



BBA SPORT ENTERTAINMENT MANAGEMENT

(Select Concentration Courses offered at Frisco location)

GradTrack Pathway option available
<https://cob.unt.edu/masters/grad-track-pathways>
(see advisor for details)

2026-2027

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University Core (42 hours)

Please see the UNT catalog or the RCOB Undergraduate Programs Office in BLB 110 for specific core requirements.

Pre-Business Requirements (22 hours)

BUSI 1200 (1 hr)	Prof. Development Strategies I
ECON 1100 & 1110 (6 hrs)	Principles of Economics
MATH 1190 (3 hrs)	Business Calculus
BCIS 2610 (3 hrs)	Intro to Computers in Business
ACCT 2010 & 2020 (6 hrs)	Accounting Principles I & II
DSCI 2710 (3 hrs)	Data Analysis with Spreadsheets

At least one of the following requirements should be satisfied as a part of University Core: MATH 1190 or MATH 1710, DSCI 2710, ECON 1100 or ECON 1110.

Other Requirements (hours vary)

Communication: COMM 1010 Intro to Communication or
TECM 2700 Technical Writing

Professional Development:

BUSI 3100
BUSI 3200 or other approved Professional Development course (see advisor)
BUSI 1200 and BUSI 3100 must be completed prior to enrolling in BUSI 4940. BUSI 3200 may be taken prior to or concurrently with BUSI 4940.

Free Electives (to reach 120 hours; hours vary)

BUSI 1200 must be completed prior to declaring a major. All of the professional development courses are 1 hour courses and must be completed with a grade of C or higher.

IMPORTANT NOTICE: In order to enroll in JR/SR level courses and file a degree plan, students must: complete 45 hours, complete the pre-business requirement courses with minimum grades of C; have a minimum 2.7 pre-business GPA; AND have a minimum 2.0 UNT cumulative GPA.

Business Foundation Courses (24 hours)

MGMT 3660 (3 hrs)	Contemporary Business Writing & Presentation Skills
BLAW 3430 (3 hrs)	Legal and Ethical Environment of Business
BCIS 3610 (3 hrs)	Basic Information Systems
MKTG 3650 (3 hrs)	Foundations of Marketing Practice
DSCI 3710 (3 hrs)	Business Statistics with Spreadsheets
FINA 3770 (3 hrs)	Finance
MGMT 3720 (3 hrs)	Organizational Behavior
MGMT 4940* (3 hrs)	Strategic Management

* Requirements for enrollment in MGMT 4940: completion of all other business foundation courses w/C or higher, SR status, and graduating semester.

Professional Field Courses (21 hrs)

SENM 3500 (3 hrs)	Sport in the Global Marketplace
SENM 3600 (3 hrs)	Venue & Event Operation in the Sport Entertainment Industry
SENM 4230 (3 hrs)	International Brand Strategies in the Sport Entertainment Industry
SENM 4310 (3 hrs)	Talent Management in the Sport Entertainment Industry
SENM 4870 (3 hrs)	Business Planning in the Sports Entertainment Industry
MGMT 4800 (3 hrs)	Internship

Supporting Field Courses, (12 hrs)

Students must choose 4 courses from the list below:

MGMT 4270 (3 hrs)	Sustainability Management
MKTG 3010 (3 hrs)	Professional Selling
SENM 4020 (3 hrs)	Ticket Operations in the Sport Ent Industry
SENM 4325 (3 hrs)	Fan Engagement Strategies in the Sport Ent Industry
SENM 3700 (3 hrs)	Pricing Strategies in the Sport Ent Industry
SENM 4700 (3 hrs)	Leadership for Sport Business Prof. in the 21st Century
JOUR 2400 (3 hrs)	Fundamentals of Public Relations Practices
JOUR 3410 (3 hrs)	Public Relations for Non-Profits
JOUR 4270 (3 hrs)	Strategic Social Media
JOUR 4355 (3 hrs)	Sport Media Relations
HMGD 1500 (3 hrs)	Orientation to the Hospitality Industry
HMGD 3700 (3 hrs)	Hotel Operations
EDEM 3500 (3 hrs)	Event Catering Operations
EDEM 3210 (3 hrs)	Intellectual Property and Sports Entertainment
EDEM 1600 (3 hrs)	Introduction to Global Event Management
EDEM 3240 (3 hrs)	Event Service Essentials
EDEM 3700 (3 hrs)	Modern Wedding Planning
EDEM 2510 (3 hrs)	Exhibition & Convention Management
EDEM 3510 (3 hrs)	Entertainment and Experiences in Hospitality & Events
EDEM 4500 (3 hrs)	Strategic Event Design
EDEM 4600 (3 hrs)	Sustainability in the Event Industry

