MGT 300: Principles of Management and Leadership	3	C	
Term hours subtotal:	6		

Term 7 - B 96.75 - 102.75 Credit Hours	Hours	Minimum Grade	Notes
FIN 300: Fundamentals of Finance	3	C	<ul style="list-style-type: none"> <li>Gather <a href="#">professional references</a></li> <li>Update your <a href="#">resume</a></li> </ul>
Upper Division Sports Business Elective	3	C	

Term 8 - A 102.75 - 111.00 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MCO 465: Sports and Media	3	C	<ul style="list-style-type: none"> <li>Apply for full-time career opportunities</li> </ul>
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 111.00 - 120.00 Credit Hours	Hours	Minimum Grade	Notes
WPC 470: Business Administration Capstone	3	C	
Upper Division Sports Business Elective	3	C	
Elective	3		
Term hours subtotal:	9		

- 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)
MAT 117: College Algebra (MATH OR MA)	MAT 210: Brief Calculus (MATH OR MA)	AFR 375: Race, Gender and Sport (SOBE OR SB & C)
MAT 210: Brief Calculus (MATH OR MA)	MAT 211: Mathematics for Business Analysis or ACO 100: All About Data: Design, Query, and Visualization (QTRS OR CS) or EDT 180: Technology Literacy: Problem Solving using Digital Technology Applications (QTRS OR CS)	MKT 420: Retail Management
		MKT 441: Sports Revenue Generation
		MKT 451: Sports Business Analytics
		MKT 465: Projects in Sports Business
		MKT 484: Internship
		(Maximum three credits of MKT 484 may be applied towards the major)
		MKT 494: Special Topics
		(MKT 494 Special Topics course must be sports related to apply towards the major)
Upper Division International Business Course- select one course (3 credit hours)		

AGB 302: International Management and Agribusiness (GCSI OR G)

---

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

---

MGT 302: Principles of International Business (GCSI OR G)

---

MKT 425: Global Marketing Management (GCSI OR G)

---

SCM 463: Global Supply Chain Management (GCSI OR G)

---

- **Total Hours:** 120
- **Upper Division Hours:** 45 minimum
- [University Undergraduate Graduation Requirements](#)

**Notes:**

Mathematics Placement Assessment score determines placement in first mathematics course.

General Studies designations listed next to courses on the major map were valid for the 2024 - 2025 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.