



Minor in the Business of Sports | 2015-23

The Olin Business School offers a Minor in the Business of Sports to any undergraduate day division student. All required courses must be taken at the Olin Business School for a grade. A minimum of a 2.0 GPA average in all business minor course work is required.

Prerequisites

Calculus: Math 132

Microeconomics: Econ 4011 or MEC 290

Statistics I: Math 2200 or 3200 or ESE 326 or PS 363 or DAT 120

Minor Requirements (15 overall minimum units)

MINOR: The Business of Sports (15 minimum units)

Core Requirements

MGT 440	Sports Management (1.5 units)	MKT 370	Principles of Marketing
MGT 450G	The Business of Sports	MKT 400M	Sports Marketing*
MGT 460I	Sports Business Analytics (1.5 units)		

*Class of 2022 students must take MKT 400M. Students in the Classes of 2019-2021 can take either MGT 100 or MKT 400M.

Electives: At least 3 units from the following

FIN 448	Advanced Financial Management**	MKT 378	Marketing Research**
MEC 460	Economics of Entertainment **	MKT 400E	Elements of Sales: Tools & Techniques**
MEC 471	Empirical Techniques for Industry Analysis **	MKT 482	Brand Management (formerly MKT 400F)**
MGT 460J	Legal Issues in Sports (1.5 units)	MKT 500S	Predictive Analytics for Bus. Decision Making**

*Additional prerequisites are required to take this elective. Consult your Course Listings for the prerequisites.

If you are a non-BSBA student minoring in the Business of Sports, you must:

Satisfy all prerequisites with preference for completing all prerequisites at Washington University.

AP credit for Math 2200 policy applies to non-BSBA students only.

15 additional units would be required to earn 2 business minors as double counting is not allowed.

If you are a BSBA minoring in the Business of Sports, you must:

earn 12 distinct units you can only count one course (3 credits) towards another degree requirement.

Math 2200 is not a substitute for DAT 120.

Visit the campus group website: <http://olinwustl.campusgroups.com/bsba/second-majors-minors/>.

July 2019