Upon approval from the program director, students may be allowed to choose another supporting field course not included in the list above. Pre-approval is required.

A grade of "C" or higher is required in all Pre-Business, Professional Development, Business Foundation, Professional Field, and Supporting Field courses

A 2.0 UNT, 2.0 Overall, and 2.0 Professional Field GPA is required for graduation.

For more information on careers and companies recruiting graduates from this program, contact Career Services at UNT @ Frisco at 972-668-7100.

Attention: Consult online degree audit for your correct catalog year.

www.cob.unt.edu/undergrad

BBA Sport Entertainment Management

2026-2027 Suggested Curriculum (offered at Frisco location)

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
FRESHMAN	English (ENGL 1310)**	3	English (TECM 2700 or ENGL 1320)**	3
	Mathematics (MATH 1190)**	3	Component Area Option (COMM 1010 recommended)**	3
	Life and Physical Science	3	Political Science/Government (PSCI 2305 or 2306)	3
	Political Science/Government (PSCI 2305 or 2306)	3	Economics (ECON 1100)**	3
	Free Elective**	3	Intro to Computers in Business (BCIS 2610)	3
	Professional Development I (BUSI 1200)*	1		
	Total	16	Total	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SOPHOMORE	Language, Philosophy and Culture	3	Life and Physical Science	3
	American History (HIST 2610)	3	Creative Arts	3
	Economics (ECON 1110)**	3	American History (HIST 2620)	3
	Accounting (ACCT 2010)	3	Accounting (ACCT 2020)	3
	Free Elective**	3	Data Analysis with Spreadsheets (DSCI 2710)	3
	Total	15	Total	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
JUNIOR	Basic Information Systems (BCIS 3610)*	3	Organizational Behavior (MGMT 3720)*	3
	Contemporary Business Writing & Presentation Skills (MGMT 3660)*	3	Legal and Ethical Environment of Business (BLAW 3430)*	3
	Foundations of Marketing Practice (MKTG 3650)*	3	Professional Field Course (from approved list)	3
	Business Statistics with Spreadsheets (DSCI 3710)*	3	Finance (FINA 3770)*	3
	Professional Development II (BUSI 3100)	1	Supporting Field Course (from approved list)	3
	Sport in the Global Marketplace (SENM 4600)	3	Professional Development III (BUSI 3200)	1
	Total	16	Total	16
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SENIOR	Professional Field Course (from approved list)	3	Strategic Management (MGMT 4940—Capstone)	3
	Professional Field Course (from approved list)	3	Professional Field Course (from approved list)	3
	Professional Field Course (from approved list)	3	Supporting field course (from approved list)	3
	Supporting Field Course (from approved list)	3	Professional Field Course (from approved list)	3
	Supporting Field Course (from approved list)	3		
	Total	15	Total	12

*Business foundation courses. These must be completed with a grade of C or higher prior to enrolling in MGMT 4940.

** Courses that will fulfill university core and pre-business requirements. Courses used to fulfill both University and College requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives needed.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the Undergraduate Programs Office. Course availability is subject to change; actual degree audits may change depending on course availability in a given semester.
- Before enrolling in MATH 1190, the correct math placement is required or you must pass the prerequisite math with a grade of C or higher.
- **Bolded courses** are pre-business prerequisites to all JR/SR level business courses and require a grade of C or higher. **Additionally**, completion of all pre-business prerequisite courses with a minimum 2.7 *pre-business GPA* and a minimum 2.0 *UNT cumulative GPA* along with completion of 45 hours are required prior to enrolling in any JR/SR level business course and/or filing for an official degree plan.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, Professional Field varies by major (see advisor), and 2.0 Overall.