

BUSINESS MANAGEMENT: SPORTS INDUSTRY MANAGEMENT CONCENTRATION, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The major in business management leads to the Bachelor of Science in Business Administration (BSBA) and provides students with the theoretical and conceptual basis of business as well as application skills to assume leadership roles in industry, government and education.

The undergraduate business management major permits students to select one area as a concentration. The knowledge and skills acquired with the major in business management can be used in a number of areas, such as human resource and operations management. The business management major with an agribusiness emphasis prepares students for careers in the specialized agriculture/business sector. The business management major with an information technology emphasis prepares students for careers in managing technology in modern organizations.

The business management major with a specialization in marketing prepares the graduate to successfully promote and sell goods and services.

Specific Admission Requirements

All undergraduate business majors (accounting, business management and economics) take the **Business Core**. The Core prepares business majors with general business knowledge and skills. The Core also provides students with an understanding of and appreciation for the intellectual discipline needed for successful completion of a business major.

These courses provide students with the common body of knowledge needed for imaginative and responsible citizenship and leadership roles in business and society, domestically and globally. The Business Core is designed to provide students with the opportunity to integrate their educational experiences in business within a specific discipline and across disciplines.

An overall GPA of 2.000 is required in General Education Skills Component courses. The Hasan School of Business prerequisite course requirement is a D, so that a student may progress to the next course. All business majors are required to earn a C or better in Business Core courses and in 300/400-level major courses to fulfill degree requirements. In addition, students must have completed the 100/200-level Business Core courses prior to enrolling in 300/400-level business courses. Additional prerequisites for Business Core courses and major courses are specified in the *Course Descriptions* section of the catalog. Business Core courses are listed alphabetically by prefix. Academic Planning Sheets are available in HSB.

Independent Studies, Directed Studies, Internships, and Special Projects will not be substituted for core or required courses. They may count as electives.

Majors & Concentration Areas

(Specific course requirements are detailed later.)

Select one:

- Accounting: 24
- Business Management: 24
- Business Management/Agribusiness: 27
- Business Management/Information Technology: 37
- Business Management/Marketing: 24
- Business Management/Sports Industry Management: 39
- Business Management/Org. Risk and Security Mgmt: 39
- Economics: 24
- Economics/Finance: 24

Business majors may take a second major in a business discipline that is **not related** to their first major discipline, provided that the additional 300/400-level credits associated with the second major are in addition to the credits needed to complete the first major (i.e., if the first major is 120 credits and the second major is 24 credits, then the total credits to complete the first major and the second major will be a minimum of 144). For example, a student earning the BSBA in business management could also major in accounting or economics.

Business majors may take a minor in a business discipline that is **not related** to their major discipline, provided that the additional 300/400-level credits associated with the minor are in addition to the credits needed to complete their major (i.e., if the major is 120 credits and the additional credits in the minor are 9 credits, then the total credits to complete the major and the minor will be a minimum of 129). For example, a student earning the BSBA in business management could also minor in accounting or economics.

Outcomes Assessment Activities

Assurance of Learning

The use of direct measures of student performance in the Hasan School of Business provides a relevant set of performance data. Reviewed by faculty, discipline groups, the School's Assurance of Learning Committee, and administrators, results of these measures are used to make program improvements. In addition to course grades, direct measures of student performance in the school of Business include:

- **The Educational Testing Service (ETS) Major Field Test in Business**
 - This test, administered nationwide, assesses what students have learned in courses common to all business majors. Results are compared with those of other business students enrolled at selected peer institutions, as well as nationally. In the Hasan School of Business, the Major Field Test is given to students in the BSAD 493 Senior Seminar (1 c.h.) capstone course in their senior year.
- **Course-Embedded Measures**
 - Exams, papers, presentations, and projects include course-embedded measures that can be used to assess student performance.

The Hasan School of Business compiles information to assess the success of graduates. Information is obtained from the CSU Pueblo Alumni Office, the Career Center, and other sources.

Learning Goals for the Business Undergraduate Program

The Hasan School of Business faculty works diligently to provide undergraduates with a high-quality education that prepares them for entry into business or into a graduate program. Our programs prepare students through achievement of five primary learning goals.

- 1. Communication**
 - Our students will be able to communicate effectively.
- 2. Problem Solving**
 - Our students will be able to analyze problems and develop solutions.
- 3. Global Awareness**
 - Our students will be able to apply global business concepts.
- 4. Ethical Awareness**
 - Our students will be able to recommend ethical alternatives and appropriate actions.
- 5. Team Skills**
 - Our students will be able to demonstrate effective team skills.

