

**Note: Year #1 will consist of university core courses, including two 1 hr Sports Business Foundations courses**

Course #	Course Title	Credits
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**Year #2 Fall**

ACCT 211	Financial Accounting	3
BUSA 100	World of Business	3
BUSA 200	Business Communications	3
ECON 201	Principles of Macroeconomics	3
DATA 200	Intro to Spreadsheet Applications	3

**Year #3 Fall**

MARK 301*	Sports Marketing	3
BUSA 222	Personal Finance	3
MNGT 303	Principles of Management	3
DATA 301	Intermediate Data Analysis	3
MARK 311	Principles of Marketing	3

**Year #3 Summer**

MARK 431*	Adv Sports Biz & Analytics	3
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**Year #4 Fall**

DATA 425*	Sports Analytics	3
MNGT 400	Managerial Values	3
BUSA 471	Professional Development Seminar	1
ELEC 300/400	Business Elective	3
SPRT 575	Fan Engagement & Analytics	3
ENTR 409 or MNGT 407	Management of Innovation or Project Management	3

**Year #5 Fall**

SPRT 598**	Sports Residency	3
SPRT 565*	Strategic Revenue Generation in Sports Biz	3
FINC 521	Managerial Finance	3
ECON 520	Econ. of Competitive Strat.	3

**\*Sports business project classes**

**\*\*Our innovative 3-semester sports residency combines two semesters with Birmingham-based sports teams and one semester with global partners, including European soccer clubs. This unique structure allows students to work full-time in diverse sports organizations while completing their MBA coursework, providing an unparalleled blend of local and international sports business experience.**

Course #	Course Title	Credits
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**Year #2 Spring**

ACCT 212	Managerial Accounting	3
DATA 201	Intro to Data Analytics	3
ECON 202	Principles of Microeconomics	3
COSC 107	Intro to Computer Science	4
SOA 200	Arts - Society	3

**Year #3 Spring**

BUSA 252	Legal Environment of Biz	3
FINC 321	Financial Management	3
DATA 401	Advanced Data Analytics	3
MNGT 405	Leadership	3
MARK 414*	Market Research	3

**Year #4 Spring**

SPRT 598**	Sports Residency	3
ACCT 519	Accounting	3
MARK 541	Marketing Strategy	3
MNGT 535	Human Resources	3

**Year #4 Summer**

SPRT 585	Career Prep in Sports Biz	1
SPRT 580	The Biz of College Sports	3
SPRT 555*	Sport Sponsorship Alliance	3

**Year #5 Spring**

SPRT 598**	Sports Residency	3
MNGT 561	Strategic Management	3
BUSA 533	MIS and Communication Technology	3
DATA 551	Business Analytics	3

**\*\*\*Sports business classes are in grey**