Specific Program Requirements

| Course | Title | Credits |
|----------------------|---------------------------------------|-----------|
| MGMT 318 | Human Resource Management | 3 |
| MKTG 342 | Promotional Strategy | 3 |
| CIS 365 | Management Information Systems | 3 |
| MGMT 368 | Project Management | 3 |
| MKTG 388 | Sports Industry Marketing | 3 |
| MGMT 488 | Sports Industry Management | 3 |
| MGMT 498 | Internship | 3 |
| BUS/CIS/EPER | Elective | 3 |
| PSYC 205 | Introduction to Sport Psychology | 3.0 |
| REC 240 | RECREATION PROGRAM DESIGN | 3.00 |
| REC 250 | COMMERCIAL RECREATION AND TOURISM | 3.00 |
| REC 350 | LEADERSHIP AND ETHICS | 3.00 |
| REC 485 | RECREATION FACILITY DESIGN/MANAGEMENT | 3.00 |
| Total Credits | | 39 |

Business Core Business Core

| Course | Title | Credits |
|----------|--|---------|
| ACCT 201 | Principles of Financial Accounting | 3 |
| ACCT 202 | Principles of Managerial Accounting | 3 |
| BSAD 101 | Business-Careers and Opportunities | 1 |
| BSAD 265 | Inferential Statistics & Problem Solving | 3 |
| BSAD 270 | Business Communications | 3 |
| BSAD 302 | Ethics in Business | 3 |
| BSAD 360 | Advanced Business Statistics | 3 |
| BSAD 493 | Senior Seminar | 1 |
| CIS 250 | Introduction to Business Analytics | 3 |
| ECON 201 | Principles of Macroeconomics (GT-SS1) | 3 |
| ECON 202 | Principles of Microeconomics (GT-SS1) | 3 |
| FIN 330 | Principles of Finance | 3 |
| MATH 220 | Quantitative Analysis for Business | 4 |

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|----------|-----------------------------------|---|
| MGMT 201 | Principles of Management | 3 |
| MGMT 301 | Organizational Behavior | 3 |
| MGMT 311 | Operations and Quality Management | 3 |
| MGMT 485 | Strategic Management | 3 |
| MKTG 340 | Principles of Marketing | 3 |

Total Credits 51

Planning Sheet

Disclaimer: The Planning Sheet is designed as a guide for student's planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

| Course | Title | Credits |
|-------------------------|---|----------------|
| Year 1 | | |
| Fall | | |
| BSAD 101 | Business-Careers and Opportunities | 1 |
| ENG 101 | Rhetoric & Writing I (GT-CO1) | 3 |
| MATH 101 | Introductory College Mathematics (GT-MA1) | 3 |
| General Education | | 7 |
| | | Credits |
| | | 14 |
| Spring | | |
| CIS 100 | Introduction to Word | 1 |
| CIS 103 | Introduction to PowerPoint | 1 |
| CIS 104 | Introduction to Excel Spreadsheets | 1 |
| ENG 102 | Rhetoric & Writing II (GT-CO2) | 3 |
| MATH 220 | Quantitative Analysis for Business | 4 |
| General Education | | 7 |
| | | Credits |
| | | 17 |
| Year 2 | | |
| Fall | | |
| ACCT 201 | Principles of Financial Accounting | 3 |
| ECON 201 or ECON 202 | Principles of Macroeconomics (GT-SS1) or Principles of Microeconomics (GT-SS1) | 3 |
| EPER 240 | Recreation Program Design | 3 |
| General Education | | 6 |
| | | Credits |
| | | 15 |
| Spring | | |
| ACCT 202 | Principles of Managerial Accounting | 3 |
| BSAD 265 | Inferential Statistics & Problem Solving | 3 |
| BSAD 270 | Business Communications | 3 |
| ECON 202 or ECON 201 | Principles of Microeconomics (GT-SS1) or Principles of Macroeconomics (GT-SS1) | 3 |
| MGMT 201 | Principles of Management | 3 |
| | | Credits |
| | | 15 |
| Year 3 | | |
| Fall | | |
| BSAD 302 | Ethics in Business | 3 |
| BSAD 360 | Advanced Business Statistics | 3 |
| MGMT 311 | Operations and Quality Management | 3 |
| MKTG 340 | Principles of Marketing | 3 |
| EPER 250 | Commercial Recreation and Tourism | 3 |
| | | Credits |
| | | 15 |
| Spring | | |
| FIN 330 | Principles of Finance | 3 |
| MGMT 301 | Organizational Behavior | 3 |

| | | |
|----------------------|---------------------------------------|----------------|
| MGMT 318 | Human Resource Management | 3 |
| MGMT 488 | Sports Industry Management | 3 |
| EPER 101 | Intro to EXPER | 2 |
| Elective | Must be an EPER course. | 1 |
| Credits | | 15 |
| Year 4 | | |
| Fall | | |
| CIS 365 | Management Information Systems | 3 |
| MGMT 368 | Project Management | 3 |
| MKTG 388 | Sports Industry Marketing | 3 |
| PSYC 205 | Introduction to Sport Psychology | 3 |
| EPER 485 | Recreation Facility Design/Management | 3 |
| Credits | | 15 |
| Spring | | |
| BSAD 493 | Senior Seminar | 1 |
| MGMT 485 | Strategic Management | 3 |
| MGMT 498 | Internship | 1-6 |
| MKTG 342 | Promotional Strategy | 3 |
| Elective | Must be BSAD, CIS, or EPER course. | 3 |
| Credits | | 11-16 |
| Total Credits | | 117-122 |